

Assignment: Fortune 500 Companies

Using a Global Fortune 500 company, you will complete a research paper that summarizes its history, conduct a SWOT analysis, and address its future.

Course outcome(s) practiced and assessed in this Assignment:

GB540-3: Analyze the relationship between knowledge-based economic decision-making and economic growth.

Directions

In this Assignment, you will select a Global Fortune 500 company (it cannot be a company you work for) that operates in the United States and in other nations around the world. Make sure it is one you are interested in and has plenty of good sources of information available.

- A) Summarize the firm's history, the economic, social, and political forces that affect it most.
- B) Present recent and current operating results (financial performance) data in a table. Evaluate the firm's current and recent operating results. Analyze the major economic forces that affect the firm. Discuss the key social and major political forces that affect the performance of the firm.
- C) Present a brief SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats).
- D) Discuss the factors it will need to predict, plan for, and adjust to in the future.

Criteria

- Your Assignment should have a cover sheet with the following information: Title of the paper, Your Name, Course Number and Section Number, and Date
- It must be a minimum of 5-pages long (excluding title page, references, etc.)
- Be sure to include the criteria located in the rubric below within your paper.
- It must be APA formatted with citations to your sources and your last page should list all references used. Review the APA formats found in the Writing Center.
- You must use a variety of three objective, high quality, and current sources. Peer reviewed articles, articles published in journals, textbooks, and library resources found in the Library are examples of high quality resources.
- Note that Wikipedia, Investopedia, etc. are not considered as reliable resources for this research.

Directions for Submitting

The Assignment is to be submitted to the **Unit 4 Assignment** Dropbox by the end of Unit 4.

GB540 Unit 4 Assignment: Fortune 500 Companies		
Content and Analysis	Points Possible	Points Earned
A global Fortune 500 company was chosen.	10	
Analyzed the firm's history.	10	
Evaluated the firm's recent operating results.	10	
Evaluated the firm's current operating results.	10	
Analyzed the major economic forces that affect the firm.	10	
Discussed key social forces that affect the performance of the firm.	10	
Discussed major political forces that affect the operation of the firm.	10	
Presented a brief SWOT analysis for the firm.	10	
Examined the factors the firm needs to predict for the future.	10	
Examined the factors the firm will need to plan for the future.	10	
Examined factors that the firm will need to change (adjust) in the future.	10	
Cited a minimum of three current reliable references.	5	
Writing style, grammar, and APA format.	10	
Total	125	

