ECO 211 Final Paper

Due Date

The paper is due July 8, 2020, 11:59pm via SafeAssign.

Assignment: You are required to construct a case study/research paper during the course of the semester. The primary purpose of the paper is to:

- Further understand the economic way of thinking and the accounting implications.

- Give you an incentive to think critically about course information.

- Apply economic principles and accounting principles to firms at microeconomic level in the U.S.

Goal: Construct a case study/research paper that examines a firm in the U.S. from a microeconomic standpoint and provide suggestions based on your findings.

- Step 1: Choose a firm for your focus. In addition to picking a firm that you find interesting, you will likely want to pick a firm that has available data (or a firm that for which you can personally provide data). Publicly traded companies file reports with a great deal of data (mandatory).

- Step 2: You will need to complete an analysis of the following categories for your firm. You should complete each section as we cover it in the course – although the paper is not due until July 8, 2020. This will help you to reinforce topics from the course. The following must be included:

NOTE: Be sure to break your paper into the following sections by using your own headings (DO NOT COPY AND PASTE THE FOLLOWING HEADINGS TO YOUR PAPER:

- What does your firm do? Introduce your firm (week 1)

- How have supply and demand conditions impacted the firm in recent years? (week 2)

- Examine the costs of production for your firm. (week 3)

- What is (are) your firm's primary competitive advantage(s)? (Week 4)

- Are there entry barriers for firms in this industry? (Week 5)

- What substitutes are available for your product? (Week 6)

- What is the market share for firms in the industry? (Week 7)

- What market structure best describes the conditions your firm faces? (Week 8)

- Based on the characteristics of your firm, provide advice regarding what you think the firm should do going forward and provide a prediction of their future. (Week 8)

Paper Requirements:

- Length: At least 8 pages; title page and reference page do not count toward the total.

- Title page including the name of your paper, your name, and a paper abstract (this is a brief summary of your paper; around 120 words).

- APA FORMAT will be used for this paper. (SEE materials provided under Research/Writing tab on Blackboard)

- Paper section:

  o An introduction that clearly introduces your firm and the goal of the paper.

  o The main body of the paper should clearly describe your findings and your suggestions.

  o A conclusion that summarizes and emphasizes your contribution.

- The paper should be Times New Roman font in 12 point; double-spaced; aligned flush left; and paragraphs indented 5-7 spaces.

- The page number appears one inch from the right edge on the first line of each page, excluding the Figures page.

- You should cite all sources that you use for data and analysis.

- Resources should be cited on a reference page using APA format:

  https://owl.english.purdue.edu/owl/resource/560/10/

- Be sure to use proper spelling and grammar.

- This course will use the 21st century Digital Literacy rubric. Based on this rubric at least 4 different sources should be used such as scholarly books, government publications, STATISTA database or business news media (for example, the Wall Street Journal). Using wikipedia.com as a source is not allowed.

- Use of charts and graphs is strongly suggested and encouraged.

Final Paper Grading Rubric

Criteria	Distinguished	Proficient	Emerging	Not Evident	Value
Introduction	The introduction emphasizes the importance of the paper, states the main topic, and clearly previews the structure of the paper. (9-10)	The introduction states the main topic and previews the structure of the paper. (8)	The introduction states the main topic, but does not adequately preview the structure of the paper. Main idea not clearly defined. (7)	There is no clear introduction of the main topic or structure of the paper. (0-6)	10
Presentation of Information	Uses appropriate technology in a highly effective manner throughout medium (e.g., word-processed document, e-portfolio, visual aids, oral presentation, video, webpages, etc.) to present information and ideas. (9-10)	Uses appropriate technology effectively throughout medium (e.g., word-processed document, visual aids, oral presentation, video, webpages, etc.) to communicate information and ideas. (8)	Uses appropriate technology somewhat effectively throughout medium (e.g., word-processed document, visual aids, oral presentation, video, webpages, etc.) to communicate information and ideas. (7)	Does not effectively use appropriate technology throughout medium to communicate information and ideas. (0-6)	10
Content	The paper clearly makes a significant claim and effectively describes the findings and suggestions. (36-40)	The paper presents a solid topic and adequately describes the findings and suggestions. (32-35)	The paper topic is weak and/or underdeveloped. Description not necessarily clear or relevant. (28-31)	The paper topic is unclear. There is limited use of any relevant supporting description. (0-27)	40
Conclusion	The paper conclusion is strong, clear, and concise. The conclusion thoroughly summarizes the ideas in the paper and emphasizes the importance of the issue (9-10)	The paper conclusion is well organized. The conclusion summarizes some of the ideas in the paper and attempts to emphasize the importance of the topic. (8)	The paper conclusion vaguely discusses the topic, but does not clearly summarize the ideas and importance of the paper. (7)	There is no clear conclusion. Summary and emphasis of the importance of the topic are non-existent. (0-6)	10
References	All information presented is both credible and relevant. Credible information is clearly from a reputable and/or academic source as determined by discipline faculty. Relevant information is correctly related to course content. 76 – 100% of sources are both credible and relevant Includes four or more diverse sources (websites, databases, e-books, journals, visuals, media resources, print materials, interviews, etc.). (27-30)	Most, but not all information presented is credible and relevant. Credible information is clearly from a reputable and/or academic source as determined by discipline faculty. Relevant information is correctly related to course content. 51 – 75% of sources are both credible and relevant Includes three diverse sources (websites, databases, e-books, journals, visuals, media resources, print materials, interviews, etc.). (24-26)	Includes information that is either credible or relevant, but not both. Credible information is clearly from a reputable and/or academic source as determined by discipline faculty. Relevant information is correctly related to course content. 26 – 50% of sources are both credible and relevant Includes two diverse sources (websites, databases, e-books, journals, visuals, media resources, print materials, interviews, etc.). (21-23)	0 – 25% of sources are both credible and relevant. Includes only one type of source or no sources. (0-20)	30
Earned Total:					100