

FINANCIAL POLICY/ FINANCIAL MANAGEMENT II

Spring 2021

Individual Case Analysis #1

Students will individually complete a case analysis of **Case 45 American Greetings**. There are three due dates relevant for this case. The initial case writeup is due for anonymous peer review **Tuesday, February 23 by 12:30 p.m.** to www.eduflow.com. Students will be assigned two cases to peer review and provide feedback (one fellow student and your own case). This feedback is due **Thursday, February 25 by 12:30 p.m.** Students will then revise their cases based on peer feedback and the final case submission is due by **Thursday, March 4 by 12:30 p.m.** (uploaded to Blackboard). The case must be completed individually (i.e., completed without consulting with other students) and the document will be checked via SafeAssign for plagiarism. You may not use any materials or data aside from that presented in the case. The rubric on page 2 will detail how grades are calculated.

This case will be returned to you no later than **Tuesday, March 16** with comments and critique of the *writing clarity and technique* only. Students can then choose to revise the writing clarity and technique only and resubmit the case via Blackboard no later than **Tuesday, March 23 by 12:30 p.m.** The writing portion only will be regraded and the student's final grade for the case will be an average of the two grades.

Students can join the Eduflow course via this link: <https://app.eduflow.com/join/QJ55AW>

Mechanics

The paper should be in a 12 font with one inch margins. The first page should be a single-spaced executive summary. The rest of the document should be double spaced. Tables and charts should be at the end of the main paper as appendices. You will also upload the Excel (or other software) file used to create all tables and charts with all formulas left in the file. Label all of the sections below (Executive Summary, Overview, Statement of the Problem, Analysis, and Recommendations) in the body of the document.

Additionally, to receive full credit for the mechanics section, your initial submission for peer review must be complete and demonstrate that you put substantial work into the submitted draft. There is a strong positive correlation between the quality of your initial submission, the helpfulness of the feedback received, and the final grade.

Executive Summary

The executive summary should not exceed one single spaced page. The executive summary should give the reader the key points of your analysis. It should: identify the problem, summarize the results of your analysis, and state your recommendations. The idea is that a busy executive should be able to make decisions based on the executive summary alone.

Overview

The body of the paper should be double spaced. It should begin with a short overview of the situation. Typically, this overview will be one page or less.

Statement of the Problem(s)

This section should clearly state the problem or problems that you have identified in your analysis. The problem may not be the ones identified by the participants in the case.

Analysis

This section should explain the analysis you did and the conclusions you draw from the analysis. The body of the paper should not have charts, tables etc. You may include charts and tables as appendices at the end.

Recommendations

This section should clearly state your recommendations.

Process Summary

Task	Due Date	Where
Submit initial case writeup to Eduflow; only .docx files allowed. Include the analytic tables in an appendix of the report. <i><u>This file should contain NO personal information.</u></i>	Tuesday, February 23 by 12:30 p.m.	www.Eduflow.com
Submit feedback of the other case you are assigned and your own case.	Thursday, February 25 by 12:30 p.m.	www.Eduflow.com
Edit your own submission based on feedback from peer. Submit the final version (including .docx and .xlsx file). Discuss with Dr. Harris if needed.	Thursday, March 4 by 12:30 p.m.	Blackboard
Revise writing and grammatical errors as suggested by Dr. Harris. Resubmit the .docx and .xlsx files.	Tuesday, March 23 by 12:30 p.m.	Blackboard

Tasks:

- Find the implied share price using what you believe is the most appropriate EBITDA multiple.
- Estimate American Greeting's weighted-average cost of capital.
- Find the implied share price for American Greetings from the discounted cash flows for the two provided scenarios.
- Discuss the key drivers of value in your model.
- Based on the three estimates above, what do you think is the most appropriate share price? Do you recommend repurchasing shares?

Individual Case Analysis Rubric

Points	Item	Excellent (90%-100%)	Acceptable (70%-90%)	Unacceptable (0%-70%)
15	Executive Summary	Summarizes all key points of the analysis. Reader could take actions based only on the summary.	Summarizes some key points, but not others. Not be clear what actions are recommended and/or the basis for the recommendations.	Reader not able to tell what analysis was done and/or what actions or recommended.
5	Overview	Clear statement of the situation. Reader understands the company and its environment.	Situation mostly clear, but some significant information missing.	Situation not clear.
15	Statement of the Problem(s)	Identifies the real problem or problems in the case.	Identifies some, but not all problems. Identifies symptoms, but not the true problem(s).	True problems not identified.
25	Analysis	Problems thoroughly analyzed using appropriate tools with reasonable assumptions.	Some analysis done, but more needed. Better tools may be available. Some assumptions may be unreasonable.	Analysis inappropriate for problems. Little or no analysis done.
10	Recommendation	Clear statement of realistic recommendations. Recommendations respond to the problems and are supported by the analysis.	Clear statement of recommendations. Recommendations may not be fully realistic or may not fully address the problems. Recommendations may not be fully supported by the analysis.	Recommendations unclear or not realistic, or do not address the problems or not supported by analysis.
20	Language, Grammar, and Spelling	Clear concise English sentences. Essentially error free spelling and grammar. Easy to read.	Sentence structure generally correct. Spelling and grammar mostly correct. Readable.	Poor sentence structure. Numerous spelling and grammar errors. Difficult or impossible to read.
10	Mechanics	Follows instructions exactly.	Minor deviations from instructions.	Serious deviations from instructions.

Peer Feedback Rubric

Points	Item	Excellent (90%-100%)	Acceptable (70%-90%)	Unacceptable (0%-70%)
10	Peer Feedback Completeness	Provides a numeric grade and meaningful qualitative comments on strengths and weaknesses for each section.	Provides a numeric grade and some qualitative comments on strengths and weaknesses for each section.	Numeric grades or qualitative comments missing for several sections.
10	Peer Feedback Quality	Suggestions will aid in making significant improvements.	Comments or suggestions may or may not aid the student in improving case.	Comments or suggestions will not aid the student in improving case.