

Learning Goal #4: Understanding Project Analysis and Evaluation Rubric (MS-Finance)

Topic	<i>Evaluate a project proposal</i>		
Learning Objective	Unsatisfactory	Satisfactory	Exceeds requirement
Cash Flows	Confuses income concepts with cash flow concepts.	Can distinguish between income and cash flow.	Can identify subtle differences between earnings and cash flows – e.g., deferred taxes.
Incremental contribution of a project	Has trouble with sunk costs and overhead.	Can identify incremental effects of cash flows.	Can identify joint costs.
Project Interactions	Confuses unrelated projects and combines them.	Identifies independent projects.	Expresses ethical concerns with good projects used to subsidize poor projects.
Inflation	Cannot distinguish between nominal and real flows.	Is consistent in discounting real flows at real rates & nominal flows at nominal rates.	Can reconcile real and nominal rates and flows.