

Coursework 2: Finance

You are required to write an essay for this assignment. The assignment counts for 20% of your final grade. The length of your essay should not exceed 1,500 words.

Topic: Investment Appraisal Methods

Many surveys have been conducted in the UK into the methods of investment appraisal used by businesses. They have shown the following features:

1. Businesses tend to use more than one method to assess each investment decision, increasingly so over time.
2. The discounting methods (Net Present Value and Internal Rate of Return) have become increasingly popular over time, with these two becoming the most popular in recent years.
3. Average Accounting Rate of Return and Payback Period continue to be popular despite their theoretical shortcomings and rise in popularity of the discounting methods.
4. Large businesses tend to use the discounting methods and to use more than one method in respect of each decision.

(Source: Atrill and McLaney, 2008)

REQUIRED:

Critically discuss and evaluate the main elements of the above mentioned features, using both the course text and any relevant literature which has been written on the subject.

To use articles from academic journals.

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