

CAMBRIDGE MANAGEMENT AWARD

EXECUTIVE DIPLOMA

MODULE ASSIGNMENT

MODULE TITLE: Financial Analysis

MODULE NUMBER: 4189/B

Valid between 1 January 2002 and 31 December 2002

INSTRUCTIONS TO CANDIDATES

You should read the assignment carefully.

It is important to complete the **Assignment Cover Sheet** when you have finished your work. You must complete the details and sign the declaration to confirm that the assignment is all your own work and your tutor must sign to verify that it is your own work.

The length of the assignment must be between 3000 and 4000 words.



UNIVERSITY *of* CAMBRIDGE
Local Examinations Syndicate

Executive Diploma Module 4189/B

Financial Analysis – Option Module

Title: Analysing the Wider Market

1. Select a company or organisation, which operates in a different market from your own. From the information available in the public domain, obtain a selection of business and financial information about the organisation over at least the previous 12 months, including if possible the previous two Annual Reports.

Prepare brief notes for each piece of information, explaining why it has been selected and what overall conclusions you can draw about the historic financial performance of the organisation over the previous 12 months.

You should include information from a range of sources, including media reports and financial commentary.

2. Using the information you have collected, prepare a detailed review of financial performance over at least the previous 12 months, demonstrating the use of financial analytical tools. Where possible, show how well the financial performance met the objectives, identifying any variance and commenting upon its significance.
3. Produce a report, using the information gained from your review, of the financial performance of your chosen organisation over at least the previous 12 months, commenting on identifiable trends, exceptional under / over performance and identifiable future risk.
4. Consider the expected trends and market performance of the sector in which your chosen organisation operates. You should look at:
 - the domestic market, economic forecasts and trends
 - regional and/or global market, forecasts and trends.
5. In the light of your analysis of both the organisation's previous financial performance and your interpretation of the business environment, prepare a brief report on the strategies your chosen organisation might adopt over the next short term period, (6 – 12 months), demonstrating through financial analysis, why they should be effective.

You must include in your assignment all documentation, notes and materials generated from each stage as shown above, as well as the summaries and reports required.

You should not contact the company directly for information, but use only that which is in the public domain.