Week 3 Assignment 1

Student Full Name

Strayer University

BUS499 Business Administration Capstone

Date

Everything in Blue should be deleted

Due Week 3 and worth 115 points

Choose one (1) public corporation in an industry with which you are familiar. For a list of companies you can choose from, go to <https://www.forbes.com/top-public-companies/list/5/#tab:overall> . Research the company on its own website, the public filings on the Securities and Exchange Commission EDGAR database (<http://www.sec.gov/edgar.shtml>), in the University's online databases, and any other credible sources you can find. The annual report will often provide insights that can help address some of these questions.

Read chapters 1 -3 in the course textbook and complete the LEARN E-Activities for Weeks 1-3 as they set the foundation to this assignment. Be sure to cite your sources!

Begin your paper on Page 2 below and write a minimum of **four (4)** pages. The minimum page count does not include the Title or Source pages.

**Week 3 Assignment 1**

 Write your introduction here. Include one (1) paragraph (not more than 6 lines of text) that explains what your paper will discuss. Much of your introduction may be taken from the assignment instructions (in your own words). Read all assignment resources to understand what should be included in your paper. Be sure to review the assignment instructions in Blackboard, the grading rubric, and the recorded writing workshop to understand the requirements. Do not exceed 6 lines of text in this introduction. There should be no direct quotes in this introduction.

**Globalization**

Thoroughly assess how globalization has impacted the corporation you researched. Provide a thoughtful and well researched response. Consider for example, how your chosen company has been involved in expanding globally, how it has been impacted by global competition, and the global economy. Do not simply define the term globalization. You will need to conduct an assessment (i.e. an evaluation) of the impact globalization has had on your selected corporation.

Your assessment/evaluation should demonstrate that you have read, understand, and can apply the globalization concepts covered in the textbook and course resources. Do not write about globalization in general terms. Your assessment should be directly related to your selected corporation. If your company has locations in other countries, do not simply list the various countries in which the company does business. Your writing here should thoroughly assess how globalization has impacted your chosen corporation. Do not Google “globalization” or simply provide a definition. You must display an understanding based on what is studied in this course and an ability to apply the concepts in a real-world evaluation of a corporation.

Your textbook must be a source along with other credible sources that support the globalization concepts covered in this course. **Read Chapters 1-3 in the course text book as each chapter provides a solid background and clues on Globalization that apply to this section**. **Review the Week 1 & 2 Learn video Lectures for supporting content**. Cite your sources and avoid or limit the use of direct quotes.

**Technology**

Thoroughly assess how technological changes have impacted the corporation you researched. Provide a thoughtful and well researched response. Consider for example, how the company has been impacted by cloud computing, social media, crowdfunding, program apps, email, texting, websites, mobile, automation, robotics, IOT (Internet of Things), AI (Artificial Intelligence), e-commerce, data and analytics, etc. Research how the company may have been impacted by diffusion and disruptive technologies as explained in the textbook. Do not simply define the term technology. You will need to conduct an assessment (i.e. an evaluation) of the impact changes in technology have had on your selected corporation.

Your assessment/evaluation should demonstrate that you have read, understand, and can apply the concept of technology covered in the textbook and course resources. Do not write about technology in general terms. Your assessment should be directly related to your selected corporation. If your company is technologically advanced, do not simply list the various technologies they possess but rather evaluate how changes in technology have impacted the corporation. You must display an understanding based on what is studied in this course and an ability to apply the concepts in a real-world evaluation of a corporation. Do not Google “technology” or simply provide a definition. Your writing here should thoroughly assess how changes in technology have impacted your chosen corporation.

Your textbook must be a source along with other credible sources that support the technology concepts covered in this course. You must display an understanding based on what is studied in this course. Read **Chapters 1-3 in the course text book as each chapter provides a solid background and clues on Technology that apply to this section. Review the Week 1 & 2 Learn video Lectures for supporting content**. Cite your sources and avoid or limit the use of direct quotes.

**Industrial Organization Model**

Thoroughly apply the industrial organization model to determine how your corporation could earn above-average returns (i.e. revenue). This model is based upon the corporation’s external environment which is anything outside of the corporation that can influence or impact its business (macro)/operations (micro). Your application should walk through what the model suggests is needed to earn above average returns (hint: see figure 1.2 in the textbook). Do not Google “Industrial Organization Model” or simply provide a definition or write in general terms. Your writing here should apply the model to your specific corporation, demonstrate your understanding of the concepts, as described in this course, and your ability to apply those concepts to a real-world corporation. **Read Chapter 1 in the course text book as it provides a solid background and clues on this model that apply to this section. Review the Week 1 Learn video Lecture for supporting content**. Cite your sources and avoid the use of direct quotes.

**Resource-Based Model**

Thoroughly apply the resource-based model to determine how your corporation could earn above-average returns (i.e. revenue). Consider the corporation’s unique resources (corporate culture, land, location, equipment, brand, reputation, trademarks, patents, etc.) and capabilities (skills, experience, capabilities, etc. that set it apart from its competition). Your application should walk through what the model suggests is needed to earn superior returns (hint: see figure 1.3 in the textbook). Do not Google “Resource-Based Model” or simply provide a definition or write in general terms. Your writing here should apply the model to your specific corporation, demonstrate your understanding of the concepts, as described in this course, and your ability to apply those concepts to a real-world corporation. **Read Chapter 1 in the course text book as it provides a solid background and clues on this model that apply to this section. Review the Week 1 Learn video Lecture for supporting content.** Cite your sources and avoid the use of direct quotes.

**Vision**

 Thoroughly assess how the vision statement of the corporation influences its overall success. Include the actual vision statement for your chosen company (be sure to quote and cite per SWS or APA). Consider the key concepts discussed in chapter 1 regarding vision in your assessment of your selected corporation’s vision statement. Do not simply provide a definition of vision or general statements. In addition to the actual vision statement for your corporation, your writing must demonstrate that you understand the concept of vision, as discussed in this course, and can assess the impact your corporation’s vision statement has on its overall success. **Read Chapter 1 in the course text book as it provides a solid background and clues on vision that apply to this section. Review the Week 1 Learn video Lecture for supporting content**. Cite your sources.

**Mission**

 Thoroughly assess how the mission statement of the corporation influences its overall success. Include the actual mission statement for your chosen company (be sure to quote and cite per SWS or APA). Consider the key concepts discussed in chapter 1 regarding mission in your assessment of your selected corporation’s mission statement. Do not simply provide a definition of mission or general statements. In addition to the mission statement of your selected corporation, your writing must demonstrate that you understand the concept of mission, as discussed in this course, and can assess the impact your corporation’s mission statement has on its overall success. **Read Chapter 1 in the course text book as it provides a solid background and clues on mission that apply to this section. Review the Week 1 Learn video Lecture for supporting content.** Cite your sources.

**Stakeholders**

Thoroughly evaluate how each category of stakeholder impacts the overall success of your selected corporation. Do not Google “stakeholders” and simply provide a definition or list. You must provide an evaluation that demonstrates your understanding of each classification of stakeholders, as described in this course. Do not write in general terms about stakeholders. Your evaluation must describe how each classification of stakeholders impacts your selected corporation’s success (hint: see figure 1.4 in the textbook). **Study Chapter 1 for additional background on Stakeholders as it provides a solid background on stakeholders that apply to this section. Review the Week 1 Learn video Lecture for supporting content.** Cite your sources and avoid the use of direct quotes.

Sources

Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2013). Strategic management: Concepts and cases: Competiveness and globalization (10th ed.). Mason, OH: South-Western Cengage Learning.

List your sources on this page and remember to delete the instructions, which are in blue font.

Use at least **three (3)** quality sources, **one of which must be the course text book** to support your ideas/work. Note: Wikipedia and college essay sites do not qualify as academic resources.

Cite your sources throughout your work when you borrow someone else’s words or ideas.

The source page must include all sources used. All sources listed here must be cited in your paper.

Look for a permalink tool for a webpage when possible (especially when an electronic

source requires logging in).

**When using SWS** remember to organize sources in a numbered list and in order of use throughout the paper; use the original number when citing a source multiple times; and follow this format for all sources:

Author. Publication Date. Title. Page # (written as p. #). How to Find (e.g. web address)

**The APA format may also be used for a Reference page.**

**Questions to ask yourself before submitting your paper.**

* Did I read the required course material and complete the required activities?
* Have I deleted the blue font instructions in this template?
* Did I leave the provided section headings in place, as provided in this template?
* After deleting the blue fonts in this template, have I changed all font to black?

**Additional things to keep in mind.**

* You will be graded on the quality of your answers, the logic/organization of the report, your language skills, and your writing skills using the grading rubric.
* Strayer uses SafeAssign – an automated plagiarism checker. It is advised that you do your own writing and use external resources to support what you have written in your own words.