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Fortune Global 500 Project

To give you further insight into the strategic management process, you will complete a practical application of the concepts discussed in class. Individuals are required to take the conceptual information learned in each course module and apply it to a real company to enhance the learning process.

Project Overview:

- You will select a Fortune Global 500 firm using the link below, and research how that the course material applies, and how that company performs the subject material covered in the course.
- You will write a paper summarizing what you have learned and how that applies to the Fortune 500 company, that is, how they perform that function, and make recommendations on what they should do moving forward. The paper should not exceed three (3) pages of text, but you can include as many appendices as you wish to include (charts, graphs, tables of information etc.).
- Appropriate sources include, but are not limited to: the course textbook, *The Wall Street Journal*, *Businessweek*, *Forbes*, *Fortune*, *The Economist*, *Time*, and official company documentation (e.g., annual reports, press releases, web pages, proxy statements, etc.).
- **It is VERY IMPORTANT that you DO NOT plagiarize, either a prior published work or your fellow students work. You MUST quote and/or cite your work accordingly. Wikipedia, informal blog postings, other students' analyses, etc. are not considered legitimate sources.**
- You can access the full list of Fortune Global 500 companies at the below web link. http://money.cnn.com/magazines/fortune/global500/2015/full_list/

Your Challenge:

As future managers, your goals should include taking the information presented in class and applying it to “real world” situations and current events. Strategic management is an art in that the underlying principles and foundational theories can be taught, but it is only through personal experience that you will gain a true understanding of the concepts. Based on the course material that we have covered in class, you should summarize and analyze the company-specific information gathered, and then project forward and *make recommendations through the eyes of the CEO. So, if you were the CEO right now, what would you do, and why? Your recommendations should also include Expected Outcomes how they should implement your solutions.*



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