## Conceptual Application Paper – Internal

Students are required to write two Contextual Application Papers as part of the requirements for this class. The primary purpose of this assignment is to develop and assess students’ ability to view phenomena with strategic lens and apply principles to specific issues/companies/industries identified in the case. The Contextual Application Paper assignment requires students to find and discuss (an) article(s) about an industry or company and to discuss the article(s) from the theoretical perspective learned in the class.

The deliverable to me is a paper that demonstrate your understanding and analyses in clear and well-organized manner. The contextual application paper should demonstrate your understanding and analyses in no more than eight (8) pages including a separate cover page (2.0 spacing & 12 font size). You need to include in-text citations and also provide all your references in a separate Reference Page (APA or MLA style).

For your **Internal Analysis**, you must use both VRIO and Value Chain Analysis. Describe articles using these frameworks. It has to be a very specific analysis about a particular company.

Here are additional guidelines for the assignments:

1. The paper must be based on articles that are:
   1. relevant (clearly relate the articles to what we have discussed in class)
   2. timely (within the last 24 months)
   3. from a reputable business publication such as the Wall Street Journal, Forbes, BusinessWeek, and Economist.
2. Avoid excessive use of bullets and indent space. Do not right-indent your left alignment unnecessarily. Wasting paper space will result in point deduction.
3. You need to use minimum of five news articles in your writing.
4. Include a References page at the end and list all the citations in APA or MLA style (there should be at least five (5) citations.
5. **For this project, it is *absolutely* fine to submit a paper filled with tables and figures with short paragraphs introducing and/or summarizing those tables and figures. Your primary goal is to demonstrate your ability to use the frameworks to analyse company’s core competencies (strengths & weaknesses).**
6. A good starting point for the project is to read Duncan, Gunter, & Swayne (1998) to learn the process of internal analysis. I distributed the paper during the last class, and it will be available on the BB.
7. The last part of the paper should be your summary of strengths and weaknesses **driven by your analysis.**

***\*\*Note. Although the paper requires texts to be double-spaced, the writings within a table does not have to be double-spaced.***

**MGT 431:** **Business Case Analysis Evaluation**

1. CONTENT (80 POINTS)
2. Properly incorporating discussion of an internal environment using analytical frameworks/tools (50 points)
3. Research showing appropriate breadth and depth (10 points)
4. Proper formulation of Strengths and Weaknesses from the analysis (10 points)
5. Efforts (quantity) to visualize ideas and research findings in tables, figures, and charts with high quality. (10 points)

SUB-TOTAL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. WRITING (20 POINTS)
2. Organization (Well-organized; headings used throughout; easy to follow from data to conclusions) – 5 points
3. Clarity of Writing (High quality writing throughout; fully edited) – 5 points
4. Grammar & Spelling – 5 points
5. References in APA or MLA – 5 points

SUB-TOTAL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**TOTAL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**