

Includes 2 pages Instructions

WEEK 6 ASSIGNMENT

Bus 402

NLT Wednesday  
7 Nov 18

HOME

## SUBMIT ASSIGNMENT 2 >

TUTORING

### Assignment 2: Feasibility Analysis Due Week 6 and worth 135 points

LIBRARY

"A feasibility analysis is a chance to open your eyes, ask yourself some very tough questions, then check to see whether your idea, as originally conceived, needs to be modified, refocused, or changed dramatically. (Or perhaps even scrapped altogether.)" (Abrams, as cited in Scarborough & Cornwall, 2015, p. 237).

CAREER

With this assignment, you will be addressing the fundamental question: Does this business have profit potential?

MEDIA

Referring to the same business you either started or purchased in the first assignment, write a three to four (3-4) page paper in which you:

1. Conduct a feasibility analysis in which you research:
  1. Industry and Market Feasibility
  2. Product or Service Feasibility
  3. Financial Feasibility
  4. Entrepreneurial Readiness
2. Based on your assessment, does the business idea need to be modified, changed significantly, or abandoned? (**Note:** If you abandon the business idea, then you will need to select and analyze a new business that has profit potential.)
3. Include at least two (2) references outside the textbook.

Your assignment must follow these formatting requirements:

- This course requires use of Strayer Writing Standards (SWS). The format may be different than other Strayer University courses. Please take a moment to review the SWS documentation for details (more information and an example is included in the Strayer Writing Standards left menu link).
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required page length.

The specific course learning outcomes associated with this assignment are:

- Describe and analyze the necessary activities and key decisions to start a small business.
- Use technology and information resources to research issues in small business management.
- Write clearly and concisely about small business management using proper writing mechanics.

Click [here](#) to view the grading rubric.

Grading for this assignment will be based on answer quality, logic/organization of the paper, and language and writing skills, using the following rubric.

<b>Points: 135</b>	<b>Assignment 2: Feasibility Analysis</b>				
<b>Criteria</b>	<b>Unacceptable Below 60% F</b>	<b>Meets Minimum Expectations 60-69% D</b>	<b>Fair 70-79% C</b>	<b>Proficient 80-89% B</b>	<b>Exemplary 90-100% A</b>
1. Conduct a feasibility analysis in which you research: Industry and Market Feasibility; Product or Service Feasibility; Financial Feasibility; and Entrepreneurial Readiness. Weight: 50%	Did not submit or incompletely conducted a feasibility analysis in which you research: Industry and Market Feasibility; Product or Service Feasibility; Financial Feasibility; and Entrepreneurial Readiness.	Insufficiently conducted a feasibility analysis in which you research: Industry and Market Feasibility; Product or Service Feasibility; Financial Feasibility; and Entrepreneurial Readiness.	Partially conducted a feasibility analysis in which you research: Industry and Market Feasibility; Product or Service Feasibility; Financial Feasibility; and Entrepreneurial Readiness.	Satisfactorily conducted a feasibility analysis in which you research: Industry and Market Feasibility; Product or Service Feasibility; Financial Feasibility; and Entrepreneurial Readiness.	Thoroughly conducted a feasibility analysis in which you research: Industry and Market Feasibility; Product or Service Feasibility; Financial Feasibility; and Entrepreneurial Readiness.
2. Based on your assessment, does the business idea need to be modified, changed significantly, or abandoned? Weight: 35%	Did not submit or incompletely explained, based on your assessment, whether or not the business idea needs to be modified, changed significantly, or abandoned.	Insufficiently explained, based on your assessment, whether or not the business idea needs to be modified, changed significantly, or abandoned.	Partially explained, based on your assessment, whether or not the business idea needs to be modified, changed significantly, or abandoned.	Satisfactorily explained, based on your assessment, whether or not the business idea needs to be modified, changed significantly, or abandoned.	Thoroughly explained, based on your assessment, whether or not the business idea needs to be modified, changed significantly, or abandoned.
3. Two (2) references outside the textbook Weight: 5%	No references provided	Does not meet the required number of references; all references poor quality choices.	Does not meet the required number of references; some references poor quality choices.	Meets number of required references; all references high quality choices.	Exceeds number of required references; all references high quality choices.
4. Clarity, writing mechanics, and formatting requirements. Weight: 10%	More than 8 errors present	7-8 errors present	5-6 errors present	3-4 errors present	0-2 errors present

Includes 4 Pages Instructions Bus #75  
NLT 7 Nov 18

## **ASSIGNMENT 2: CHALLENGES IN THE BUSINESS ENVIRONMENT**

### **Due Week 9 and worth 330 points**

As you have explored in this course, ongoing challenges in the global business environment are mostly attributed to unethical business practices, failure to embrace technology advancements, and stiff competition among businesses. Imagine that you have been appointed as the Chief Compliance Officer of a Fortune 500 company of your choice and must prepare a presentation for your suppliers regarding your Supplier Code of Conduct to deliver via a web meeting.

This assignment has two parts. For the first part, you are to create a five to seven (5–7) minute dynamic video on your company's Code of Conduct. You may use any type of recording device you have to create this video—smartphone, laptop, webcam, or other type of video recorder. The specific points to cover for this video are listed below.

As an alternative to the video, you may submit a four to six (4–6) page paper that details what you would say in such a presentation following the same prompts as the video assignment below.

For the second part of the assignment, you will create a presentation using PowerPoint (or other equivalent software) summarizing the important changes and explanations regarding the code of conduct that you communicated in your video/paper presentation to email to the suppliers after the meeting for future reference. The specific points to cover are listed below.

**You must submit both parts of the assignment to receive full credit.**

**Note:** If you are using a tablet or smartphone you will need to email the video file to yourself, then save it to a computer in order to upload to Blackboard. You may want to upload your video to a file sharing service, such as Dropbox, if your email will not let you send a large video file. Dropbox is accessible from all smartphones and tablets from the Dropbox app.

Once you are ready to upload your video to Blackboard, view the Kaltura video tutorial found in your online course shell (Week 9). Please use the following naming convention in the popup window for your video once it is finished uploading:

**Title:** Your First Name, Your Last Name – Challenges in the Business Environment

**Description:** First Name, Last Name – BUS475 Assignment 2 (Date Uploaded ex. 1-14-2018)

### **Part 1: Video Presentation OR Paper**

Prepare and present a video that is a maximum of five to seven (5–7) minutes OR write a four to six (4–6) page paper in which you:

1. List specific changes that your company has made to its Code of Conduct in recent years. Provide at least one (1) example of each change.
2. Explain the identified changes to the suppliers in such a way that they will understand the standards that your company requires in order to maintain their relationship with the company.

If you choose the written paper instead of the video, your assignment must follow these formatting requirements:

- This course requires use of Strayer Writing Standards (SWS). The format is different than other Strayer University courses. Please take a moment to review the SWS documentation for details.
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

#### **Specific Library Resources to help you get started**

The Strayer University Library is accessible at [research.strayer.edu](http://research.strayer.edu). A general introduction to the Strayer Library is available in your course shell on the left-hand menu under Research-Library.

- **Introductory Search** - Use the home page's search box to keyword search many, but not all, databases.
- **Targeted Search** - Scroll to the bottom of the page for an A to Z listing of all databases. Float over each link to see a description of the database and click to load that particular database's custom search page. Custom search pages include both basic and advanced search options.

These databases are only partially searchable through the general search bar. You will have to search them individually to find resources for your paper.

- **Nexis Uni** - This contains legal information and would be useful to search for court cases in which your company has been involved.
- Video Explaining Nexis Uni
- **Mergent Online** - This has company info on both public and private companies. Fortune 500 can be public or private. Mergent

- Mergent is known for financial and accounting info, but also has qualitative information too. They offer news feeds, country reports on business environments, industry-wide reporting, company reports, and Annual Reports—the middle 3 are unique to this database. Starting with looking at a company's annual report would be very useful for this assignment. Industry reports would also be useful to see if your company is involved in any industry-wide initiatives or is notable in its industry in any way (could be good or bad.)
- Instructional Videos on each of the databases:
  - [Library Databases - Mergent Online](#)
  - [Company Research - Annual Reports and 10-Ks](#)
  - [Company Research - Industry Reports](#)

**American City Business Journals** - This is probably the most fun way to read business news by metro area. They have over 35 journals based around US cities. Look up the metro area your company is associated with, go to ACBJ, then choose the applicable city, and search for news articles.

**Research Starters** are like the academic version of Wikipedia. Search on a topic to get an overview with links to other information within that topic. It will help you get ideas for keywords for your own searches and what you need to know in order to successfully write your paper.

- [Library Databases - Research Starters Instructional Video](#)

Note - This is an exception example. Research Starter articles do appear in a feature box above the results list when using the general search box on research.strayer.edu.

Don't stress over writing papers! Watch this video on writing papers and essays. Topics include how to start your research, how to organize your research, how to draft your paper, and how to revise it.

<https://www.youtube.com/watch?v=KlgR1q3UQZE&t=9s>

**Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the rubric**

Points: 165		Assignment 2: Challenges in the Global Business Environment			
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
<b>Part 1: Video Presentation OR Paper</b>					
1. List specific changes that your company has made to its Code of Conduct in recent years. Provide at least one (1) example of each change. Weight: 50%	Did not submit or incompletely listed specific changes that your company has made to its Code of Conduct in recent years. Did not submit or incompletely provided at least one (1) example of each change.	Insufficiently listed specific changes that your company has made to its Code of Conduct in recent years. Insufficiently provided at least one (1) example of each change.	Partially listed specific changes that your company has made to its Code of Conduct in recent years. Partially provided at least one (1) example of each change.	Satisfactorily listed specific changes that your company has made to its Code of Conduct in recent years. Satisfactorily provided at least one (1) example of each change.	Thoroughly listed specific changes that your company has made to its Code of Conduct in recent years. Thoroughly provided at least one (1) example of each change.
2. Explain the identified changes to the suppliers in such a way that they will understand the standards that your company requires in order to maintain their relationship with the company. Weight: 50%	Did not submit or incompletely explained the identified changes to the suppliers in such a way that they will understand the standards that your company requires in order to maintain their relationship with the company.	Insufficiently explained the identified changes to the suppliers in such a way that they will understand the standards that your company requires in order to maintain their relationship with the company.	Partially explained the identified changes to the suppliers in such a way that they will understand the standards that your company requires in order to maintain their relationship with the company.	Satisfactorily explained the identified changes to the suppliers in such a way that they will understand the standards that your company requires in order to maintain their relationship with the company.	Thoroughly explained the identified changes to the suppliers in such a way that they will understand the standards that your company requires in order to maintain their relationship with the company.