

Due 10-17-19 @ 4:00 pm **

ATT

(Preferred Corporation)

Choose one (1) public corporation in an industry with which you are familiar. Research the company on its own Website, the public filings on the Securities and Exchange Commission EDGAR database (<http://www.sec.gov/edgar.shtml>), in the University's online databases, and any other sources you can find. The annual report will often provide insights that can help address some of these questions.

Write a four to six (4-6) page paper in which you:

1. Assess how globalization and technology changes have impacted the corporation you researched.
2. Apply the industrial organization model and the resource-based model to determine how your corporation could earn above-average returns.
3. Assess how the vision statement and mission statement of the corporation influence its overall success.
4. Evaluate how each category of stakeholder impacts the overall success of this corporation.
5. Use at least three (3) quality references. **Note:** Wikipedia and other Websites do not qualify as academic resources.

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.

The specific course learning outcomes associated with this assignment are:

- Determine ways in which the vision, mission, and stakeholders of a firm impact that firm's overall success.
- Use technology and information resources to research issues in business administration.
- Write clearly and concisely about business administration using proper writing mechanics.

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