

You may select any organization (public, private, for-profit, not-for-profit) that interests you. This can include the organization in which you are currently employed. The reason for this flexibility is to ensure you maximize your experience by working with an organization that truly interests you. However, there are caveats:

1. Your entire project must be built around a single organization. You may not change your organization once you have selected it in Week 1.
2. You must select an organization for which you have access to current, accurate and objectively verifiable data. This includes financial data and any other relevant information required for your analysis and recommendation. You are responsible for reviewing what is required in Parts I, II, and III (details below) and ensuring you are able to secure access to this information early in Week 1.
3. While you may choose any organization, **you are strongly advised to select a publically-traded company** and use their annual and semi-annual/quarterly reports as part of your analysis of the organization and market. If you choose a privately-held company, you must include independently audited financial data that is sufficiently detailed to support your analysis. "Self-reported" financial (and other) information is suspect since those who provide the information often have something to gain by portraying their organizations in a certain way to the public. If **you have any questions about your proposed organization and the sufficiency/validity of the data, please review this with your instructor as soon as possible in week one. It is not the responsibility of the course instructor to help you locate or secure required data.**

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You must write in the 1<sup>st</sup> person as the CEO

Rubric \*

- complete from selected and competitive organizations plus overall market/industry
  - thorough assessment and summary of key moves and the impact these have.
  - addresses shortcomings or areas where a move could have been made but was not.
  - identify potential changes and clearly explains the impact these would have chosen organization and competitors.
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- Winning move includes a thoroughly researched analysis that supports move