MMG 515: Course Project

# Project Outline

This project offers students the opportunity to apply the concepts we have covered in this class. The project involves investigating real world industry and markets as a means to further understanding of theories and concepts presented in this managerial economics course. This project requires student to perform analysis at **two levels** – the industry level and the firm level.

The following industries are expected to experience significant change:

* Healthcare Services
* Data Security
* Renewable Energy
* Gaming
* Residential Construction
* Retail
* Transportation
* Advertising
* Insurance
* Telecommunication
* Banking

From the list above, you are required to **choose one of the industries** as your industry focus; and **choose one firm in your industry of choice** as your firm focus.

In essay format, you are required to perform industry and firm **analysis**. The essay should explore/incorporate the following:

1. A discussion of the opportunities that exist in that industry.
2. Identifying the four leading firms in that industry, followed with a discussion of your opinion and analysis of why those firms are or have been industry leaders.
3. An analysis of your firm using **Porter’s Five Forces Framework**.
4. An analysis of your industry’s cost structure. In particular, identifying and distinguishing between fixed costs, variable costs, sunk costs, and entry costs.
5. An analysis of your industry’s demand drivers that may affect revenues.
6. Determine the structure of the market of your industry by drawing from your insights above.
7. A discussion of the factors and trends that are likely to shape that industry over the next 3-5 years.

The essay should be 10 – 15 pages using 12-point Times New Roman font, 1.5 spacing. All sources should be referenced in APA format.

The grading rubric of the project is given below.

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| **Criteria** | **weight** | **Exemplary** | **Good** | **Satisfactory** | **Inadequate** |
|  | **4** | **3** | **2** | **1** |
| **Topical Relevance** | 5% | Directly relevant | Somewhat relevant | Remotely related | Totally unrelated |
| **Organization** | 20% | Good organization; points are logically ordered; sharp sense of beginning and end | Organized; points are somewhat jumpy; sense of beginning and ending | Some organization; points jump around; beginning and ending are unclear | Poorly organized; no logical progression; beginning and ending are vague |
| **Content** | 25% | Content indicates synthesis of ideas, in-depth analysis and evidences original thought and support for the topic. | Content indicates original thinking and develops ideas with sufficient and firm evidence. | Content indicates thinking and reasoning applied with original thought on a few ideas. | Shows some thinking and reasoning but most ideas are underdeveloped and unoriginal. |
| **Research &**  **Development** | 25% | Sufficient supporting research and facts to support content and conclusions drawn. | Some details and facts are non-supporting to the content. Moderate levels of research done to support content. | Little research conducted to support content. Factual accuracies are questionable. | No research done to support content. No specific details or facts given. |
| **Correct application of economic concepts** | 25% | Conclusions, inferences, and analyses are consistent with facts as well as economic concepts and theory. | Conclusions, inferences, and analyses are somewhat consistent with economic theory and concepts. | Many inconsistences with economic theory and concepts. | Numerous inconsistencies with facts and economic theory and concepts. |