

Corporate Profile Project – Outline and Dates

Assignment

- Choose a Fortune 500 company to write about for your corporate profile.
- No two students in the class can write about the same corporation.
- There are 5 sections
- You will submit the papers for review in sequence as they are assigned; in the end your goal is to link them together as a coherent four-part profile to be resubmitted at the end of the semester.

Objective

The objective of this assignment is to inform your reader about your company of choice in the context of the modules listed below.

Grading

- The length of each written profile will be between seven and 3-5 pages of text in length (you will be able to add to this with figures, charts, tables, and graphs); consequently the full length of your project paper will be approximately 15-20 pages.
- The work will be an ongoing process where you will write your work in sections.
- Class presentation [7-10 min]

Project

Your paper should be a combination of material from the company itself (website is one source), other business references (*Business Week*, the *Wall Street Journal*, Business Source Premier, *Fortune Magazine*, *Forbes*, Hoovers, Google Finance, Yahoo Finance, Bloomberg, etc.), the textbook, and your own interpretation of the topic.

Section 1 & 2 [Due on Oct 4]

Section 1: Introduce your company. What does it do? How did it get started? How does it add value? Who are the customers it competes for? What risks confront the company? What type of business is it-goods-producing or service? What industry does it operate in? What is it known for? *Write an opening paragraph that engages your reader from the outset.*

Analyze your company's mission statement. Does it match the book's definition of a good mission statement? Why or why not? Is it just "vague happy talk" or does it really say *why* the company exists?

Section 2: Discuss corporate ethics. Define business ethics. How does your company approach corporate ethics and what guidelines does it set forth? Does it adhere to what it ~~says~~?

Discuss the concept of "Corporate Social Responsibility." Who are the company's stakeholders? Identify both Primary and Secondary stakeholders. Identify the CEO and include a few sentences about him or her. Include a picture of the CEO. How does your company fulfill its responsibilities to its primary stakeholders-owners, employees, and customers?

Discuss workforce diversity. Why is workforce diversity important? How does your company obtain or try to obtain a diverse workforce? Does it have a diversity policy? What evidence do you find that your company carries out (or fails to carry out) its policy?

Section 3 & 4 & 5 [Due on Nov 22]

Section 3: Globalization. Why do companies engage in international trade? Is your company "global"? If it isn't, why do you think it has chosen to remain purely domestic? If it is global, what cultural and legal differences does it encounter in the global business environment? What form of international business activity does it engage in? Which strategic approaches does your company use? If your company does not engage in international business activity, what country do you think would be good for your company's expansion, and what strategic approach would you suggest? If your company does have international operations, do you think the selected strategy is working? Would you change anything about your company's strategy?

Section 4: Marketing. Discuss the marketing concept and why it is important to a business. What factors in the external environment affect your company? (Consider economic conditions, the natural environment, social and cultural trends, laws and regulations, and technology). Who constitutes your company's target market? How is your corporation competing in the current economy? How would you improve upon your company's marketing strategy using what you have learned?

Section 5: Conclude with your overall insights and observations about the company and how you think it is positioned for the future.

COMPLETE PROJECT [SECTIONS 1-5] DUE ON NOV 22

Note:

As part of a continuous improvement effort, the Schroeder School of Business faculty has decided that each ID 150 student needs to take advantage of the UE Writing Center in creating the corporate profile. You will need to make an appointment with the writing center, scheduled in advance of your paper being due.