Southern New Hampshire University

FIN 340 Module Two Activity Guidelines and Rubric

Overview: This activity will help you gather and analyze data relating to returns and standard deviations.

Prompt: Use Yahoo! Finance to get monthly pricing for the S&P 500 ETF (SPY), Coca-Cola, and Netflix for the past five years. Use the provided instructions to complete this activity.

Specifically, the following **critical elements** must be addressed:

I. Calculate the **monthly returns** for S&P 500 ETF (SPY), Coca-Cola, and Netflix, supporting each calculation by showing the work involved.
II. Calculate the **average monthly return** for S&P 500 ETF (SPY), Coca-Cola, and Netflix, supporting each calculation by showing the work involved.
III. Calculate the **annualized returns** based on the monthly average return for S&P 500 ETF (SPY), Coca-Cola, and Netflix, supporting each calculation by showing the work involved.
IV. Calculate the **standard deviation of monthly returns** for S&P 500 ETF (SPY), Coca Cola, and Netflix, supporting each calculation by showing the work involved.
V. Calculate the **annualized standard deviation** based on standard deviation of monthly returns, supporting each calculation by showing the work involved.
VI. Compare the **differences in returns and standard deviations** of the three sets of data and discuss their investment implications using a cell within the spreadsheet document.

Rubric

Guidelines for Submission: You must submit a completed Excel spreadsheet that fulfills the requirements outlined in the Module Two Activity Instructions document.

Critical Elements	Exemplary	Proficient	Needs Improvement	Not Evident	Value
Monthly Returns		Calculates the monthly returns for S&P 500 ETF (SPY), Coca-Cola, and Netflix, supporting each calculation by showing the work involved with no errors (100%)	Calculates the monthly returns for S&P 500 ETF (SPY), Coca-Cola, and Netflix, but calculations contain errors, or work to support calculations is not shown (75%)	Does not calculate the monthly returns for S&P 500 ETF (SPY), Coca-Cola, and Netflix, or provide evidence of the work to support each calculation (0%)	14
Average Monthly Return		Calculates the average monthly return for S&P 500 ETF (SPY), Coca-Cola, and Netflix, supporting each calculation by showing the work involved with no errors (100%)	Calculates the average monthly return for S&P 500 ETF (SPY), Coca-Cola, and Netflix, but calculations contain errors, or work to support calculations is not shown (75%)	Does not calculate the average monthly return for S&P 500 ETF (SPY), Coca-Cola, and Netflix, or provide evidence of the work to support each calculation (0%)	14

Annualized Returns		Calculates the annualized returns based on the monthly average return for S&P 500 ETF (SPY), Coca-Cola, and Netflix, supporting each calculation by showing the work involved with no errors (100%)	Calculates the annualized returns based on the monthly average return for S&P 500 ETF (SPY), Coca-Cola, and Netflix, but calculations contain errors, or work to support calculations is not shown (75%)	Does not calculate the annualized returns based on the monthly average return for S&P 500 ETF (SPY), Coca-Cola, and Netflix, or provide evidence of the work to support each calculation (0%)	14
Standard Deviation of Monthly Returns		Calculates the standard deviation of monthly returns for S&P 500 ETF (SPY), Coca-Cola, and Netflix, supporting each calculation by showing the work involved with no errors (100%)	Calculates the standard deviation of monthly returns for S&P 500 ETF (SPY), Coca-Cola, and Netflix, but calculations contain errors, or work to support calculations is not shown (75%)	Does not calculate the standard deviation of monthly returns for S&P 500 ETF (SPY), Coca-Cola, and Netflix, or provide evidence of the work to support each calculation (0%)	14
Annualized Standard Deviation		Calculates the annualized standard deviation based on standard deviation of monthly returns, supporting each calculation by showing the work involved with no errors (100%)	Calculates the annualized standard deviation based on standard deviation of monthly returns, but calculations contain errors, or work to support calculations is not shown (75%)	Does not calculate the annualized standard deviation based on standard deviation of monthly returns, or provide evidence of the work to support each calculation (0%)	14
Differences in Returns and Standard Deviations	Meets "Proficient" criteria, and comparison demonstrates a deep understanding of the content (100%)	Compares the differences in returns and standard deviations of the sets of data and discusses their investment implications (85%)	Compares the differences in returns and standard deviations of the three sets of data and discusses their investment implications, but comparison is inaccurate and/or incomplete (55%)	Does not compare the differences in returns and standard deviations of the three sets of data or discuss their investment implications (0%)	20
Articulation of Response	Meets "Proficient" criteria and is presented in a professional and easy-to-read format (100%)	Submission is well-organized, clear, concise, convincing, and free of errors in spelling, syntax, or grammar, with relevant sources that are authoritative and properly cited (85%)	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas (55%)	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas (0%)	10
				Total	**100%**