

Financial Analysis

Course Outcome Summary

Course Information

Organization	Madison Area Technical College
Developers	Peggy A. Boerman
Development Date	11/16/2000
Revised By	Peggy A. Boerman
Revised Date	3/23/2009
Course Number	10-102-127
Instructional Level	Associate Degree
Instructional Area	Financial Planning
Division	Business and Applied Arts
Potential Hours of Instruction	54
Total Credits	3

Description

This is a capstone course for the finance program. The student will work on a team to analyze an industry and will work individually to analyze a specific company.

Target Population

Final semester Finance and Accounting program students

Types of Instruction

Instruction Type	Contact Hours	Credits
Internet Classroom	54	3

Textbooks

Bruce A. Baldwin. *The Financial Reporting Project and Readings*. Southwestern College. 2005. **Edition:** 4th.
 Charles H. Gibson. *Financial Reporting and Analysis*. Southwestern College. 2001. **Edition:** 8th or current.

Learner Supplies

Internet access. **Manufacturer:** ---.
 email, EXCEL, WORD. **Manufacturer:** ---.

Prerequisites

Management or Cost Accounting
 Excel and Word

Exit Learning Outcomes

Core Abilities

- A. Communication
- B. Critical thinking
- C. Ethics
- D. Social interaction

Competencies

A. Perform industry research

Linked Core Abilities

Critical thinking

Ethics

Competence will be demonstrated:

A.1. by satisfactorily completing and submitting all homework assignments when due

Criteria - Performance will be satisfactory when:

A.1. you identify common sources for business information (library and internet)

A.2. you examine current trends in an industry

B. Perform company research

Linked Core Abilities

Critical thinking

Ethics

Competence will be demonstrated:

B.1. by satisfactorily completing and submitting all homework assignments when due

Criteria - Performance will be satisfactory when:

B.1. you identify common sources for corporate information

B.2. you use a variety of sources including the internet, magazines and annual reports, but limits the use of textbooks

B.3. you summarize the current economic, social, legal and political environment in regards to their corporation

B.4. you accurately locate required financial data

B.5. you compute required data necessary for financial analysis

C. Analyze company financial and non financial data

Linked Core Abilities

Critical thinking

Ethics

Competence will be demonstrated:

C.1. by satisfactorily completing and submitting all homework assignments when due

Criteria - Performance will be satisfactory when:

C.1. you identify the task to be performed or decision to be made

C.2. you accurately interpret and evaluates data

C.3. you select an appropriate solution, process, or decision based on the data

D. Critically evaluate current financial readings

Linked Core Abilities

Communication

Critical thinking

Competence will be demonstrated:

D.1. by satisfactorily completing and submitting all homework assignments when due

Criteria - Performance will be satisfactory when:

D.1. you evaluate the content of current financial topics

D.2. you prepare an accurate written evaluation of the topic

E. Write a financial analysis report

Linked Core Abilities

Communication

Critical thinking

Competence will be demonstrated:

E.1. by completing the assignment when due, following all requirements for length, subject matter and formatting

Criteria - Performance will be satisfactory when:

E.1. document is organized

E.2. document is suited to the objectives and purpose of the assignment

E.3. document contains a distinct introduction, body, and conclusion

E.4. document includes the use of conventional English usage standards (spelling, punctuation, sentence structure and usage)

E.5. document includes appropriate charts and illustrations

E.6. document includes a discussion of the appropriate conclusions based on data analyzed

E.7. document includes credit to sources used

F. Orally present a financial analysis report**Linked Core Abilities**

Communication

Critical thinking

Competence will be demonstrated:

F.1. by presenting the oral report when due, following all requirements for length, subject matter and formatting

Criteria - Performance will be satisfactory when:

F.1. presentation includes the use of the conventions of standard spoken English

F.2. presentation is unified, coherent and accurate

F.3. presentation includes visual aids, as appropriate

F.4. speaker is clear and coherent, with adequate volume

F.5. speaker captures and holds the audience's attention

F.6. presentation follows all requirements specified by the instructor for content, format and length of presentation

G. Evaluate oral and written communications**Linked Core Abilities**

Communication

Critical thinking

Competence will be demonstrated:

G.1. by attending all presentations

G.2. by following all requirements specified by instructor for format, content and length of the evaluation to be prepared

Criteria - Performance will be satisfactory when:

G.1. reviewer presents specific feedback

G.2. reviewer gives constructive feedback that covers the full range of issues to be addressed (content, delivery, quality of visuals, organization, teamwork, etc.)