

# GB518: Financial Accounting Principles and Analysis | Unit 4

## Unit 4 Assignment: Case Study Part 2

1. The Full Case Study is due in Unit 4.
2. A PowerPoint presentation for the Case will be due in Unit 5.
3. The Case Project is developed over three units: 3, 4, & 5. The Case Project should be considered a single assignment, not three separate assignments. Therefore, do not overemphasize the score on any single component of the Case. The Case point distribution is as follows:

Part I (Due Unit 3) -The Initial formatting/outline	= 25 Points
Part II (Due Unit 4) - The Full Paper (Analysis)	= 100 Points
Part III (Due Unit 5) - The Case PowerPoint presentation	= <u>75 Points</u>
Total Case Assignment Points	= 200 Points
4. The Textbook, Continuing Problem Assignment Instructions, Classroom/course Assignment instructions, etc. use several terms interchangeably. The following terms can be understood as referring to your Project or individual elements of the Project: Case Project, Case Study, Continuing Problem, Continuing Case, "CC," "CCC."
5. Much of the Case Project will be an exercise in developing your skill at following instructions. Therefore, be sure to **read all Assignment instructions very carefully**.

**Very Important Initial Gentle Reminder:** If you do not understand plagiarism and how to avoid violating the rules of academic integrity, please review the tutorial in the classroom titled "Plagiarism." It can be found under the Academic Tools tab. If you do not understand the rules for proper attribution of sources, please carefully review the information available in the Writing Center in the material related to "Using Sources."

Part 2 of the Continuing Case, due in Unit 4, builds on the work completed in Unit 3. The title page, abstract, outline and preliminary reference list completed in Unit 3 will be the foundation for the Unit 4 Paper.

All of the feedback and guidance provided to you in your Unit 3 Case Assignment must be fully incorporated in the Unit 4 Paper. **Note:** None of the feedback is to be submitted in your Unit 4 Paper. It must be removed before you submit your Unit 4 Case Paper.

For the Case Part 2, you are to complete a series of "Continuing Problems" from your textbook. Those Continuing Problems involve a series of business issues related to the Cookie Creations company progressive narratives in the textbook end-of-chapter resources. This is the list of Continuing Problems you will complete:

### **Textbook's Continuing Problems:**

- CC 1 – pp. 1–37 In the physical text.
- CC 2 – pp. 2–42 in the physical text.
- CC 5 – pp. 5–49 in the physical text.
- CC 7 – Part 1, **only**, pp. 7–52 in the physical text.
- CC 8 – Requirement (a), **only**, pp. 8–42 in the physical text.

*The full Continuing Problem Narratives are **not** included in the physical textbook pages. Also, do **not** try to locate the full CC narratives at the Textbook Companion Website.*

**Rather, ALL detailed Case Project Instructions** are located in the Course Resources in the left navigation panel in the GB518 Classroom.

Although not due in Part 1 or 2, the following additional Continuing Problem will be included in the Unit 5 Case Part 3 PowerPoint Assignment:

- CC 11 – Part 1 (a), **only**, pp. 1149 in the physical text.

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You should preview the Unit 5 Assignment instructions.

The order of presentation **must** follow the grading rubric order.

## Important Notes:

1. Use the APA template located in Course Resources as the format basis for your Unit 4 Assignment.
2. The final paper must be presented in a single Word document. The full paper due in Unit 4 must be between **7 and 9 properly formatted pages in length**, not including the title, abstract, and reference list pages. The paper must use proper *APA Publication Manual* 6th edition formatting, including title page, running head, abstract, and reference list with properly formatted citations in the body of the paper. Headings and subheadings are **required**.
3. Part 2 is an **analysis**; do **not** present an “interview” format with questions and answers.
4. Do not simply provide “short-answer” responses; use a more formal approach in the communication style. If you do not understand the differences between formal and informal writing, please carefully review the guidance available in the Writing Center.
5. A properly formatted title page with running head and an abstract are **required**.
6. Do **not** include a table of contents.
7. Do **not** repeat or copy the Assignment question narratives. You should use abbreviated versions of the questions as headings and subheadings.
8. Anything that artificially increases the length of the paper but does not add value to the analysis, such as oversized type or additional line “points” in the paragraph format, will result in a reduced score.
9. Before submitting your Unit 4 Case Paper, submit it to the Writing Center for “Paper Review.”
10. For more specific information and guidance, please access the following resources available in the Writing Center:
  - a. “Writing a Research Paper”
  - b. “Introductions and Conclusions”
  - c. “Plagiarism Prevention”
  - d. “Formal Versus Informal Writing”
  - e. “Critical Thinking and the Writing Process”
  - f. “Using Sources”

After you have completed the Unit 4 Case Paper, upload your Word document to the Unit 4 Assignment Dropbox before 11:59 p.m. ET on Tuesday of Unit 4.

Use this format for your filename: **YourLastName\_YourFirstName\_Unit#\_AssignmentName**  
(For example: **Smith\_Joan\_Unit4\_CasePart2**).

**Assignments submitted late will be subject to the Late Policy described in the Syllabus.**

**Special Note:** You may only submit your Unit 4 Case Paper after the Unit 3 Case Assignment has been submitted and returned to you with feedback.

GB518: Assignment Grading Rubric		
1) Introduction Note: Please review all guidance and feedback presented in the margins <b>and within the paper</b> .	Points Possible	Points Earned
All elements of the introduction conform to the guidance available in the Writing Center Resources. <b>Use the tutorial titled “Introductions and Conclusions.”</b>	2	
Content effectively communicates the introductory requirements.	2	

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Any additional, relevant introductory content appropriate to the Assignment.	2	
<b>2) CC 1</b>		
Subpart a) Recommend business form. Discuss the benefits and weaknesses of each form that Natalie might consider.	2	
Subpart b) Accounting information needed? What information will she need / why? How often is the information needed?	2	
Subpart c) Identify specific accounts that Cookie Creations uses.	2	
Subpart d) Open a separate bank account? Why or why not?	2	
Subpart e) Recommendations about keeping business and personal assets separate?	2	
<b>3) CC 2</b>		
Subpart a) Type of information each financial statement provides?	2	
Subpart b) Financial statements needed to evaluate whether cash meets current liabilities? Explain.	2	
Subpart c) Evaluate long-term viability of Biscuits. Explain.	2	
Subpart d) Financial statements needed to evaluate Biscuits' profitability? Explain.	2	
Subpart e) Where can Natalie find out whether Biscuits has outstanding debt? How can Natalie determine whether Biscuits would be able to meet its interest and debt payments on any debts it has?	2	
Subpart f) How could you determine if Biscuits pays dividends?	2	
<b>4) CC 5</b>		
Subpart 1) Inventory classification discussion.	2	
Subpart 2) Perpetual versus periodic.	2	
Subpart 3) Inventory count.	2	
<b>5) CC 7</b>		
Subpart a) Identify weaknesses in internal controls in the system John recommends.	2	
Subpart b) Suggest any improvements if John is hired.	2	
<b>6) CC 8</b>		
What calculations are needed and how will the results help? Provide examples of actual ratios, formulas, and/or calculations.	2	

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Alternatives to credit extension for 30 days?	2	
Advantages and disadvantages of credit card payment.	2	
<b>7) Conclusion</b>		
Create a conclusion that incorporates the guidance found in the Writing Center. <i>Use the Tutorial titled "Introductions and Conclusions."</i>	6	
<b>Content Subtotal</b>	<b>50</b>	
<b>Analysis and Critical Thinking:</b>		
Is the page-length requirement met?  <b>Notes:</b> a) The title page, abstract, and reference list are required, but they do <b>not</b> count toward the 7- to 9-page length requirement. b) This is an Either/Or grading component. That is: If fewer than 7 full pages of properly formatted analysis are presented, the score earned = 0/10. No partial credit is allowed for this component of the rubric.	10	
<ul style="list-style-type: none"> <li>• Concise/precise language used?</li> <li>• Appropriate formal language?</li> <li>• Economy of expression?</li> <li>• Elements of critical thinking used where appropriate? (1- Identify premises &amp; conclusions, 2- Clarify arguments, 3- Establish facts, 4- Evaluate Logic, 5- Final evaluation)</li> </ul>	20	
<b>APA Format (6th Edition):</b>		
For example, is all content properly cited/referenced?	5	
Is all feedback/guidance from Part 1 incorporated here in Part 2?	5	
Grammar/spelling/punctuation formatting (Including appropriate filename).	10	
Deduct late penalty in accordance with Syllabus: <ul style="list-style-type: none"> <li>• 1–7 days late = 10% penalty</li> <li>• 8–14 days late = 20% penalty</li> <li>• Over 14 days late an assignment will not be accepted for grading.</li> </ul>		
<b>Total Points</b>	<b>100</b>	