

FIN 620 Module One Journal Guidelines and Rubric

Overview: For this journal activity, you will explore the final project for this course and choose the company that will serve as the focus of the project. Journal assignments in this course are private between you and the instructor.

Prompt: Throughout this course, you will submit three milestones that will help you complete the final project, a capital markets case report. First, review the Final Project Guidelines and Rubric document (in the Assignment Guidelines and Rubrics section of the course), and post any questions you have about the project to the General Questions forum. Then select **one** of the following Fortune 500 companies as the focus of your project:

- JPMorgan Chase & Co.
- AT&T
- Qualcomm

In your journal assignment, **identify** the company you have chosen. Then **explain** why you selected it, and **support** your choice with research.

Rubric

Guidelines for Submission: Your journal assignment should be 2 to 3 paragraphs in length. Sources should be cited according to APA format. Submit assignment as a Word document with double spacing, 12-point Times New Roman font, and one-inch margins.

Critical Elements	Evident (100%)	Not Evident (0%)	Value
Identification of Company	Identifies one of the provided Fortune 500 companies for the final project	Does not identify one of the provided Fortune 500 companies for the final project	20
Explanation and Support	Explains why the company was selected over the others and cites sources to support reasoning for choice	Does not explain why the company was selected over the others or cite sources to support reasoning for choice	60
Mechanics	Submission is free of major errors of grammar and organization; any errors are marginal and rarely interrupt the flow	Submission contains major errors of grammar or organization, making the submission difficult to understand	20
Total			100%