INTRODUCTION

This project will help you achieve the course objectives outlined in the syllabus and noted below by giving you the opportunity to critically review how two companies manage their respective organizations.

Course Objectives

1. Comprehend the historical background and development of the process of management.
2. Understand the role of the manager in today's workplace.
3. Understand the functions of planning, organizing, leading and controlling.
4. Examine the influence of diversity, ethics and social responsibility on organizations and managers.
5. Acquire an understanding of how organizations and managers deploy the processes of decision making and human resources management in order to perform the functions of management.
6. Understand the importance of strategic management.

COURSE PROJECT

You will be tasked with comparing and contrasting two companies. You can choose the companies you wish to compare and contrast from the list I have provided to you (see Company Selection Below), or you can choose your own **upon my approval.**

The deliverable of this project will consist of two parts.

Part 1 - You will submit a paper a minimum of eight (8) pages in length, double-spaced, and single-sided using Times New Roman or Arial font size of 12 points. ***Please ensure the proper use of citations (APA citation method).*** In your paper you will compare and contrast the following:
1. How each company performs the management functions of:
   a. Planning.
   b. Organizing.
   c. Leading.
   d. Controlling.
2. How the **decision-making** and **human resources management** processes of each company influence the management of the company.
3. How **Diversity**, **Ethics** and **Social Responsibility** play a role in the management of each company.

Part 2 – You will create a PowerPoint presentation summarizing your written paper. The presentation slides should include relevant clip-art images (where relevant – not all slides), and **styled appropriately (animations, slide transitions, etc.)** The presentation will consist of a minimum of ten (10) slides covering the following topics:
It should be presented using the same flow of information presented in your written paper.
1. How each company performs the management functions of
   a. Planning.
   b. Organizing.
   c. Leading.
   d. Controlling.
2. How the **decision-making** and **human resources management** processes of each company influence the management of the company.
3. How **Diversity**, **Ethics** and **Social Responsibility** play a role in the management of each company.

The presentation should also include your fact-based opinion of which of the two companies is better managed and why.

Course Project / Start and Due Dates: This project starts the first week of the course since that's when you begin your learning! Your company selections must be e-mailed to me by **Tuesday, 9/12.** Parts 1 and 2 must be submitted by **Tuesday, 10/17.**

COURSE PROJECT INSTRUCTIONS

Company Selection: Each student must select two organizations to compare and contrast for this project from the list below or choose two of your own **that I must approve**. Please note that you must compare and contrast the organizations that are noted together (for example, you must compare and contrast Apple and Microsoft. You can't compare and contrast Apple and Kodak).

Once you've made your selections you should submit those selections to me via email at khoell@sjny.edu no later than **Tuesday, 9/12** at 11:59pm.

The organizations you can choose from are below (or choose two of your own that I must approve).

1. Apple and Microsoft
2. Duracell and Energizer
3. Visa and MasterCard
4. Hasbro and Mattel
5. Ford and General Motors (GM)
6. DC Comics and Marvel
7. Adidas and Puma (Very interesting back story)
8. McDonald's and Burger King
9. Coca-Cola and Pepsico
10. Canon and Kodak
11. Uber and Lyft
12. Advanced Micro Devices (AMD) and Intel
13. Starbucks and Dunkin' Donuts
14. Snapchat and Instagram
15. Facebook and X (Twitter)

Course Project Schedule Milestones

1. Your company selections must be e-mailed to me by **Tuesday, 9/12.**

2. Part 1 (the written assignment) and Part 2 (the PowerPoint presentation) must be submitted to Canvas by **Tuesday, 10/17.**

   Questions? Contact me at any time at khoell@sjny.edu