Build a Business

# FINAL PROJECT REQUIREMENTS

The final project represents a culmination of what you’ve learned in this class. It is worth 200 possible points. Your project will be about a company that you admire. It does not have to be currently operating. You must gain approval from the instructor for your choice, and it can’t be the same company selected by a peer for the project.

Your final project will be a paper about that company. The paper should be a minimum of 10 pages in length, typed, MLA format and double spaced. One of the pages should be a cover page, which states the title of your project, your name, and the time and day that the class meets. You may insert pictures, clip art, graphics, or charts into your paper, but only if they further illustrate what you’re writing about.

Here are the sections you will need to cover in your paper, in the following order:

1. What is the name and mission statement of the company?
2. What is the history of the company up through the present day? (Summarize major events and tell how those major events affected the company. A timeline may be a great way to show major events).
3. Write about at least 2 example that shows what you consider to be a good ethical decision this company has made in the past or is in the process of making/considering today. Make sure to tell why they made this decision (What prompted them to make it? What do they hope to achieve by making it? Etc). Also, make sure to tell why you consider this a good ethical decision.
4. Write about at least 2 example that shows what you consider to be a poor ethical decision this company made in the past or is in the process of making/considering today. Make sure to tell why they made this decision (What prompted them to make it? What do they hope to achieve by making it? Etc). Also, make sure to tell why you consider this a poor ethical decision.
5. Write about their marketing and distribution strategies. Please provide examples to support your statements.
6. Write about their operations. Again, provide examples to support your statements.
7. Complete a SWOT analysis for this company. Be specific and detailed. This should be in paragraph form.
8. Imagine that you became the CEO of this company. Write about what changes you would make and explain why you made these changes. Be sure to have research to support your decisions.
9. Write a summary paragraph for your paper to wrap it up at the end.
10. Provide a works cited page listing all of the references you used. Please remember to put this in alphabetical order.

Points will be earned for each of sections 1-9 using this scale:

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| --- | --- |
| 16-20 points  | Excellent  |
| 11-15  | Very Good  |
| 6-10  | Fair/Average  |
| <=5  | Poor  |
|   |  |

Section 10 (works cited) and overall appearance, spelling, punctuation etc will be scored according to this scale:

|  |  |
| --- | --- |
| 9-10 points  | Excellent  |
| 7-8  | Very Good  |
| 5-6  | Fair/Average  |
| <=4  | Poor  |

A score of 20 in each section 1-9, (180) plus a score of 10 in sections 10 (10 points) and overall appearance (10 points) will equal a total score of 200.