

# TERM PROJECT - Due on Final Exam Day

1. **Each student (NOT a Group Project)** will be required to prepare a term project for the course. The term project will consist of the analysis and written report of a company according to the model and procedures established during the course. (15-50 pgs.)(excluding charts, graphs, figures, title page, table of contents, appendix, etc.)
2. The student will select a company and gain approval from the instructor prior to beginning work. The case (company) may not be a company from the current casebook or one that is assigned for the current semester. The company will be treated in real time, as is the second case assignment.
3. I suggest that you think about a company that holds some particular interest to you or come up with one.
4. You must gain approval for the company or I will not accept the results.
5. There can be no duplication of project cases for the semester. (No two students may do the same company).
6. The format for the report is as follows:

## **EACH OF THE FOLLOWING IS A SECTION AND SHOULD BE CLEARLY ANNOTATED AS SUCH:**

1. History of the company.
2. Information about the Industry.
3. Company Mission. (Stated or implied). Present your analysis.
4. Company Objectives: (Stated and implied). Present your analysis.
5. Company Strategies.
6. Complete SWOT analysis. Include support.
7. Financial data for at least three years. (As a minimum, include the income statement, balance sheet, summary and all the ratios.)
8. Problems found. Specify the salient problem, and explain why selected.
9. Strategic alternatives available for the salient problem. Minimum of three mutually exclusive. Explain logic, feasibility, and give advantages and disadvantages.

10. Recommended strategic alternative.
11. Implementation plan (activity plan) recommended for the Company.
12. Evaluation and control plan.
13. Support materials for the Company. (Research documentation).

NOTE: The term project will be typed and double-spaced

Only the original copy will be accepted for a grade. - Facsimile copies are not acceptable, except in the support section. All sections should be completed in "good" acceptable college form - each section is complete in itself. You must use the APA style manual as a guideline for presenting endnotes and bibliography.

Project Firms - Give me your choices by email to "locmcfarland@yahoo.com. (first email get their choice)

Citigroup,  
General Electric  
American Intl Group  
ExxonMobil  
Bank of America  
HSBC Group  
Royal Dutch Shell  
McKeeson  
Nissan Motor  
Home Depot  
Nestle  
Sony  
BP  
LG Marathon Oil  
SBC Communications  
ThyssenKrupp AmerisourceBergen  
Costco  
Vodafone  
Samsung Electronics  
Ingram Micro  
Johnson Controls  
Tyson Foods  
TIAA-CREF  
Vivendi  
News Corp.  
Samsung  
Electronics  
Adecco