

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

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