

Current-event

- Find TWO articles in 2000-2020. One is good action and one is bad action.
- The firm cannot be the same as your group project company. The action cannot be discussed in the classes already (e.g. examples that instructor used for teaching)
- Topics can be: internal analysis (firm capabilities), cost leadership strategy, differentiation strategy, strategy process, corporate governance (e.g. CEO, board), entrepreneurship, innovation, outsourcing, diversification, alliance, merger or acquisition, international strategy, corporate social responsibility.

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- In each action, please describe the example in the first paragraph and then give YOUR own analysis using the content of lectures (not repeating the analysis from the article).
- Example file “Action-100000.doc” is in blackboard/course content.
- Each action is a one-page limit with 12 points of the text and one-inch margins. One-page limit for each article/action and the total is two-page limit for two articles/actions.

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- Grades:
 - (1) correctly name your files (2 points): “Action-ID#.doc”, e.g. “Action-100000.doc”. Either pdf or doc is ok.
 - (2) fill in the excel (2 points): to ensure no duplications
<https://docs.google.com/spreadsheets/d/1zldxf6EXLf2D0GpKmh6KFdvTXkhe0nPsMCpYb67RsOQ/edit?usp=sharing>
 - (3) a clear illustration of two firm actions (6 points)
 - (4) a clear analysis of the good action (5 points)
 - (5) a clear analysis of the bad action (5 points)
- Submission (due 5 pm on 11/12. I will check on 9 am 11/09 for a quick look for early submissions):
<https://rice.app.box.com/f/5c14635c896c4498b862e331a486348d>