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ECO 500 Milestone Two Guidelines and Rubric

Overview: In this second milestone assignment for the final project, you will continue your analysis of the economic problem presented in the case study on your selected company (Microsoft, Heinz, or American Airlines). Using the information gathered in the problem statement, you must now frame your company's problem within the context of the appropriate market structure, conducting mathematical and/or statistical calculations that will identify significant trends and relationships to facilitate demand forecasting and potential impacts on profits. Keeping in mind that your audience of corporate decision makers may not be experts in economic theory and data analysis, you must seek to present your information in an easily accessible and understandable way.

Prompt: To complete the second step of this final project, you will submit a theoretical and quantitative analysis that links the problem statement to the relevant economic factors at play. Depending on your company's unique problem, you may look to answer questions such as the following:

- Are customer preferences changing?
- Is there a shift in demand?
- Is there a change in technology?

To answer these questions, include a discussion of demand and its likely elasticity, an application of marginal analysis, and costs in your statement.

Identify and illustrate these trends and relationships using mathematical principles. This will involve use of the proper algebraic, regression, and other quantitative methods to generate scatterplots of your data, highlighting trend lines and outliers as appropriate. You may find it useful to review these mathematical techniques using the following tutorials:

- [Describing Relationships in Quantitative Data](#) (Khan Academy)
- Video: [Regression Line Example](#) (9:26) (Khan Academy)

To help you accurately perform these calculations, you must use Microsoft Excel and the Excel Analysis ToolPak. There is an excellent section in the course textbook on how to perform regression analyses in Excel, but you may find these tutorials also helpful:

- [Load the Analysis ToolPak](#) (Microsoft)
- [Perform Regression Analysis in Excel 2007](#) (Microsoft)
- [Regression and Multiple Regression With Excel](#) (Jeremy Miles)

Use the knowledge you have gained so far in this course to interpret the data. How might this information be used to make predictions and generate recommendations for action?

To complete your submission, categorize which market structure (pure competition, monopolistic competition, oligopoly, or pure monopoly) applies to your company. Describe this market structure. How does it affect the problem you are researching?

Remember that these tasks draw not only upon your quantitative and data analysis/interpretation skills, but also upon your communication skills. How might you go about presenting your findings to the company's decision makers? Describe how you will present your information in a way that will be understandable to laypeople and will convince them of the merit of your processes (and ultimately, your recommendations).

As a managerial economics student and professional, you are encouraged to use your own experience, understanding, and knowledge of business and industry structure to drive your analysis. Specifically, the following critical elements must be addressed:

- I. Research: In this section, you will apply economic theory and quantitative analysis to your research topic.
 - A. Describe the relationship between the economic factors you identified and the presented issue.
 - B. Using mathematical concepts, illustrate the relationships between economic factors and the issue.
 - C. Describe the market structure of your organization's industry.
 - D. Determine how the market structure of the industry influences the issue. Support your response with relevant examples from the case.

This theoretical and quantitative analysis assignment will be incorporated into the final economic analysis recommendation paper.

Rubric

Guidelines for Submission: This milestone assignment should be written in essay format and submitted as a Microsoft Word document. The submission should be 6 to 8 pages in length (including the initial problem statement) with double spacing, 12-point Times New Roman font, and one-inch margins. You should use current APA style guidelines for your citations and reference list. Note that at least five outside information sources are required overall for this project, although you might find that more are necessary to satisfy the requirements of the final presentation.

As necessary, copy and paste any data analysis and/or graphics from Excel into your Word document for submission. You may include your original Excel documents as supplementary material if you believe this will strengthen your contribution.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Note that the grading rubric for the milestone submissions is not identical to that of the final project. The Final Project Rubric will include an additional "Exemplary" category that provides guidance as to how you can go above and beyond "Proficient" in your final submission.

Critical Elements	Proficient (100%)	Needs Improvement (80%)	Not Evident (0%)	Value
Research: Relationship	Describes the relationship between the identified economic factors and the presented issue	Describes the relationship between the identified economic factors and the presented issue but description is cursory or inaccurate	Does not describe the relationship between the identified economic factors and the presented issue	22.5
Research: Mathematical Concepts	Illustrates the relationships between economic factors and the issue, using mathematical concepts	Illustrates the relationships between economic factors and the issue but does not use mathematical concepts or the illustration is incomplete or contains inaccuracies	Does not illustrate the relationships between economic factors and the issue	22.5
Research: Market Structure	Describes the market structure of the organization's industry	Describes the market structure of the organization's industry but description is cursory or contains inaccuracies	Does not describe the market structure of the organization's industry	22.5
Research: Influences	Determines how the market structure of the industry influences the issue and provides relevant examples to support response	Determines how the market structure of the industry influences the issue but the explanation is cursory or contains inaccuracies or response is not supported with relevant examples	Does not determine how the market structure of the industry influences the issue	22.5
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Total				100%



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