

ACC 415: REPORTING ANALYSIS

Group Number: _____

Analysis steps required

- 1- Macro level You should Identify economic variables that affects the saudi stock market
- 2- Sectorial level :You should specify the industry classification
 - Identify the characteristics of the industry
 - Identify the Competitors
- 3- Micro level :Define the general framework of the company:
 - financial Statement Analysis (Financial statements - Income Statement - Statement of Cash Flows)
- 4- Analysis of Financial Ratios: Calculate ,compare the result to the previous year ,and Explaine the reasons for the changes of the following financial ratios (Liquidity-activity-risk-leverage-profitability-market) ratios>
- 5- conclusion: evaluate the result of your analysis by clarifying the strength and weaknesses of the company .
- 6- Proposed solutions and recommendations .

Business Case Analysis Evaluation Rubric

Rubric	Very Good (2 – 1.6 Points)	Good (1.5 –0.9 Points)	Poor (0.9 –0 Points)	Score
Macro level:	<ul style="list-style-type: none">- -Identify 5 or more economic variables that affect on saudi stock market clearly.- Very well written using own words- The information is provided meticulously- The Strategic Analysis has been made very thoroughly-	<ul style="list-style-type: none">- Identify 3 economic variables that affect on saudi stock market clearly.- Although not originally written using own sentences, the online information have been processed appropriately- Information provided is acceptable but more information could have been better- The Strategic Analysis made is acceptable-	<ul style="list-style-type: none">- -Identify 3or fewer economic variables that affect on saudi stock market .- Confusion between economic variables and other variables.- never provided any information about the variables.- Never provided any information about the organization- The Strategic analysis made is below the expectation-	

Sectorial level: Competitive Advantage of the organization	<u>The following 3 points must be clarified:</u> <ul style="list-style-type: none"> - Vision and mission statements; and organizational chart are presented clearly - specify the industry classification. - identify the characteristics of the industry - The Competitive Advantage of the organization has been clearly identified 	<u>2 of 3 points must be clarified:</u> <ul style="list-style-type: none"> - Vision and mission statements; and organizational chart are presented but no clear-cut idea about these items - specify the industry classification. - identify the characteristics of the industry. - The Competitive Advantage of the organization has been clearly identified 	<u>The following points are not clear:</u> <ul style="list-style-type: none"> - Never provided any information about the organization - specify the industry classification. - identify the characteristics of the industry. - The Competitive Advantage of the organization identified is unacceptable 	
Micro level:	<ul style="list-style-type: none"> - Define the general framework of the company. - Financial Statement Analysis (income statement- balanced sheet – statement of cash flow). 	<ul style="list-style-type: none"> - Inadequate definition of the general framework of the company. - Financial Statement Analysis (income statement- balanced sheet – statement of cash flow). 	<ul style="list-style-type: none"> - Inadequate definition of the general framework of the company. - Financial Statement Analysis (income statement- balanced sheet – statement of cash flow) is incomplete. - never made any analysis of statements. 	
Financial Analysis of the organization	Analysis includes all of the following ratios :	Analysis includes 3 of the following ratios:	Analysis includes 1 of the ratios listed in the previous column	
	Liquidity ratios Activity ratios	Liquidity ratios Activity ratios		
	Risk ratios Leverage ratios	Risk ratios Leverage ratios		
Conclusion	Evaluate the results of the Analysis by	Evaluates at least 2 of:	Evaluates only one of:	

	clarifying: Strengths Weaknesses Effectively summarizes the presentation and provides a sense of closure.	Strengths Weaknesses Provides an adequate summary &/or recommendation that is reasonable given the information/analysis presented.	Strengths Weaknesses Weak or no conclusion provided (it is too vague to be of any practical value) or the recommendation is weakly related to the analysis.	
Proposed solutions and Recommendations	- recommendations based on the analysis is correct. - solutions used to overcome the issues by the company have been identified.	- Recommendations or the solutions are meager.	- Recommendations are not compatible with the result of analysis. - There are no proposed solutions.	
- Total Score				___/16

Comments from the faculty member:

Signature of the faculty Member

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Student Name : _____

Oral Communication/Presentation Skill Rubric

Performance Area	3: Exceeds Standards	2: Meets Standards	1: Fails to Meet Standards	Score
Organization of Ideas:	Presenter follows logical sequence and provides explanations / elaboration.	Presenter follows logical sequence, but fails to elaborate.	Presenter does not follow logical sequence (jumps around in presentation).	3 2 1
Eye Contact:	Presenter seldom returns to notes, maintaining eye contact with audience throughout the presentation.	Presenter maintains eye contact with audience most of the time, but frequently returns to notes.	Presenter reads most or all of report, making little to no eye contact with audience.	3 2 1
Effectiveness of Delivery:	Presenter speaks clearly and loud enough for all in audience to hear, makes no grammatical errors, and pronounces all terms correctly and	Presenter's voice is relatively clear, but too low to be heard by those in the back of the room. Presenter makes several major grammatical	Presenter mumbles, mispronounces terms, and makes serious and persistent grammatical errors throughout presentation.	3 2 1

	precisely.	errors, and mispronounces some terms.	Presenter speaks too quietly to be heard by many in audience.	
Responsiveness: a) Q&A b) time	Addresses all questions in a manner that demonstrates a thorough command of the topic(s) of the presentation. Speaker uses the allotted time effectively. Finishes on time.	Presenter demonstrates an ability to address most questions in a thoughtful and effective manner. Speaker finishes on time but has to rush through last points to finish on time.	Presenter cannot address basic questions about the topic or addresses them in a superficial manner. Speaker does not finish on time or finishes well before allotted time.	3 2 1
Multimedia Support and Visual Aids: Charts, animation, graphs, handouts, videos, slides, and sound	Presentation includes a balanced use of appropriate multimedia that enhances the overall presentation (easy to read, attractive, informative, and error free).	Presentation includes limited multi-media that enhance the overall presentation. Easy to read and informative, but not outstanding.	Presentation includes little or no multimedia or uses it in distracting or ineffective manner (difficult to read, has errors &/or typos, etc.).	3 2 1

Scoring Key:

____ Exceeds standards = 16 – 18

____ Meets standards = 11 – 15

____ Fails to meet standards ≤ 10