

Assessment (non-exam) Brief



UCL
SCHOOL OF
MANAGEMENT

Module code/name	MSIN0211 Financial Frameworks
Module leader name	Danusia Wysocki
Academic year	2022/23
Term	1
Assessment title	LSA – Alternate online assessment (25%)
Individual/group assessment	Individual

Submission deadlines: Students should submit all work by the published deadline date and time. Students experiencing sudden or unexpected events beyond your control which impact your ability to complete assessed work by the set deadlines may request mitigation via the [extenuating circumstances procedure](#). Students with disabilities or ongoing, long-term conditions should explore a [Summary of Reasonable Adjustments](#).

Return and status of marked assessments: Students should expect to receive feedback within one calendar month of the submission deadline, as per UCL guidelines. The module team will update you if there are delays through unforeseen circumstances (e.g. ill health). All results when first published are provisional until confirmed by the Examination Board.

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Academic Misconduct: Academic Misconduct is defined as any action or attempted action that may result in a student obtaining an unfair academic advantage. **Academic misconduct includes plagiarism, obtaining help from/sharing work with others be they individuals and/or organisations or any other form of cheating.** Refer to [Academic Manual Chapter 6, Section 9: Student Academic Misconduct Procedure - 9.2 Definitions](#).

Referencing: You must reference and provide full citation for ALL sources used, including articles, text books, lecture slides and module materials. This includes any direct quotes and paraphrased text. If in doubt, reference it. If you need further guidance on referencing please see [UCL's referencing tutorial for students](#). Failure to cite references correctly may result in your work being referred to the Academic Misconduct Panel.

Content of this assessment brief

Section	Content
A	Core information
B	Coursework brief and requirements
C	Module learning outcomes covered in this assessment
D	Groupwork instructions (if applicable)
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Section A: Core information

Submission date	07/08/2023
Submission time	10AM UK Time
Assessment is marked out of:	100
% weighting of this assessment within total module mark	25%
Maximum word count/page length/duration	1,500 words
Footnotes, appendices, tables, figures, diagrams, charts included in/excluded from word count/page length?	Footnotes, tables, figures, diagrams, charts are excluded from word count.
Bibliographies, reference lists included in/excluded from word count/page length?	Bibliographies, reference lists included excluded from word count.
Penalty for exceeding word count/page length	Penalty for exceeding word count will be a deduction of 10 percentage points, capped at 40% for Levels 4,5, 6, and 50% for Level 7) Refer to Academic Manual Section 3: Module Assessment - 3.13 Word Counts.
Penalty for late submission	Standard UCL penalties apply. Students should refer to Refer to https://www.ucl.ac.uk/academic-manual/chapters/chapter-4-assessment-framework-taught-programmes/section-3-module-assessment#3.12
Submitting your assessment	This assessment must be submitted by the specified deadline to the submission inbox in the 'LSA 2022-23' area of the Moodle page.
Anonymity of identity. Normally, <u>all</u> submissions are anonymous unless the nature of the submission is such that anonymity is not appropriate, illustratively as in presentations or where minutes of group meetings are required as part of a group work submission	The nature of this assessment is such that anonymity is required.

Section B: Assessment Brief and Requirements

You are part of the new intake of trainee consultants working for Marlow Plc, one of the world's leading financial consultancies. A senior consultancy team has been assigned to this project, but it has been decided to allow you to shadow the consultancy team for work experience purposes.

Your task focuses on the evaluation of two companies in the cosmetics industry Zest Ltd and Peel Ltd and making an evidenced case to clients as to the financial health and performance of each company.

You may wish to draw upon a range of other factors and information in arriving at a conclusion of the performance of the company given the data for each company from the most recent financial year. Your analysis should include the calculation and interpretation of relevant financial ratios and other performance indicators. You should place your analysis in the context of the current and immediate future economic and business landscape of the company.

Marlow Plc has provided your team with the following financial data (in £000) for the last financial year of each company both with the year-end of 31st May 2023:

	Zest Ltd	Peel Ltd
<i>Income Statements</i>	<u>2023</u> -	<u>2023</u> -
	£'000	£'000
Revenue	2,710	11,650
Cost of Goods Sold	1,626	6,972
<i>Gross Profit</i>	1,084	4,678
Distribution costs	136	1,164
Other Operating Costs	50	990
<i>Earnings Before Interest and Tax</i>	898	2,524
Interest	160	400
<i>Net Profit</i>	738	2,124
Tax	148	304
<i>Profit for the Year</i>	590	1,820
Dividends paid	295	0
Retained profits	295	1,820

Statements of Financial Position	2023	2023
	-	-
<u>Non-current assets</u>	£'000	£'000
Equipment at net book value	2,110	5,850
<u>Current assets</u>		
Inventory at cost	602	2,200
Trade receivables	560	2,700
Cash	32	0
Total assets	3,304	10,750
<u>Current liabilities</u>		
Overdraft	0	1,306
Trade payables	280	1,710
Taxation payable	148	304
<u>Non-current liabilities</u>		
Loan Notes	1,200	4,000
<u>Equity</u>		
Share capital £1 nominal value	1,200	2,000
Retained earnings	476	1,430
Total liabilities + equity	3,304	10,750

Requirement 1: [20% of marks available]

Select and calculate for each of the companies detailed above, 15 relevant ratios that provide insight into the following aspects:

- Profitability (4 ratios)
- Efficiency (3 ratios)
- Liquidity (2 ratios)
- Gearing (2 ratios)
- Investment (2 ratios)

Your selected 15 ratios should be taken from the module study materials within lectures, seminars, and the specified core textbook, to analyse the financial position, health and performance of each company.

Use Year-end figures rather than averages and work to 2 decimal places for percentages and multiples, and to the nearest whole day when calculating numbers of days. Do note for any ratios you calculate the marks available for each ratio are for **correct figures only**.

Requirement 2: [80% of marks available]

Derived from your ratio analyses in Requirement 1, prepare a report that:

- a. examines the financial performance and financial health of each company for the year ended 31st May 2023. **[50% of marks available]**
- b. outlines the associated caveats and limitations of comparing financial results of two different companies. **[20% of marks available]**
- c. identifies any other information that would be instrumental when reading the report and making strategic decisions going forward. **[10% of marks available]**

Note:

1. You are required to state an accurate word count on your front titlepage.
2. The whole assignment should be no longer than a **maximum of 1,500 words**. You may use fewer words if you wish to. Any charts and diagrams may be pasted as images and will not be included in the word count. All and any tables/ratio templates/ financial statements must **not** be pasted as images.
3. Bibliographies and lists of references are not included in the word count.

Section C: Module Learning Outcomes covered in this Assessment

This assessment contributes towards the achievement of the following stated module Learning Outcomes as highlighted below:

- Understand and interpret accounting information using financial ratios.
- Appreciate the lack of certainty in accounting figures and the problems of choosing among equally logical and consistent accounting techniques.
- Dissect and critique financial ideas, applications and consequences and outcomes of those applications.

Section D: Groupwork Instructions (where relevant/appropriate)

Not applicable

Section E: How your work is assessed

Within each section of this assessment you may be assessed on the following aspects, as applicable and appropriate to this assessment, and should thus consider these aspects when fulfilling the requirements of each section:

- The accuracy of any calculations required.
- The strengths and quality of your overall analysis and evaluation;
- Appropriate use of relevant theoretical models, concepts and frameworks;
- The rationale and evidence that you provide in support of your arguments;
- The credibility and viability of the evidenced conclusions/recommendations/plans of action you put forward;
- Structure and coherence of your considerations and reports;
- Appropriate and relevant use of, as and where relevant and appropriate, real world examples, academic materials and referenced sources. Any references should use either the Harvard OR Vancouver referencing system (see [References, Citations and Avoiding Plagiarism](#))
- Academic judgement regarding the blend of scope, thrust and communication of ideas, contentions, evidence, knowledge, arguments, conclusions.
- Each assessment requirement(s) has allocated marks/weightings.

Student submissions are reviewed/scrutinised by an internal assessor and are available to an External Examiner for further review/scrutiny before consideration by the relevant Examination Board.

It is not uncommon for some students to feel that their submissions deserve higher marks (irrespective of whether they actually deserve higher marks). To help you assess the relative strengths and weaknesses of your submission please refer to UCL Assessment Criteria Guidelines, located at https://www.ucl.ac.uk/teaching-learning/sites/teaching-learning/files/migrated-files/UCL_Assessment_Criteria_Guide.pdf

The above is an important link as it specifies the criteria for attaining 85% +, 70% to 84%, 60% to 69%, 50% to 59%, 40% to 49%, below 40%.

You are strongly advised to **not** compare your mark with marks of other submissions from your student colleagues. Each submission has its own range of characteristics which differ from others in terms of breadth, scope, depth, insights, and subtleties and nuances. On the surface one submission may appear to be similar to another but invariably, digging beneath the surface reveals a range of differing characteristics.

Students who wish to request a review of a decision made by the Board of Examiners should refer to the [UCL Academic Appeals Procedure](#), taking note of the [acceptable grounds](#) for such appeals.

Note that the purpose of this procedure is not to dispute academic judgement – it is to ensure correct application of UCL's regulations and procedures. The appeals process is evidence-based and circumstances must be supported by independent evidence.

Section F: Additional information from module leader (as appropriate)

None