

Business Analysis  
2<sup>nd</sup> Quarter Independent Project

Companies we have explored or will be exploring in class (in order of appearance):

- |               |               |
|---------------|---------------|
| 1) Volkswagen | 6) UPS/Fed Ex |
| 2) McDonalds  | 7) Apple      |
| 3) IBM        | 8) Facebook   |
| 4) Google     | 9) Best Buy   |
| 5) Enron      |               |

Topics we have discussed in class (in order of appearance):

- |   |   |
|---|---|
| 1) Our global economy                         | 6) Distribution planning and activities |
| 2) Cultural influences of business            | 7) Planning and Organizing              |
| 3) Information needs of global business       | 8) Implementing and Controlling         |
| 4) Human resource management                  | 9) Purchasing and Pricing               |
| 5) Social and ethical environment of business |   |

Each one of the companies we have explored in class had a core relationship with the notes that were provided to you. Your goal is to pick one of the nine companies we have explored in class and use it across three (3) of the topics, different from the one that was directly tied into in class. For example, Volkswagen cannot be used with "Our Global Economy."

For each of the three topics selected, there must be a direct relationship between the company and a specific part of the notes of that topic that the company has demonstrated a high impact, either positive or negative, in the marketplace.

Once your selection process is complete, you may complete your project in one of the following three ways:

- 1) Produce a MS PowerPoint presentation (must include the following)
  - a. Title slide (including the company name that you chose and your name)
  - b. Two slides per topic that you have selected
    - i. Why was this topic such a high impact on the marketplace for this company?
    - ii. How has this company demonstrated this positively or negatively?
  - c. Conclusion (may be more than one slide)
    - i. What can be expected about the future of this company?
      1. Include two statements that people in the marketplace have made
  - d. Include an appropriate picture or clip art on each slide
  - e. Slide show must have a design template applied to the entire presentation
- 2) Produce a MS Publisher tri-fold brochure (must include the following)
  - a. Title page (including the company name that you chose and your name)
  - b. One page per topic that you have selected
    - i. Why was this topic such a high impact on the marketplace for this company?
    - ii. How has this company demonstrated this positively or negatively?
  - c. Conclusion (may be more than one page)
    - i. What can be expected about the future of this company?
      1. Include two statements that people in the marketplace have made
  - d. Include an appropriate picture or clip art on each page

- 3) Produce a video (must include the following)
  - a. Introduce the company and your name
  - b. Discuss each of the three topics as they relate to the company
    - i. Why was this topic such a high impact on the marketplace for this company?
    - ii. How has this company demonstrated this positively or negatively?
  - c. Conclusion
    - i. What can be expected about the future of this company?
      1. Include two statements that people in the marketplace have made
  - d. The video must be no shorter than 3 minutes in length and no longer than 5 minutes in length

You will be graded on the following scales:

- 1) Title slide, page, or introduction during video: 3 points
- 2) For each of the topics: 30 points
  - a. Why was this topic such a high impact on the marketplace for this company? 5 Points
  - b. How has this company demonstrated this positively or negatively? 5 Points
    - i. Full points for an educated and well-connected response between the company and the topic selected
    - ii. 4 points for each well-connected response between the company and the topic selected
    - iii. 3 points for each response that has connected the company and the topic selected
    - iv. 2 points for each response that has little connection between the company and the topic selected
    - v. 1 point for each response that has no connection between the company and the topic selected
    - vi. 0 points for no response
- 3) Conclusion: 9 points
  - a. 3 points for each statement made by people in the marketplace
    - i. Full points for relevancy
    - ii. 2 points for mostly relevant to the topics and the company
    - iii. 1 point for somewhat relevant to the topics and the company
    - iv. 0 points for no relevancy to the topics
  - b. 3 points for your expectation of the future of the business
    - i. Full points for a well-defended company expectation
    - ii. 2 points for an educated defense of the company
    - iii. 1 point for expectation
    - iv. 0 points for no expectation provided
- 4) Professionalism: 5 points
  - a. Pictures/Clipart
  - b. Design
  - c. Grammar/Spelling

TOTAL POINTS FOR THIS PROJECT: 47 points x 2 = 94 points

**PROJECT DUE DATE: June 13, 2016**