

BUSINESS BLUEPRINTS

ECONOMICS AND FINANCE TOPICS

Stay Current in the ever-changing world of business. FORTUNE Magazine's insightful reporting will help you analyze what you learn in the classroom and apply it to the real world.

BUSINESS LEADER PROFILE

ACTIVITY

- Assume the role of CFO for a company. Write a memo to your CEO on a business-related article you recently read in FORTUNE. The memo should include an analysis of the article's main topic as it relates to the company and/or industry.

FINANCIAL REPORTS

ACTIVITY

- Submit a financial statement or quarterly report about a company that appeared in FORTUNE.

QUESTIONS

- What is your assessment of the company's financial position?
- After conducting a ratio analysis, do you predict that the company will survive?

BANKRUPTCY

ACTIVITY

- Select a FORTUNE 500 company that had declared bankruptcy. Use financial statements to analyze the causes of the failure.

QUESTION

- What were the early indications of financial trouble, and what could have been done to avert it?

JOB SEARCH

ACTIVITY

- Imagine applying for a position with a company profiled in FORTUNE.

QUESTIONS

- How would you sell yourself through your resume, cover letter, and the interview?
- What insights about the company have you gained by reading FORTUNE?
- Why would you want to work for this particular company?

INVESTMENT OPPORTUNITIES

ACTIVITY

- Choose one company that is considered a high-risk investment but may return high profits. Follow and analyze the company throughout the semester.

You should track stock prices and business reports for the company. Graph trends and projections.

At the end of the semester, compare corporate and financial performances, and evaluate the company's potential earnings.

QUESTIONS

- Based on FORTUNE 500 rankings, which companies provide the best investment opportunities?
- In what three companies would you invest?