

Business Concepts Mastery Project

The purpose of the project is to have students demonstrate their mastery of the course objects. The paper will include sections to include:

1. Introduction with well written thesis statement
2. Company history/overview
3. Product lines
4. Marketing Strategy
5. E business Strategy
6. Competition
7. Financial Highlights
8. Industry Insight
9. Your personal investment (stock market results) with Stock market graph
10. Conclusion
11. Bibliography & Footnotes

Grades will reflect the student's ability to demonstrate that they;

1. Understand the major topics presented in the course.
2. Can use terminology of our field.
3. Can apply concepts presented in the text to a real company.
4. Can write an academic term paper using correct grammar, spelling, sentence structure and thesis statements.

Please note- historically several student each term submit a paper that does not reflect any more knowledge than someone would have if they never took this course. These students earned a failing grade.

To earn a passing grade make sure to open your book, review the major topics presented in the chapters that relate to each section of your term paper. Use the terminology presented in the text as you describe your company! You will need to do research on your business from respected sources. Wikipedia is not legitimate research.

Do NOT plagiarize any section of your paper. If you want to refer to your research in the paper make sure to give them appropriate credit and site your course.

See the instructions that follow for details about the Stock Market section of your paper. See sample papers for examples! Ask your Instructor if you have questions.

Stock Market Section Instructions

Project Overview: Hypothetically invest \$10,000.00 in the stock of a Fortune 500 Company.

Part 1 - Select Your Company:

Select your Fortune 500 Company for your Stock Market Report by performing the following tasks:

Step 1: Choose a fortune 500 company from a list on the website below to track. For this example, we are going to use the Microsoft Corporation. To choose a company, click on this link to view the Fortune 500 Company list:

http://money.cnn.com/magazines/fortune/fortune500/2015/full_list/

Step 2: Determine your company's stock market symbol. When you have chosen a company, you need to determine the company's Stock Market symbol. Click on this link:

<http://www.google.com/finance>

This will bring up a box at the top of the screen with a magnifying glass in a blue box. Now type in the name of your company and then click on the magnifying glass in the blue box. For example, if you selected Microsoft, you would type in Microsoft. After you do this, you will see the following information:

MSFT	Microsoft Corporation	NASDAQ
(MSFT is the Stock Market symbol for your stock)		

Step 3: You will start tracking your stock on the date stated on your course schedule. This is normally the first or second Friday of class(check your course schedule). class.) You must always record the price of your stock after the market closes at 4:00 PM. Determine how many shares of stock you have "purchased" with your hypothetical \$10,000.00 investment. Assume the market price on the day you purchase the stock is \$55.00 per share. Divide your hypothetical \$10,000.00 investment by \$55.00 per share. This will produce a share quantity of 181.82 shares. You will own that number of shares for a six week period. You will record the closing price of the stock (again, always after 4:00 PM) on the next five successive Fridays. On the sixth Friday, you will multiply the closing price of your stock by the initial number of shares that you "purchased". (In this example, you "purchased" 181.82 shares.) Let's assume that on the sixth Friday Microsoft stock closed at \$58.00 per share. To compute the amount of gain or loss, you simply multiply 181.82 shares by \$58.00 to equal total sale proceeds of \$10,545.56. This means that you have a gain of \$545.56 (\$10,545.56 - \$10,000.00.)

Part 2 – Prepare the Stock Market Report:

Please review the sample Stock Market Reports and use the same headings that are used in the Sample Stock Market Report. **I strongly recommend that you download the**

Sample Stock Market Report and update it with your content. This will save you the trouble of formatting the Stock Market Report!

Please review the PowerPoint: **How to Create a Graph Using Excel** for instructions on how to prepare the graph that will be included as part of your Stock Market Report. You will have six data points to graph (the closing price of your stock for each of the six successive Fridays.)