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Grading for this assignment will be based on answer quality, logic / organization of the paper, and language used, following rubric.

Points: 300	Assignment 1: Financial Research Rubric		
Criteria	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89%
1. Provide a rationale for the stock that you selected, indicating the significant economic, financial, and other factors that led you to consider this stock. Weight: 15%	Did not submit or incompletely provided a rationale for the stock that you selected, indicating the significant economic, financial, and other factors that led you to consider this stock.	Partially provided a rationale for the stock that you selected, indicating the significant economic, financial, and other factors that led you to consider this stock.	Satisfactorily provided a rationale for the stock that you selected, indicating the significant economic, financial, and other factors that led you to consider this stock.
2. Suggest the primary reasons why the selected stock is a suitable investment for your client. Include a description of your client's profile. Weight: 15%	Did not submit or incompletely suggested the primary reasons why the selected stock is a suitable investment for your client. Did not submit or incompletely included a description of your client's profile.	Partially suggested the primary reasons why the selected stock is a suitable investment for your client. Partially included a description of your client's profile..	Satisfactorily suggested the primary reasons why the selected stock is a suitable investment for your client. Satisfactorily included a description of your client's profile.
3. Select any five (5) financial ratios that you have learned about in the text. Analyze the past three (3) years of the selected financial ratios for the company; you may obtain this information from the company's financial statements. Determine the company's financial health. (Note: Suggested ratios include, but are not limited to, current ratio, quick ratio, earnings per share, and price earnings ratio.) Weight: 20%	Did not submit or incompletely selected any five (5) financial ratios that you have learned about in the text. Did not submit or incompletely analyzed the past three (3) years of the selected financial ratios for the company; you may obtain this information from the company's financial statements. Did not submit or incompletely determined the company's financial health.	Partially selected any five (5) financial ratios that you have learned about in the text. Partially analyzed the past three (3) years of the selected financial ratios for the company; you may obtain this information from the company's financial statements. Partially determined the company's financial health.	Satisfactorily selected any five (5) financial ratios that you have learned about in the text. Satisfactorily analyzed the past three (3) years of the selected financial ratios for the company; you may obtain this information from the company's financial statements. Satisfactorily determined the company's financial health.
4. Based on your financial review, determine the risk level of the stock from your investor's point of view. Indicate key strategies that you may use in order to minimize these perceived risks.	Did not submit or incompletely determined the risk level of the stock from your investor's point of view based on your financial review. Did not submit or incompletely indicated key strategies that you may use in order to minimize these perceived risks.	Partially determined the risk level of the stock from your investor's point of view based on your financial review. Partially indicated key strategies that you may use in order to minimize these perceived risks.	Satisfactorily determined the risk level of the stock from your investor's point of view based on your financial review. Satisfactorily indicated key strategies that you may use in order to minimize these perceived risks.

<p>the Strayer Learning Resource Center, and reviews by market analysts.</p> <p>Weight: 20%</p>	<p>incompletely supported your rationale with resources, such as peer-reviewed articles, material from the Strayer Learning Resource Center, and reviews by market analysts.</p>	<p>peer-reviewed articles, material from the Strayer Learning Resource Center, and reviews by market analysts.</p>	<p>resources, such as peer-reviewed articles, material from the Strayer Learning Resource Center, and reviews by market analysts.</p>
<p>6. 5 references</p> <p>Weight: 5%</p>	<p>No references provided</p>	<p>Does not meet the required number of references; some or all references poor quality choices.</p>	<p>Meets number of references; all references high quality choices.</p>
<p>7. Clarity, writing mechanics, and formatting requirements</p> <p>Weight: 10%</p>	<p>More than 6 errors present</p>	<p>5-6 errors present</p>	<p>3-4 errors present</p>



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