

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?

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EDUCATION PROGRAM

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