**UNIVERSITY OF MASSACHUSETTS LOWELL**

**DEPARTMENT OF MANAGEMENT**

## CONCEPT APPLICATIONS ASSIGNMENT

Please post your write-up for this assignment in the Blackboard Assignment Folder *in the week it is due.* If you need assistance using Blackboard, please contact the IT Help Desk. (Do not wait until the last minute to post; Blackboard issues are not an acceptable reason to miss the deadline.)

1. The purpose of this project is to identify how course concepts and ideas apply to current events and practices in real organizations. The project is worth 15% of your final course grade.

2. Your task is to find four (3) news articles that are examples of the above (3 Company) You might find them at corporate websites or from news sites such as *CNN* and *Yahoo! News* – it’s totally up to you. You may also draw on hard-copy sources such as the *Wall Street Journal*, *Business Week* and *Fortune* magazine. The articles you come up with may relate to any aspect of the course we have covered up to the point the assignment is due.

3. The write-up of each example must consist of two paragraphs separated by a double space (1 pg.):

1. The first summarizes the contentof the article in no less than 6 to 9 sentences, and;
2. The second (the more importantone) identifies specifically how course concepts relate to the events/activities the article addresses (this paragraph should be the longer one -- no less than 10 to 15 sentences). This analysis must demonstrate that you have given the issues in question *some serious thought*. It is possible that a submission could be returned to you for further development if it appears to be too superficial.
3. Bottom line: Don’t count words or sentences! Give me a cogent, relevant, insightful write-up about the article and how it is relevant to OB.

4. These two parts of the assignment should be numbered (1) and (2) so I will know where your description of the article ends and your applications to course content begins.

5. You must also include a link to article that you are writing about (Create a PDF and post along with your write-up).

6**.** **You must hand in** **ALL 3** to get the 15% included in your final grade.

**PLEASE POST ALL WRITE-UPS TO BLACKBOARD**

**(NO HARD COPY SUBMISSIONS IN PERSON OR EMAIL)**