

Source:

<http://faculty.css.edu/dsurges/ASSESSMENT/EVALUATIONRUBRIC--cases-6500.htm>

EVALUATION RUBRIC Financial Case Analysis

Category	Unacceptable=0	Fair = 2	Good = 3	Excellent =4	Score
Financial Analysis	Is barely able to complete the calculations	Completes the calculations and sets up analysis of financial statements	Completes calculations and notes differences on financial statements by number and percentage	Completes all calculations, presents ratios and financial statement analysis by category, number and percentage.	
Comparison to past performance and industry	Is barely able to spot any trends.	Is able to spot growth and slowing trends from income statement	Can determine at least 2 trends, and can relate them to financial statements.	Can spot 5 trends from both vertical, horizontal and ratio analysis and is able to relate them to each other	
Reasons for fluctuations	Offers only most basic reasons. Does not indicate the causes for fluctuations.	Can offer two major reasons for fluctuations, and some indication of causes.	Can offer at least 3 reasons for fluctuations, and trace them to basic financial statements	Can offer many hypothetical reasons for fluctuations, trace them throughout financial statements, and spot strategic successes and failures	
Changes in cash flow	Cannot relate financial activity to cash flows	Can relate general information from the financial statement to cash flows	Is able to determine changes in cash flows from the main sectors of financial statements	Can separate each category on all of the financial statements and accurately predict future changes based on strategic changes	
Industry evaluation	Does not address industry placement or attractiveness	Can place the business in the appropriate industry and make general comparisons.	Is able to compare at least 3 trends in the industry that are evident in business financial statements	Is able to evaluate industry attractiveness, and spot at least 5 examples of how the business compares to the industry trends	

Credit risk	Does not evaluate credit risk	Makes general statements about credit risks	Makes specific statements about credit items impact the financial statements. Offers basic recommendations.	Can assess risk, make specific statements and offer specific recommendations for improving the cost of credit.	
Missing information	None missing	Can determine whether general information is missing.	Asks general questions of management in the firm being analyzed	Offers a detailed set of questions to obtain specific information to assist in the analysis. If approval is granted, it is accompanied by covenants that will reduce the risk to the stakeholders.	
Recommendations & Covenants	None offered	Offers recommendation, but doesn't offer concrete reasons	Offers recommendation and provides at least 2 concrete reasons	Offers recommendation that takes all information into account and offers at least 5 concrete reasons and covenants.	
Format of Presentation	Not well organized, many grammatical and spelling errors.	Average organization with few grammatical and syntax errors.	Neatly presented and well organized, with few grammatical errors. Analysis of case is well done.	excellent presentation and organization. Thorough analysis is provided with no grammatical or syntax errors	

TOTAL SCORE _____

STUDENT NAME _____

EVALUATED BY: _____