Case Study Part 2 (Research)

1. Prepare a written report in a modified APA format (3 page minimum double-spaced) on a company of your choosing (if you want to use this work for your Research paper in FINC 5880 then you will need to select a publicly traded company so that you will have access to the company’s financial information). The research should focus on two sections: (1) Company Information – Who they are – Business Segments, competitors; what they do – product lines, markets served; Size –revenues, employees, etc. (2) Company History – I would focus on items of significance in the company history; key products, acquisitions, mergers, etc. Modified APA format means that you can skip the abstract and table of contents for this paper but should include the Works Cited page.
2. Prepare and make a presentation to your classmates on your company. Length should be between 3-5 minutes. No PowerPoint presentation is required although I would encourage development of your presentation using PP as a tool to organize your thoughts. If organized using PowerPoint, you should have no more than 4 slides that contain the major points that you want to discuss. You can also use the Notes section to highlight and condense the major points that you wish to discuss.