

Content:

STEP ONE: Company selection and analysis

- The student should select a company for analysis and write up a profile of the company selected. The profile should include:
 - ✓ Presentation and discussion of firm Mission/Vision
 - ✓ Presentation and discussion of the firm's current strategic plans and/or direction
 - ✓ Presentation and discussion of the firm's culture
 - ✓ A brief discussion of the firm's structure and organization
 - ✓ The above subject areas could be presented in a "strengths/weaknesses" format as part of an overall SWOT-style analysis
 - ✓ Approximately 5-7 pages, double-spaced, typed

STEP TWO: Article selection and analysis

- Write a report on an article that was written within the past year that deals with a topic directly affecting the competitiveness of the student's chosen firm. The article chosen should have something important to say about an element of organizational effectiveness - it can profile a dramatic social trend, give an industry prediction, address a strategic competency like leadership or HR, highlight a current environmental issue (for instance, the social responsibility component of sustainability), or comment on financial or market failures, etc.
 - ✓ Students should give a brief summary of the article, identifying the issue that attracted them to the article, explain why this issue is important, and what they learned from the article.
 - ✓ Students should discuss how the subject of the article will affect their firm from a competitive perspective, highlighting any relevant changes necessary to the management structure, culture, or strategic direction of the firm.
 - ✓ Approximately 5-7 pages, double-spaced, typed

Required parameters:

- This project is a requirement for completing this course and should be turned in during week 11 of the quarter
- Failure to complete this project will result in a failing grade.
- 10 – 14 total pages, double spaced, typed
- All citations and references must be in APA format