



**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?

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