

# Finance Writing Learning Outcomes

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# Critical Thinking

- Interpret and analyze financial information
- Apply financial theories to financial data
- Evaluate alternatives and make recommendations
- Synthesize information for decision making

# Domain Knowledge

- Demonstrate comprehension of basic financial topics, such as risk and return, term structure of interest rates, efficient capital markets, and agency problems
- Demonstrate proficiency in investment analysis techniques
- Demonstrate proficiency in solving problems related to corporate finance
- Demonstrate proficiency in solving problems related to financial markets
- Apply appropriate information technologies to specific financial analysis problems

# Rhetorical Contexts

- Students should be to communicate financial information to clients, investors, managers, financial analysts, and coworkers.
  - The genres include:
    - Personal writing
      - Blog, email
    - Professional writing
      - Cover letter, memo, brochure, management report, presentation, proposal
      - Client financial plan documentation
      - Analyst report
      - Project/case study

# Research Methods

- Make reasonable assumptions and identify alternative scenarios
- Identify and select appropriate techniques to answer questions
- Analyze and evaluate data

# Kinds of Evidence

- Annual reports
- Financial statements (e.g., balance sheet, income statement, etc.)
- Personal financial data
- Securities prices, returns, and quotes
- Industry trends and outlooks
- Analyst reports
- Economic indicators
- Current events