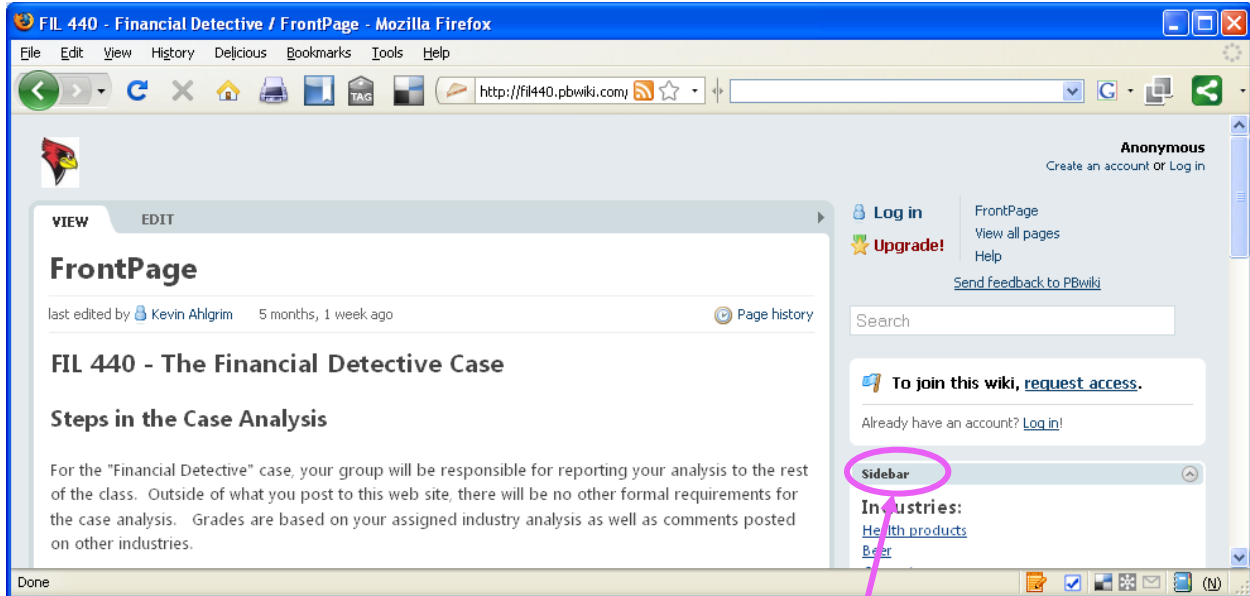


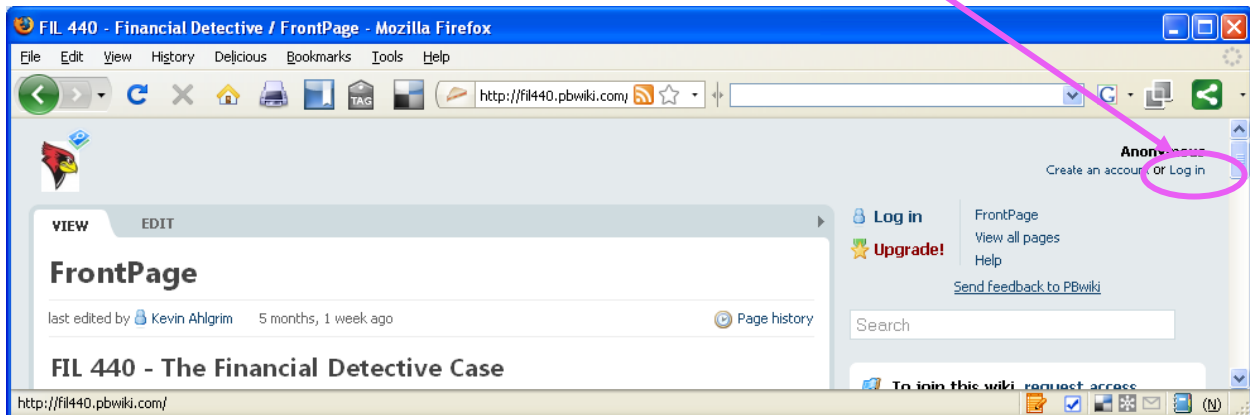
DEPARTMENT OF FINANCE, INSURANCE & LAW
COLLEGE OF BUSINESS
ILLINOIS STATE UNIVERSITY

FIL 440 – Financial Management
Ahlgrim
Case Analysis on PBWiki

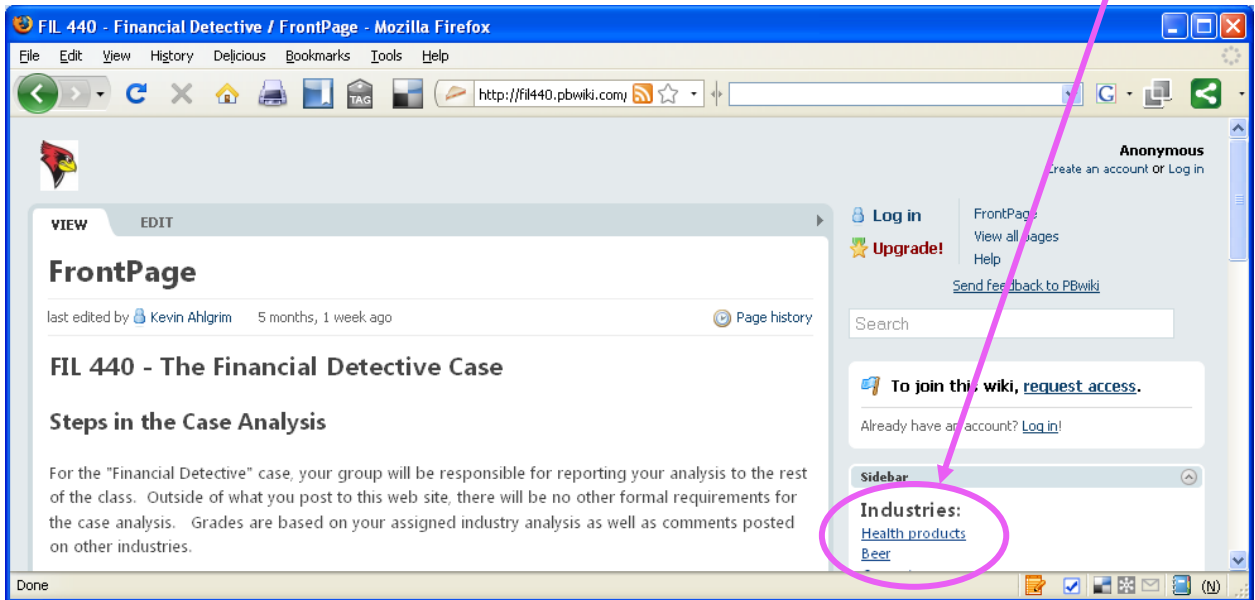
1. Go to <http://fil440.pbworks.com>. Here is what the screen will look like:



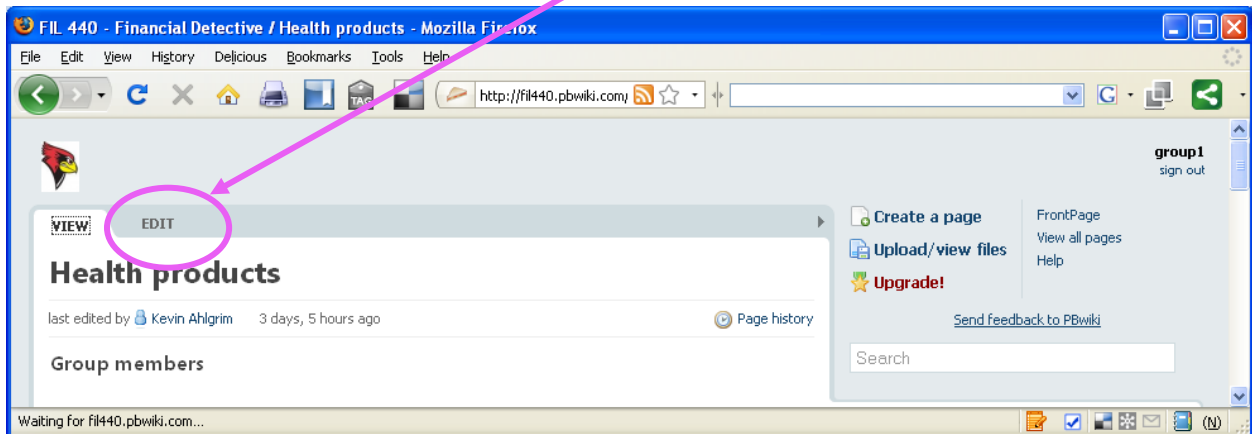
2. Each industry in the case analysis has its own page in the "Sidebar". I'm asking that **by the end of the day on Saturday, December 12th**, your group posts your analysis of the industry that you are assigned. On each industry page you will see the assigned group (no magic here – group one got the first industry, group two got the second industry, etc.)
3. To make a posting anywhere on the site, you have to click "Log in" (I passed out usernames and passwords for each group during class):



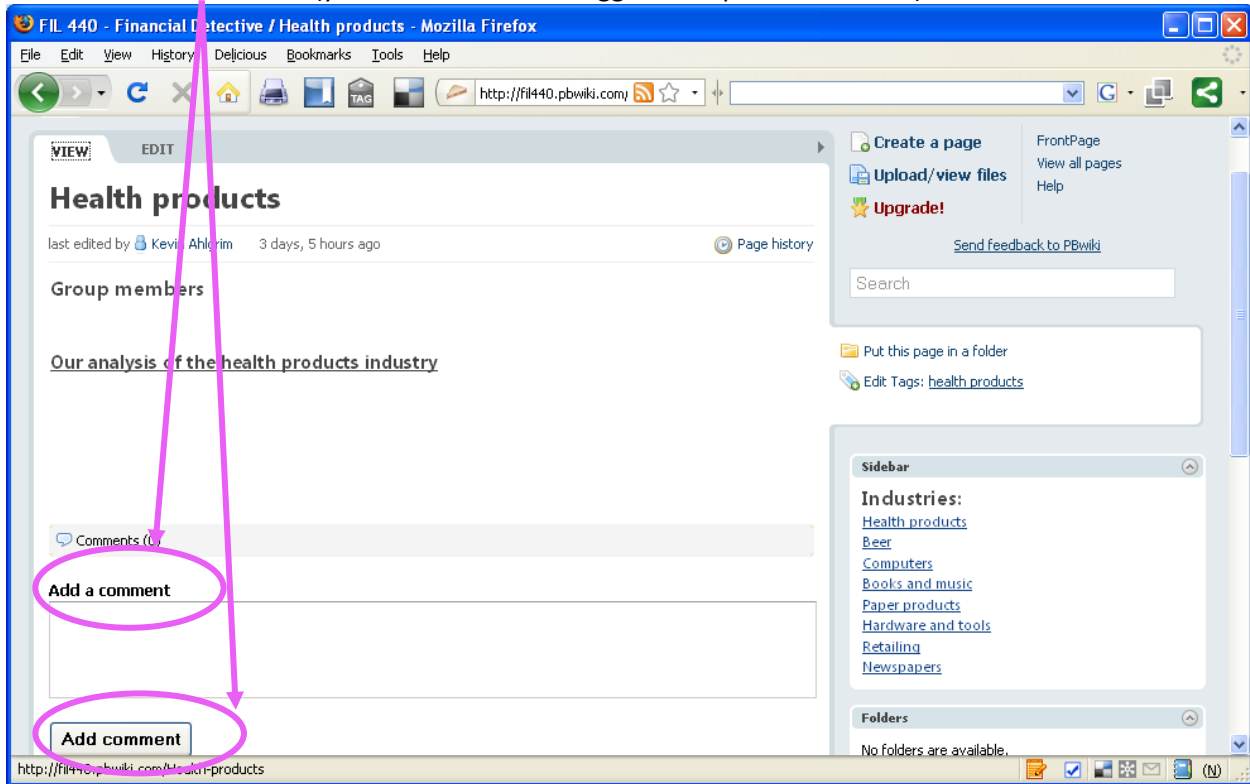
4. You will now be able to write to the site. For the industry that you are assigned, post your answer to the industry page by clicking on one of the industries in the Sidebar, such as “Health products”.



5. Next type your analysis directly on the page (or if you already typed it in Word or Google Docs, just copy and paste it). To do this, click “Edit” on the appropriate industry page:



6. Starting on **Sunday, December 13th**, groups can then begin to comment on everyone else's analysis. When you comment on a group's analysis, don't "Edit" the page, but use the "Comments" box (you'll still have to be logged in to post comments.)



7. When the original group is responding to comments, they may either: (1) edit their original analysis (see step 5) or (2) make comments on the comment page.
8. What am I expecting out of each group?
- Group assigned to the industry – Try to limit your discussion to one page. Tell a story that is consistent with the ratios. How is the company's operations consistent with their financial data? Based on the short narrative, what would you *expect* the ratios to show? Where are there consistencies between the data and their story vs. where are there contradictions? Finally, try to identify the actual companies.
 - Comments from other groups – do not repeat the entire analysis. Instead, play devil's advocate – where is there room to sell an alternative story? Where might there be room for interpretation. Don't just say "I agree with everything they did."
 - Original group – respond to comments either in your write up or in the comments.