

Paper

Applied Macroeconomic Theory – ADEC 7200

For your paper, you need to select a GLOBAL Fortune 500 company (it cannot be one you work for) that operates in the United States and in other nations around the world. To see the list of GLOBAL Fortune 500 company please check them out at <http://fortune.com/global500/>. Please make sure it is one you are interested in and that has plenty of good sources of information available.

In this assignment, you need to:

- A. Summarize the firm's history, its recent and current operating results.
- B. Select 6-10 **macroeconomic indicators** (note that this is different than financial indicators of the company) that are of particular relevance to your company and explain why. Please use current data on those macroeconomic indicators.
- C. Outline a strategy for how the firm should respond to the information provided by the macroeconomic indicators with the goal of maximizing revenues in the years ahead.
- D. Summarize factors the firm will need to predict, plan for, and adjust to in the future.
- E. Write a Final Paper which will include point A to D above

Format

- The paper is to be a minimum of **8 pages long** (title pages, bibliographies, tables, graphs, etc., do not count) and **in APA format**.
- A good variety of objective, high-quality, current sources need to be used. Note that you need to include **at least 5 current references**.
- Your paper has to be submitted in MS-Word Doc file with font size of 12 with double-spaced.

Time Line

- By Friday, March 5, 2021: Email me three top choices of your company – I will choose one for you based on your choices
- By Friday, March 19, 2021: Email me the outline of your paper (at least a two-level outline – see the file that I sent to you called 'how to outline'). In addition, in your outline, please specify 6-10 macroeconomic indicators that are of particular relevance to your company and explain why.
- By Friday, April 9, 2021: Email me the first Draft of your paper.
- Your final paper has to be submitted by Friday, May 7, 2021. Please submit the electronic copy of your paper (send it to my email sjuib@bc.edu).

Please find below the rubric for the paper:

Content and Analysis	Points Possible	Points Earned
A global Company was chosen.	5	
Paper includes a discussion with an appropriate analysis of the firm's history.	5	
Paper includes a discussion with an appropriate analysis of the firm's recent operating results.	5	
Paper includes a discussion with an appropriate analysis of the firm's current operating results.	5	
Select and define 6-10 macroeconomic indicator of particular relevance to the firm chosen.	10	
Discussion for each macroeconomic indicator includes: explanation of the relevance to the firm and the current data on those indicators.	25	
A strategy of how the firm will respond to the indicators with the goal of maximizing revenues in the years ahead	10	
Paper includes a discussion with an appropriate analysis of the factors the firm will need to predict, plan for and adjust to in the future.	10	
Paper includes a minimum of five current references.	5	
Eight pages in length, Grammar, APA Format	10	
Submit the progress of the paper on time	10	
Total Points Possible	100	

Some useful information and links:

- For APA format please visit: <http://www.apastyle.org/>
- List of Global Fortune 500 Companies: <http://fortune.com/global500/>
(Remember: the company selected needs to have global operations. As stated on the previous page, it needs to operate within the United States and in other nations)
- Information on all publicly traded firms can be located at <http://www.investorguide.com>
(When choosing your company, type in the company name. Click on the company ticker. Then go to the tab section labeled Events and choose SEC Filings. The latest annual report will supply you with information on the global operations of the company selected.)

- For additional information on economic indicators and data, you can visit these websites:
 - <http://www.oecd.org/std/oecdmaineconomicindicatorsmei.htm>
 - <http://www.esa.doc.gov/about-economic-indicators>
 - <http://www.bls.gov/bls/newsrels.htm>
 - http://economics.about.com/cs/businesscycles/a/economic_ind.htm
 - <http://www.imf.org/en/data>
 - <http://data.worldbank.org/>