

**BS in Real Estate and Economic Development
Research Skills Rubric**

Criterion	Exceeds Standard	Meets Standard	Below Standard	Score
Collection of Online Information	Student is able to navigate a company website, find links, and download financial and other information, including SEC filings, into printed or PDF formats and directly into Excel spreadsheets	Student is able to navigate a company website, find links and download financial and other information, including SEC filings into printed or PDF format	Student is unable to navigate a company website, find links and download financial and other information, including SEC filings	3 2 1
Financial Forecasting Spreadsheet Parameter Analysis and Determination	Student is able to conduct a financial analysis and prepare a set of forecasting parameters based on the results and is able to modify those parameters to account for changing relationships in the underlying financial ratios	Student is able to conduct a financial analysis and prepare a set of forecasting parameters based on the results of the analysis	Student is unable to relate a financial analysis to the preparation of forecasting parameters	3 2 1
Financial Statement Forecast preparation	Student is able to apply basic financial ratios to the construction of a pro forma financial statement forecast including details relating discretionary financial decisions to scenario analysis	Student is able to apply basic financial ratios to the construction of a pro forma financial statement forecast assuming limited discretionary policy changes	Student is unable to apply basic financial ratios to the construction of a pro forma financial statement forecast	3 2 1
Cash Flow and Valuation	Student is able to use pro forma financial statement forecast data to calculate an operating free cash flow and calculate a value using an independently determined cost of capital measure	Student is able to use pro forma financial statement forecast data to calculate an operating free cash flow and calculate value for a given cost of capital measure	Student is unable to use pro forma financial statement forecast data to calculate an operating free cash flow and use it to calculate value for a given cost of capital measure	3 2 1

Exceeds Standard	10-12
Meets Standard	6-9
Below Standard	<6

Total Score	
-------------	--