

Help your students stay current in the ever-changing world of business. FORTUNE Magazine's insightful reporting will help them analyze what they learn in the classroom and apply it to the real world. Here are some time-saving suggestions for using FORTUNE in your courses. Each can be used with large lecture classes or small seminars.

General Topics

1. BUSINESS LEADER PROFILE

ACTIVITY

Have students investigate articles in FORTUNE and list the features of an exemplary business leader.

QUESTION

What are the most important distinctions of a leader? Compare reasons for success with textbook theory.

2. CRISIS MANAGEMENT

ACTIVITY

Have student teams pick companies that have been at the center of a recent controversy and chart their progress.

QUESTIONS

How did management cope with the crisis?
How could the situation have been handled differently?

3. THE WORLD VIEW

ACTIVITY

Have students interpret charts, graphs, statistics, and maps in FORTUNE that deal with global competition.

QUESTION

How can the U.S. better prepare itself to compete in the global markets of the future?

4. JOB SEARCH

ACTIVITY

Ask students to imagine applying for a position with a company profiled in FORTUNE.

QUESTIONS

How would the students sell themselves through their résumé, cover letter, and the interview?
What insights about the company have they gained by reading FORTUNE?
Why would they want to work for this particular company?

5. TRACKING PERFORMANCE

ACTIVITY

Ask students to select a corporation profiled in FORTUNE to follow and analyze throughout the semester. Have each student produce charts and graphs to show the corporation's financial trends and projections. Have students present their findings to the class. After the presentations, ask students to identify three companies they would invest in and explain why.

Get more tips at www.fortuneeducation.com

FORTUNE
EDUCATION PROGRAM

105 Terry Drive, Suite 120 • Newtown, PA 18940
1-800-416-5138 • FAX: 1-215-579-8589 • fortune@fortuneeducation.com



**Great ways to use
FORTUNE in your class!**

Help your students stay current in the ever-changing world of business. FORTUNE Magazine's insightful reporting will help them analyze what they learn in the classroom and apply it to the real world. Here are some time-saving suggestions for using FORTUNE in your courses. Each can be used with large lecture classes or small seminars.

Economics and Finance Topics

1. BUSINESS LEADER PROFILE

ACTIVITY

Have students assume the role of CFO for a company. Ask them to write a memo to their CEO on a business-related article they 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.

2. FINANCIAL REPORTS

ACTIVITY

Ask students to submit a financial statement or quarterly report about a company that appeared in FORTUNE.

QUESTIONS

What is their assessment of the company's financial position?

After conducting a ratio analysis, do they predict that the company will survive?

3. BANKRUPTCY

ACTIVITY

Select a FORTUNE 500 company that has declared bankruptcy. Ask students to 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?

4. JOB SEARCH

ACTIVITY

Ask students to imagine applying for a position with a company profiled in FORTUNE.

QUESTIONS

How would the students sell themselves through their résumé, cover letter, and the interview?

What insights about the company have they gained by reading FORTUNE?

Why would they want to work for this particular company?

5. INVESTMENT OPPORTUNITIES

ACTIVITY

Ask students to choose one company that is considered a high-risk investment but may return high profits. Have them follow and analyze the company throughout the semester.

Students should track stock prices and business reports for the company. Have them graph trends and projections.

At the end of the semester, have students 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 the students invest?

Get more tips at www.fortuneeducation.com

FORTUNE
EDUCATION PROGRAM

105 Terry Drive, Suite 120 • Newtown, PA 18940
1-800-416-5138 • FAX: 1-215-579-8589 • fortune@fortuneeducation.com

Help your students stay current in the ever-changing world of business. FORTUNE Magazine's insightful reporting will help them analyze what they learn in the classroom and apply it to the real world. Here are some time-saving suggestions for using FORTUNE in your courses. Each can be used with large lecture classes or small seminars.

Global Business Topics

1. INDUSTRY

ACTIVITY

Examine the globalization of a specific industry or company profiled in FORTUNE.

Have students identify the total size of the market and its geographic boundaries (local, regional, national, and global).

Have students examine the market growth rate (past, present, and projected).

Ask students to make a prediction about the future of the industry or company.

2. COMPETITION

ACTIVITY

Have students interpret charts, graphs, statistics, and maps in FORTUNE that deal with global competition.

QUESTION

How can U.S. companies better prepare themselves to compete in the global markets of the future?

3. DIVERSITY

ACTIVITY

Discuss the value of diversity in growing a business.

QUESTIONS

Can diversity create innovation and enhance communication?

What strategies could students suggest to develop and encourage diversity in a company with global interests?

4. JOB SEARCH

ACTIVITY

Ask students to imagine applying for an overseas position with a company profiled in FORTUNE.

QUESTIONS

How would the students sell themselves through their résumé, cover letter, and the interview?

What insights about the company have they gained by reading FORTUNE?

What insights about working overseas have they gained by reading FORTUNE?

5. DEREGULATION

QUESTIONS

Is privatization good for the international economy?

What lessons from the deregulation of the U.S. telecommunications and airline industries can be applied to other American industries, such as the post office and railroads?

What lessons regarding deregulation can be learned from the U.S. and applied to the U.K., Italy, France, Germany, and the states of the former Soviet Union?

Get more tips at www.fortuneeducation.com

FORTUNE
EDUCATION PROGRAM

105 Terry Drive, Suite 120 • Newtown, PA 18940
1-800-416-5138 • FAX: 1-215-579-8589 • fortune@fortuneeducation.com

Help your students stay current in the ever-changing world of business. FORTUNE Magazine's insightful reporting will help them analyze what they learn in the classroom and apply it to the real world. Here are some time-saving suggestions for using FORTUNE in your courses. Each can be used with large lecture classes or small seminars.

Management and Organizational Behavior Topics

1. BUSINESS LEADER PROFILE

ACTIVITY

Conduct an analysis of a company leader who has been the focus of a FORTUNE case study or profile.

Role-play the review that would be given to the CEO by specific people interviewed in the article: Upper-level management, general employees, stockholders, and the CEO himself.

QUESTIONS

What suggestions for improvement can be made?

What changes in compensation are merited?

2. CRISIS MANAGEMENT

ACTIVITY

Have student teams pick companies highlighted in FORTUNE that have been at the center of a recent controversy and chart the companies' progress.

QUESTIONS

How did management cope with the crisis?

Would students have handled the situation differently?

3. STRENGTHS AND WEAKNESSES

ACTIVITY

Ask students to select a company featured in FORTUNE and identify its strengths and weaknesses.

Monitor the changing industry and competitive conditions within which the company operates and develop strategies to secure competitive advantage.

QUESTIONS

What opportunities does the company have?

What threats does it face?

What should be its short- and long-range objectives?

4. BUSINESS PLAN

ACTIVITY

Prepare a business plan for a company featured in FORTUNE. Identify key organizational behavior, leadership, quality, and production issues.

QUESTION

What recommendations would students make for immediate action and long-term goals?

5. JOB SEARCH

ACTIVITY

Ask students to imagine applying for a position with a company profiled in FORTUNE.

QUESTIONS

How would the students sell themselves through their résumé, cover letter, and the interview?

What insights about the company have they gained by reading FORTUNE?

Why would they want to work for this particular company?

Get more tips at www.fortuneeducation.com

FORTUNE
EDUCATION PROGRAM

105 Terry Drive, Suite 120 • Newtown, PA 18940
1-800-416-5138 • FAX: 1-215-579-8589 • fortune@fortuneeducation.com



**Great ways to use
FORTUNE in your class!**

Help your students stay current in the ever-changing world of business. FORTUNE Magazine's insightful reporting will help them analyze what they learn in the classroom and apply it to the real world. Here are some time-saving suggestions for using FORTUNE in your courses. Each can be used with large lecture classes or small seminars.

Marketing Topics

1. BRANDING

ACTIVITY

Identify a company profiled in FORTUNE whose brand name appears more valuable than the quality of its products or services.

QUESTIONS

What are the most effective strategies to establish and maintain a brand?

2. ADVERTISING

ACTIVITY

Analyze the non-traditional and innovative marketing successes and failures of companies profiled in FORTUNE.

Ask students to explain their findings, using specific examples of how consumers' taste in advertising has changed over the years.

Review several of FORTUNE Magazine's special advertising sections. Have students create an advertising section that promotes their educational institution.

3. PRODUCT ANALYSIS

ACTIVITY

Have students select a product and clip all articles related to it that appear in FORTUNE during the semester. Include articles that would affect suppliers, customers, pricing, and government regulations.

Have students prepare a paper that summarizes how these developments may affect the product's market.

Identify one of the companies profiled in FORTUNE that has a reputation for innovation.

Have students report on how marketing influences the company's product development and/or distribution system.

4. PUBLIC RELATIONS

ACTIVITY

Ask the students to identify a company profiled in FORTUNE that is in need of a public relations makeover.

Ask students to develop a plan to improve the company's corporate image. The plan should include a budget estimate and timeline.

5. JOB SEARCH

ACTIVITY

Ask students to imagine applying for a position with a company profiled in FORTUNE.

QUESTIONS

How would the students sell themselves through their résumé, cover letter, and the interview?

What insights about the company have they gained by reading FORTUNE?

Why would they want to work for this particular company?

Get more tips at www.fortuneeducation.com

FORTUNE
EDUCATION PROGRAM

105 Terry Drive, Suite 120 • Newtown, PA 18940
1-800-416-5138 • FAX: 1-215-579-8589 • fortune@fortuneeducation.com