

Managerial Economics
Prof. Jepsen
Fall 2006

RESEARCH PROJECT

Outline (5 points)

The purpose of the outline is two-fold. First, it helps you organize your thoughts. Second, it helps me prevent two students from choosing the same topic. You do not need to have completed your research by the time you turn in your outline, but you must include at least one reference (probably a website address) at the bottom of the outline.

Written Report (65 points)

You are to select an industry or firm of interest to you. If you choose a specific firm, the stock must be traded on a U.S. stock exchange (AMEX, NYSE, or NASDAQ). You will prepare a profile of the industry or firm. Internet sources will probably be the most efficient way to find information about the industry or firm's size, location, profitability, product(s), and so on. You will need to **provide supportive data and cite your sources*** for the data and any other information you present. The minimum length is three (3) pages; the maximum length is five (5) pages. The bibliography* and any tables, graphs or charts are excluded from the page-length requirements. Be sure to number your pages. Do **not** present a downloaded version of someone else's information. Organize the relevant information yourself with commentary to explain what you have found. Try to illustrate at least one of the economic theories that we have discussed in class.

Double space your text, use a 12-point font, and maintain one-inch margins on all sides of the page. Do not right justify the text. Please write your name as a "header" (right justified) within the one-inch top margin.

A rough draft is not a first draft! A rough draft is a finished product. Your research should be completed, and you should write several drafts before turning in the assignment. The final draft will be graded on how well you incorporate my suggestions from the rough draft. The rough draft is worth 45 points; the final draft is worth 20 points. **You must turn in the rough draft that contains my comments when you turn in the final draft.**

* Please refer to Prof. McCormick's handouts on proper citation methods and references. A copy of each is posted on my webpage. We will use the same citation methods that Prof. McCormick uses in the Directed Research class.

Oral Presentation (20 points)

You will make a presentation from your report. The time length of the presentation is approximately ten (10) minutes. You may use visual aids, such as overheads or Power Point slides.

Guidelines

Written Report

You will be graded equally on content and writing. I view “what you say” and “how you say it” as equally important. I will take off points if you do not follow instructions, especially regarding proper citation format.

Here are some hints regarding commonly-made mistakes in student papers:

Grammar and punctuation tips:

Know the difference between commas and semi-colons.

Place the period after the reference year.

Example: Sales revenues exceeded two million dollars in 2004 (Smith, 2005).

Place the period within quotation marks, unless a citation immediately follows a quote.

Example: Jones (2004) states, “Company leadership was pathetic.”

Example: The CEO said, “We underestimated Mr. Trump” (Harris, 2005).

Write out the numbers one through ten.

Write out the word percent.

Writing tips:

Do not use “these,” “those,” and “this” excessively.

Do not use the word “this” or “it” without a specific reference.

Example: do NOT say ... “It is important to note _____.”

Do not write in second person (using the word “you”).

Do not use contractions in a formal paper.

Do not use passive voice.

Example: do NOT say ... “Record profits were earned by the company in 2005.”

Instead, say ... “The company earned record profits in 2005.”

Each paragraph should focus on one (and only one) idea. Do not repeat the same idea in multiple sentences.

Do not use direct quotes excessively. Save direct quotes for unique material. Do not use direct quotes to convey statistics. If in doubt, paraphrase and properly cite.

Make sure you proofread your work. I encourage you to read your paper out loud.

Oral Presentation

Make sure the presentation lasts for the appropriate length of time (10 minutes).

Speak in a clear and audible voice.

Speak to the audience—do not read to them!

Make as polished a presentation as you can.

Make good eye contact with the audience.

Make sure visual aids are readable.

Due Dates

November 3 Outline due at 3 p.m.

November 17 Rough draft due at 3 p.m.

December 8 Final draft due at 3 p.m.

I reserve the right to change due dates if necessary. Please check the website for any changes.