**The Topic:**

Analysis of Financial Statements

**Required:**

Each group should analyze and evaluate the case study. Your analysis should be aimed at providing useful information to lenders, other creditors, *and* existing and potential investors. Answering the following questions will help you to conduct a professional analysis and evaluation:

1. 1-  Calculate the 10 ratios in Exhibit 4 for each year from 2008 to 2010. Do you notice any trends? What insights do these trends provide into the operations of BNL?
2. 2-  Following the format given in Exhibit 3, prepare statements of cash flows for BNL

for each year from 2008 to 2010.

1. 3-  What do the cash flow statement show? What does this mean for the future viability

of the firm? How helpful is this analysis in understanding the company’s

performance?

1. 4-  What areas of improvement can you suggest for the future?

**Assessment Rules**

1. The case study is worth 10% of the total marks of the course. The case study will be graded on technicalities, appearance and a student's grasp of the issues involved. Both oral presentation and written report will be graded.
2. Always refer to your source of information in citations.
3. The CBE has a zero tolerance towards plagiarism (copying, outsourcing, etc.). In

addition, if a group’s report is taken from another group’s report; both groups will be awarded ZERO.

**Project Evaluation Criteria:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Level of Achievements** | | | |
| **Marks Distribution** | **Excellent** | **Good-Very Good** | **Below Standard- Satisfactory** |
| **The Report (10 marks)** | | | | |
| Compute the relevant ratios and analyze the trend analysis | 20% | The computation and analysis are correct with strong arguments | The computation and analysis are mostly correct with few arguments | The computation and analysis are not correct or valid |
| Prepare and the cash flow statement | 20% | The preparation is correct | The preparation is mostly correct wiith few errors | The preparation is not correct |
| Analyze the cash flow statement | 20% | The analysis is correct | The analysis is mostly correct | The analysis is not correct or valid |
| Assess the overall company’s financial performance | 20% | The assessment is  accurate and valid and supported with enough and strong arguments, and resources are varied and appropriate | The assessment is mostly accurate with few errors and supported with few arguments and resources are good but not varied enough | The assessment is not accurate or valid and resources are weak |
| Suggestions for areas of improvement | 20% | The suggestions are relevant and valid and supported with enough and strong arguments, and resources are varied and appropriate | The suggestions are relevant with few errors and supported with few arguments and resources are good but not varied enough | The suggestions are not relevant or valid and resources are weak |
| **The Presentation\* should reflect fully the report contents** | | | | |

**\*See the Appendix**

**Extra Tips for the Project Assessment: The Report:**

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The information/analysis should be detailed, accurate, and relevant.  
Key points should be highlighted and supported with evidence and critically

evaluated.  
Extensive evidence of independent thought and critical analysis.

**Presentation:**

* •  Knowledge of the presenter.
* •  Skills of the presenter.

**Appendix:**

**CBE Oral Communication Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **TRAIT** | **Unacceptable** | **Acceptable** | **Recognized** | **Exemplary** | **Maximum Score** |
| **Organization** | No opening statement or irrelevant statement. Loses focus more than twice. | Has opening statement relevant to topic, and gives outline of speech. Mostly organized, loses focus only once or twice. | Has a clear opening statement relevant to topic. Stays almost focused throughout. | Has a clear opening statement that catches audience’s interest. Stays focused throughout. | 20 |
| **Content** | Does not meet assignment requirements, is not current, nor objective. | Fulfills assignment. Current. Uses appropriate sources and is objective. | Is more thorough than "average." Research goes beyond average requirements. | Is “outstanding" Research goes beyond assigned requirements. | 20 |
| **Quality of conclusion** | Missing or poor. Not tied to analysis. Does not summarize points that brought the speaker to this conclusion. | Adequate. Summarizes presentation's main points, and draws conclusions based upon these points. | Goes beyond "average" in delivering a conclusion that is well documented and somehow persuasive. | “Outstanding” in delivering a conclusion that is very well documented and persuasive. | 15 |
| **Voice quality and pace** | Demonstrates one or more of the following: mumbling, hard to understand English, too soft, too loud, too fast, too slow. | Can easily understand -- appropriate pace and volume. | Very good delivery. Modulates voice, projects enthusiasm, interest, confidence. | Excellent delivery. Modulates voice, projects enthusiasm, interest, confidence. | 15 |
| **Mannerisms** | Demonstrates one or more distracting mannerisms, which may include bad posture. | No distracting mannerisms. Decent posture. | Uses some language effectively to maintain audience’s interest. | Uses body language effectively to maintain audience’s interest. | 15 |
| **Use of media** | Relies heavily on slides or notes. Makes little eye contact. Some | Looks at slides to keep on track with presentation. Appropriate number of slides. | Slides are used somehow fluently to enhance speech. | Slides are used effortlessly to enhance speech. Speech could be effectively delivered | 15 |

key points do NOT have a corresponding slide.

without them.