

Group project handout

The class presentations will be 7-10 minutes long and you will have around 3 minutes for Q&A from the audience afterwards.

Assume that people in your audience (including me) do not know much about the topic. Your job is to spark our interest. This is group work, make sure everyone in your group knows what his or her role is in the presentation. If you have any problems with a member of your group, please notify me immediately.

You are expected to prepare a slide show using MS PowerPoint or other slide software generator such as Prezi or Beamer. The presentation is supposed to look professional. Make sure your sources are trustworthy. Remember to always quote your source on the last slide. Do not overload the slides with text, it is much better to use bullet points and talk about them using your own words rather than just reading the text out loud from the slide. Reading things out puts the audience to sleep! Visuals such as photos, pictures and videos (not too long) are usually a good way to embellish your presentation.

You do not have to dress up for the presentations, but looking sharp makes you look more authoritative and professional. In addition, it may boost your confidence. Public speaking is a skill and expect to be stressed out. It is normal and expected. Nevertheless, smile at your audience and try to maintain eye contact. If you make a mistake, do not try to “do over” just continue, chances are nobody noticed. Make sure the group introduces themselves and that you transition from one speaker to another smoothly.

Although the general dynamics of the group as a whole matter to some extent, each person is graded individually based on their own presentation skills. Basically, a good presentation engages the audience, the content does not contain any mistakes, and the presenters use the allotted time. Running longer than allotted 15 minutes or running shorter than 10 minutes is going to lower your grade.

Timeline & Grading for group project

The table below is a sample chart that explains grading categories.

Deadline	Thing to do	Grade
Feb. 14	Company Approval ¹	
Feb. 28	Provide 5-year Financial statement for approved company ²	10 points
Mar. 21	Financial statement analysis ³	10 points
April 4	Time value of money for company ⁴	10 points
April 23	Stock & Bond Valuation ⁵ Industry groups formed	10 points
May 3	Financial plan or Capital budgeting ⁶ Final PPT submission	15 points 5 points
May 7	Final Project Presentation Peer evaluation	30 points 10 points
		Total: 100 points

ECO352 FINANCE

Things to do

1. Company approval: Form a Group of 2, by brainstorming choose one company from given list of companies (not financial service) below for this project.

	A list of companies for final project	
coffee	Starbucks	Dunkin
Electronics	APPLE	DELL
Automotive	General Motors	Ford
Food & Beverages	Coca-Cola	PepsiCo
fast food	McDonald's	Burger King
Engineering, various	General Electric	IBM
Electronics	Intel	Hewlett-Packard
Pharmaceuticals	Cardinal Health	Pfizer

2. Provide 5-year Financial statement for approved company. Collect the Company's financial statements such as a) Income b) Balance Sheet 3) Cash Flows- 5 years.

3. Conduct a ratio analysis (Liquidity ratios, Asset management ratios, Debt management ratios, Profitability ratios, and Market value ratios). For your reference, this ratio analysis is based on Chapter 7, "Analysis of Financial statements"

4. Apply the Relevant Concepts of Time Value of Money for the Company. For your reference, this analysis is from Chapter 9, "Time Value of Money"

5. Show the Company's Stock Value, Bond Value, and Net Present Value, Chapter 10, "Valuation Concepts."

6. Form a new Group of 4 by combining existing two groups whose companies are in the same industry. / Based on the analysis above, suggest a financial plan or capital budgeting for the next 5 years. See Chapter 11, "Risks and Rates of Return" and Chapter 13, "Capital Budgeting"