**Objectives:**

The summative assessment is intended to evaluate analytic and technical skills according to the module learning outcomes. The key to success in this assessment is to use critical reflective skills to research, analyze and evaluate the topics covered in the course.

**Guidelines:**

This is an individual summative assessment. Follow the guidelines and criteria of the assignment, make sure your writing is precise and to the point, and that all sources are adequately referenced. You are requested to choose **One Large-Cap publicly traded Multinational Corporation (MNC)** of your own interest and submit a comprehensive **case study**. *Each student must have the instructor’s approval of the business (via email) before starting the assessment.*  Your case study should consist of about 1,500 +/-10% words, excluding figures and tables, appendices and references covering the following:

**Evaluation Criteria – Rubric**

1.      Executive summary of the report and introduction to the company (5 points)

2.      Use the tool of your preference: financial statement analysis, financial ratio analysis or industry analysis to critically assess the business financial performance in 2020 by comparing to the 2019. (10 points).

3.      Evaluate the selected corporation’s current capital structure (5 points). In your opinion, what is the business /industry optimal capital structure? Please elaborate your answer (10 points). Critically evaluate the reasons for the difference between the industry / ideal capital structure, and provide an example related to your case study (10 points)

4.      Critically identify the business most relevant capital budgeting decisions (consider the last 5 years), the chosen method of financing, and the valuation technique used (15 points). Critically explain the relevance of the capital investment decisions and their long-term strategy for sustainability. (15 points)

5.      Case study findings and conclusions (15 points)

6.      References and Bibliography (5 points)

**Report structure:**

* The report should display a coherent structure
* The report should be prepared as a neatly typed Word document (Times New Roman 12 points), with double spacing and page numbering.
* Tables or work/data taken from other sources may be included in an appendix.
* All sources must be referenced in the text and a full bibliography must be provided (including visited websites). Paraphrasing or direct quotes taken from other sources must be clearly indicated with citations. No footnoting!
* Students are reminded that depth, relevance and variety are the crucial elements of quality research.
* Websites should only be used if they represent an established source and only for facts and figures. Students should make the most of academic and practitioner books and articles.
* Submission should be by the deadline below via VLE.

**Outline of the report:**

* *Cover page*

It includes the School and course names, the case study title, the student’s full names, the lecturer’s full name and the submission date.

* *Table of contents*

It includes all the headings with appropriate page numbers, including References and Appendices and, where applicable, the list of tables and figures.

* *Executive summary*

Including a brief description of the corporation (not included in word count), what the case is all about, and the summary of the major points and contributions of the report.

* *Introduction*

It introduces the reader to the case you are going to discuss.

* *Findings and analysis*

See under the Description of the Assignment

* *Conclusions and recommendation*

They recap the main characteristics of the chosen company, draw key insights from the case study and suggest, where applicable and meaningful, future developments for the company’s business, organisational solutions, and decision-making processes.