Improving Decision Making 2

**Paper details:**

Assignment Objectives Apply critical thinking skills to analyze business situations. Apply principles of quantitative and qualitative research to business cases. Apply the standard of APA style to all research and writing tasks. Appropriately use effective communication techniques. Describe common biases in decision making. Describe the opportunities provided by technology for businesses. Explain the roles of emotion and fairness in decision making. Interpret reflective and expedient decision making. Recognize situations that present potential ethical issues, and develop solutions for those issues. Summarize the role of decision making in business.

Your analysis should include an in­depth review of the Company's most recent SEC Form­10k Annual Report and Form DEF­14A Proxy Statement. These SEC filings can be found at the SEC Edgar Database located at the URL http://www.sec.gov/edgar/searchedgar/companysearch.html . Pay particular attention to the Management Discussion and Analysis (MD&A) sections of the SEC Form 10­K and the DEF­14A Proxy statement.  Direct competitors are identified in the "Comparator Group" section of the DEF­14A Proxy Statement. ) These SEC filings also contain information relative to external and industry analysis that will be helpful in your assessment of the Company's strategy and competitive position. A thorough analysis requires evaluation of various external stakeholders: Competitors Industry Vendors Customers Governmental entities Communities Internal stakeholders that should be considered in the analysis include: Shareholders Board of Directors Management Employees A comprehensive SWOT analysis should be performed relative to the Company's ability to improve its competitive advantage. The comprehensive analysis should include both qualitative and quantitative elements, leveraging information available in SEC Filings, business databases, and peer­reviewed articles. Your work should demonstrate your ability to: Apply critical thinking skills to analyze business situations. Apply principles of quantitative and qualitative research to business cases. Describe the opportunities provided by technology for businesses. Appropriately use effective communication techniques. Apply the standard of APA style to all research and writing tasks