

BADM 101 FALL 2018 - Final Project

Your **Final Project** will have two (2) **Parts - I & II:**

Part I - Examining a Business

Using the company, **Spin Master™**, a major toy/children's entertainment business, you will examine how the five (5) functional areas of business operate to make a business successful. To complete this project use the Part I outline provided below to prepare your answers.

Use the Spin Master™ website, <http://www.spinmaster.com/index.php?userLoc=us>, as well as any other online resources including, reports, articles, blogs and social media to help you with this project.

Part II - *FlipGrid* Update

On August 27, 2018, I asked you to create a *FlipGrid* video introducing yourself and responding to two questions:

1. One mistake you have made in your time as a student
2. One thing you want to accomplish this year as a student at TSU.

Revisit your video and your answers to these 2 questions and tell me how you have changed since your response last fall. **NOTE:** You will receive **5 Extra Credit Points** for having an original *Flipgrid* video posted from ASSIGNMENT 2.

A copy of this assignment is in Blackboard. Use this attached document for the **Final Project** - download it, type your answers in the open spaces under the questions and **PRINT IT**. Make sure all pages are stapled together before you submit it to me, in person.

IMPORTANT: While students may work together to complete this project **STUDENTS WITH ANY COPIED ANSWERS WILL RECEIVE A GRADE OF "0" ON THIS ASSIGNMENT.** Answers should reflect your individual understanding and opinions.

This assignment (Part I & Part II) is due December 12, 2018, during your regular class time. You may not submit the assignment any earlier than the due date. No late **Final Projects** will be accepted.

Part I - Examining the Functional Areas of Business at Spin Master™, Inc.

A. Management

In 2015, Spin Master™ changed their legal form of ownership. Answer the following questions:

1. What was their previous legal form of ownership and what is their current legal form of ownership?
2. Name one (1) advantage and one (1) disadvantage of their previous legal form of ownership.
3. Locate an article that discusses how Spin Master™ was affected by the closing of toy chain, Toys R Us. Give the link for the article and summarize a few of the points made in the article.
4. Which of the Spin Master™ brands are you familiar with? How are you familiar with them?
5. In their **Letter to Shareholders** what does the Spin Master™ management team say they plan to do to grow the business and increase profits for the company (hint: review the responsibilities under the functional area, Management).
6. Diversity should be a goal for any company that wants to maximize its recognition and earnings. Diversity goes beyond the hiring process (management) to include diverse ways of marketing (products, customer relations, etc.), creating revenue streams (finance), location of facilities/offices (operations) or maybe even accounting. Look at Spinmaster™ Corporation and identify efforts toward or evidence of diversity. Identify the effort and the functional area it falls under.

B. Operations

In their **Letter to Shareholders**, Spin Master™ Corporation states that they intend to make some changes to their operations to reach their business goals.

1. What are these changes?
2. What was Spin Master™ Corporation's first overseas location and what aspect of operations did this partnership help them grow?
3. What is Evergreen Global Entertainment Properties?
4. What are some of Evergreen Global Entertainment Properties successes?
5. What are some of the new properties they intend to launch?

C. Marketing

In their **Letter to Shareholders**, Spin Master™ Corporation's management states that they will be using certain strategies to grow their business in both the short- and long-term.

1. Name the strategies discussed in the **Letter to Shareholders** that will be the responsibility of Spin Master's marketing department?
2. *Bunchems Alive*, one of Spin Master's™ brands received a "Fun Stuff" award from [Parents' Choice Awards](#) for Fall 2016. But all press regarding this toy was not positive.

- a. What problems were reported regarding the Bunchems?
- b. How did the company respond to complaints about this toy?

Note: Make sure you give the sources for your answers to questions a & b.

3. Hatchimals, Spin Master's™ interactive stuffed animals that were one of the hottest toys for the 2016 holiday season received a lot of mention in the press, online, in print, on the radio and in social media.
 - a. What was the original price point for Hatchimals?
 - b. What is the lowest price you found for a Hatchimals? Where?
 - c. What is the highest price you found for a Hatchimals? Where?
4. Spin Master™ has made several changes to their Hatchimals toy.
 - a. What changes has the company made to this toy?
 - b. Why were these changes made?
 - c. What customer need(s) inspired the changes?
5. Based on our standards for building a small business website, on a scale of 1-5 with 1 being the lowest and 5 being the highest, what score would you give the Spin Master™ Corporation website?

My score is: _____ because

D. Accounting and Finance

A company's accounting and financial activities are collected, analyzed and reported so that stakeholders can make better business decisions about the company's financial health, prospects for growth and operations. Information on a company's financial activities can be found in many locations - the company's website as well as on other financial organizations' websites.

1. What are the sources of revenue for Spin Master™ Corporation?
2. What was Spin Master™ Corporation's Gross Product Sales, in USD, in 2017?
3. Are you able to locate Spin Master™ Corporation's financial reports?
4. What reports did you find and where did you find these reports?
5. Based on the latest reports how is this company doing financially?
6. What standards does Spin Master™ Corporation say they use to prepare their financial statements?
7. What was the price of a share of Spin Master™ Corporation stock, in U.S. dollars, a year ago?
8. What is the current price of a share of Spin Master™ Corporation stock, in U.S. dollars?
9. What is the 52-week low price?
10. What is the 52-week high price?

E. Expansion and Global Operations

1. On which continents does Spin Master [™] Corporation have business operations? Describe the business operations taking place on each continent.
2. Name 4 IP (Intellectual Property) portfolios owned by Spin Master [™] Corporation.
3. Name 4 of Spin Master [™] Corporation's licensing partners.
4. Name 2 of Spin Master [™] Corporation's international growth strategies.

F. Preparing For Your Career

None of what you have learned in BADM 101 would be valuable if you could not apply it to your future studies in the Jesse H. Jones School of Business at TSU and to your future career aspirations. Look at the Careers section on the Spin Master [™] Corporation's website.

1. What is your current major?
2. Is there a job listed on the website you might be interested in having?
3. What is the job and what requirements would you need to fulfill to qualify for the job?
4. Why is this job of interest to you?

Part II - *FlipGrid* Update

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1. One mistake you have made in your time as a student
2. One thing you want to accomplish this year as a student at TSU.

Review your video and your answers to these 2 questions and tell me how you have changed since your response last fall. Use some of the topics you learned in this course - *self-belief*, *goal setting*, *P-I-E-S*, *D-r-S-E-A*, *PrOACT*, *Johari Window*, etc. - in your NOW answers.

NOTE: You will receive **5 Extra Credit Points** for having an original ***Flipgrid*** video posted, on time, from ASSIGNMENT 2.

1. One mistake I have made in my time as a student:
 - a. What I said **THEN**:

 - b. What I would say **NOW**:

2. One thing I want to accomplish this year as a student at TSU:
 - a. What I said **THEN**:

 - b. What I would say **NOW**: