Students, please view the "Submit a Clickable Rubric Assignment" in the Student Center.

Instructors, training on how to grade is within the Instructor Center.

Assignment 3: Long-Term Investment Decisions
Due Week 9 and worth 300 points

Assume that the low-calorie frozen, microwavable food company from Assignments 1 and 2 wants to expand and has to make some long-term capital budgeting decisions. The company is currently facing increases in the costs of major ingredients.

Use the Internet and Strayer databases to research government policies and regulation.

Write a six to eight (6-8) page paper in which you:

1. Outline a plan that managers in the low-calorie, frozen microwaveable food company could follow in anticipation of raising prices when selecting pricing strategies for making their products response to a change in price less elastic. Provide a rationale for your response.
2. Examine the major effects that government policies have on production and employment. Predict the potential effects that government policies could have on your company.
3. Determine whether or not government regulation to ensure fairness in the low-calorie, frozen microwavable food industry is needed. Cite the major reasons for government involvement in a market economy. Provide two (2) examples of government involvement in a similar market economy to support your response.
4. Examine the major complexities that would arise under expansion via capital projects. Propose key actions that the company could take in order to prevent or address these complexities.
5. Suggest the substantive manner in which the company could create a convergence between the interests of stockholders and managers. Indicate the most likely impact to profitability of such a convergence. Provide two (2) examples of instances that support your response.
6. Use at least five (5) quality academic resources in this assignment. **Note:** Wikipedia does not qualify as an academic resource.

Your assignment must follow these formatting requirements:

- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.
- 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:

- Propose how differences in demand and elasticity lead managers to develop various pricing strategies.
- Analyze the economic impact of contracting, governance and organizational form within organizations.
- Use technology and information resources to research issues in managerial economics and globalization.

- Write clearly and concisely about managerial economics and globalization using proper writing mechanics.

Click here to view the grading rubric.

Points: 300	Assignment 3: Long-Term Investment Decisions			
Criteria	**Unacceptable Below 70% F**	**Fair 70-79% C**	**Proficient 80-89% B**	**Exemplary 90-100% A**
1. Outline a plan that managers in the low-calorie, frozen microwaveable food company could follow in anticipation of raising prices when selecting pricing strategies for making their products response to a change in price less elastic. Provide a rationale for your response. Weight: 15%	Did not submit or incompletely outlined a plan that managers in the low-calorie, frozen microwaveable food company could follow in anticipation of raising prices when selecting pricing strategies for making their products response to a change in price less elastic. Did not submit or incompletely provided a rationale for your response.	Partially outlined a plan that managers in the low-calorie, frozen microwaveable food company could follow in anticipation of raising prices when selecting pricing strategies for making their products response to a change in price less elastic. Partially provided a rationale for your response.	Satisfactorily outlined a plan that managers in the low-calorie, frozen microwaveable food company could follow in anticipation of raising prices when selecting pricing strategies for making their products response to a change in price less elastic. Satisfactorily provided a rationale for your response.	Thoroughly outlined a plan that managers in the low-calorie, frozen microwaveable food company could follow in anticipation of raising prices when selecting pricing strategies for making their products response to a change in price less elastic. Thoroughly provided a rationale for your response.
2. Examine the major effects that government policies have on production and employment. Predict the potential effects that government policies could have on your company. Weight: 15%	Did not submit or incompletely examined the major effects that government policies have on production and employment. Did not submit or incompletely predicted the potential effects that government policies could have on your company.	Partially examined the major effects that government policies have on production and employment. Partially predicted the potential effects that government policies could have on your company.	Satisfactorily examined the major effects that government policies have on production and employment. Satisfactorily predicted the potential effects that government policies could have on your company.	Thoroughly examined the major effects that government policies have on production and employment. Thoroughly predicted the potential effects that government policies could have on your company.
3. Determine whether or not government regulation to ensure fairness in the low-calorie, frozen microwavable food industry is needed.	Did not submit or incompletely determined whether or not government regulation to ensure fairness in	Partially determined whether or not government regulation to ensure fairness in the low-calorie,	Satisfactorily determined whether or not government regulation to ensure fairness in the low-calorie,	Thoroughly determined whether or not government regulation to ensure fairness in the low-calorie,

Cite the major reasons for government involvement in a market economy. Provide two (2) examples of government involvement in a similar market economy to support your response. Weight: 15%	the low-calorie, frozen microwavable food industry is needed. Did not submit or incompletely cited the major reasons for government involvement in a market economy. Did not submit or incompletely provided two (2) examples of government involvement in a similar market economy to support your response.	frozen microwavable food industry is needed. Partially cited the major reasons for government involvement in a market economy. Partially provided two (2) examples of government involvement in a similar market economy to support your response.	frozen microwavable food industry is needed. Satisfactorily cited the major reasons for government involvement in a market economy. Satisfactorily provided two (2) examples of government involvement in a similar market economy to support your response.	frozen microwavable food industry is needed. Thoroughly cited the major reasons for government involvement in a market economy. Thoroughly provided two (2) examples of government involvement in a similar market economy to support your response.
4. Examine the major complexities that would arise under expansion via capital projects. Propose key actions that the company could take in order to prevent or address these complexities. Weight: 15%	Did not submit or incompletely examined the major complexities that would arise under expansion via capital projects. Did not submit or incompletely proposed key actions that the company could take in order to prevent or address these complexities.	Partially examined the major complexities that would arise under expansion via capital projects. Partially proposed key actions that the company could take in order to prevent or address these complexities.	Satisfactorily examined the major complexities that would arise under expansion via capital projects. Satisfactorily proposed key actions that the company could take in order to prevent or address these complexities.	Thoroughly examined the major complexities that would arise under expansion via capital projects. Thoroughly proposed key actions that the company could take in order to prevent or address these complexities.
5. Suggest the substantive manner in which the company could create a convergence between the interests of stockholders and managers. Indicate the most likely impact to profitability of such a convergence. Provide	Did not submit or incompletely suggested the substantive manner in which the company could create a convergence between the interests of stockholders and	Partially suggested the substantive manner in which the company could create a convergence between the interests of stockholders and managers.	Satisfactorily suggested the substantive manner in which the company could create a convergence between the interests of stockholders and managers.	Thoroughly suggested the substantive manner in which the company could create a convergence between the interests of stockholders and managers.

two (2) examples of instances that support your response. Weight: 15%	managers. Did not submit or incompletely indicated the most likely impact to profitability of such a convergence. Did not submit or incompletely provided two (2) examples of instances that support your response.	Partially indicated the most likely impact to profitability of such a convergence. Partially provided two (2) examples of instances that support your response.	Satisfactorily indicated the most likely impact to profitability of such a convergence. Satisfactorily provided two (2) examples of instances that support your response.	Thoroughly indicated the most likely impact to profitability of such a convergence. Thoroughly provided two (2) examples of instances that support your response.
6. 5 references Weight: 5%	No references provided	Does not meet the required number of references; some or all references poor quality choices.	Meets number of required references; all references high quality choices.	Exceeds number of required references; all references high quality choices.
7. Writing Mechanics, Grammar, and Formatting Weight: 5%	Serious and persistent errors in grammar, spelling, punctuation, or formatting.	Partially free of errors in grammar, spelling, punctuation, or formatting.	Mostly free of errors in grammar, spelling, punctuation, or formatting.	Error free or almost error free grammar, spelling, punctuation, or formatting.
8. Appropriate use of APA in-text citations and reference section Weight: 5%	Lack of in-text citations and / or lack of reference section.	In-text citations and references are provided, but they are only partially formatted correctly in APA style.		In-text citations and references are error free or almost error free and consistently formatted correctly in APA style.
9. Information Literacy / Integration of Sources Weight: 5%	Serious errors in the integration of sources, such as intentional or accidental plagiarism, or failure to use in-text citations.		Sources are mostly integrated using effective techniques of quoting, paraphrasing, and summarizing.	Sources are consistently integrated using effective techniques of quoting, paraphrasing, and summarizing.
10. Clarity and Coherence of Writing Weight: 5%	Information is confusing to the reader and fails to include reasons and evidence that logically support ideas.	Information is partially clear with minimal reasons and evidence that logically support ideas.		