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Course Number: BA 3103: Integrative Business Applications
Semester: Summer 2, 2017

Critical Analysis Paper 1

Objectives

The objectives of this assignment are: 1) to develop your ability to identify possible causes of a company's poor performance, and 2) to develop your ability to succinctly and persuasively present both your analysis and your point of view.

Assignment

Read the attached article from the Wall Street Journal, 'Macy's and Kohl's are Hit by Weak Holiday Sales'. Macy's poor performance can be documented by reading the first page of the Company report written by Global Data.

Conduct a situation analysis to better understand the potential reasons for Macy's recent performance. Your situation analysis should include an assessment of both the internal and external environment.

You are asked to develop an "Analysis Paper" using the approach that was discussed in class.

Required Analysis:

1. Read the article and the additional research that was obtained from the Temple University Library and use the frameworks that we discussed in class to structure your situation analysis.
2. You DO NOT need to conduct any additional research. These articles will provide you with all of the information that you need to conduct your analysis.
3. Your introduction should 1) specifically describe Macy's performance problems, and 2) tell the reader what your report will cover.
4. The body of the report should identify and describe all of the potential reasons for Macy's recent poor performance.
5. Summarize your analysis and offer your opinion of the primary reasons for Macy's recent performance.

Your Paper:

- Your critical analysis paper must be approximately four pages in length.
- Your paper should use Font size 12 and be double spaced.
- In-text source citations using the APA citation style are required.
- A comprehensive bibliography is required. (Remember, I have provided you with all of the sources)

Due Date:

- Tuesday, July 18 at the start of class.
- Please print and bring a stapled copy to class.



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