**Case Study Part 1**

Part 1 of the case, due in Unit 3, includes four elements: (1) creating the title page, (2) the completed abstract, (3) the APA-formatted Level 1 headings and Level 2 and Level 3 subheadings, and (4) a properly formatted preliminary reference list that includes no fewer than 5 sources, for a formal analysis paper. (Part 2 will be completed in Unit 4, and Part 3 will be completed in Unit 5.)

The case project spans Unit 3, Unit 4, and Unit 5. For the case project, you are to conduct research and complete an analysis of a manufacturing company. A list of 30 approved manufacturing organizations has been compiled from which you are to choose your organization for analysis.

**Important Note:**Do not delay — Read **all** instructions and start work on your project immediately during Unit 1. The Unit 4 Case Project Paper cannot be submitted later than the end of Unit 5. If you do not understand any aspect of the assignment, ask the instructor.

Your project organization must be selected from the approved case company list located at the end of this document.

1. Only the title page, abstract, properly APA-formatted headings and subheadings for the final analysis paper and preliminary reference list are due in Unit 3.
2. The full case study will be due in Unit 4.
3. A PowerPoint presentation for the case will be due in Unit 5.
4. The case project should be considered a single assignment, not three separate assignments. Therefore, do not overemphasize the score on any single component of the case. Rather, take a broader and more accurate view of the case project as a single unified assignment worth a total of 200 points. The case project point distribution is as follows:

Part I (Due Unit 3) -The initial formatting/outline = 25 Points

Part II (Due Unit 4) - The full paper (analysis)                   = 100 Points

Part III (Due Unit 5) - The case PPT presentation     =  75 Points

Total Case Assignment Points = 200 Points

1. The textbook, assignment instructions, classroom/course assignment instructions, etc. use several terms interchangeably. The following terms can be understood as referring to your project or individual elements of the project: case project, project, case or case paper. If you have any questions about any of the terminology, please do not hesitate to ask in the Virtual Office.
2. Much of the case project will be an exercise in *developing your skill at following instructions*. Therefore, be sure to **read all assignment instructions (for all Units — 3, 4, and 5) very carefully before starting** the writing process.

**Gentle Reminder:**If you do not understand plagiarism and how to avoid violating the rules of academic integrity, please review the tutorial in the classroom titled “Plagiarism.” It can be found under the Academic Tools tab. All written papers (and many of the Discussion Board posts) will be submitted to Turnitin to determine originality of content.

**Unit 3 Case Part 1 Assignment Specifics:**

Part 1 of the case, due in Unit 3, includes creating the title page, abstract, Level 1 APA headings and Level 2 & 3 APA subheadings, and preliminary reference list for a formal analysis paper. However, you must preview the Units 4 and 5 assignment instructions also to fully understand the requirements for the Unit 3 Case Assignment.

The order of presentation **must** follow the grading rubric order.

Be thorough! Short answers do not provide the necessary analysis or critical thinking. Be sure to complete all required rubric sections for all parts.

**Important Notes:**

1. Your Unit 3 Assignment should **only** include sufficient page length to include: title page, abstract, full paper headings and subheadings (which will be used for the full analysis in Unit 4) and a preliminary reference list.
2. Use the APA template provided in the classroom Course Resources as the foundation for constructing your Unit 3 Assignment, but do **not** submit your assignment with any of the original APA template content remaining in your assignment Word® document.
3. A properly formatted title page with running head and abstract is required.
4. Do **not** include a table of contents.
5. Do **not** repeat or copy the assignment question narratives. You may use abbreviated versions of the questions as headings and subheadings. Anything that artificially increases the length of the paper but does not add value to the analysis will result in a reduced score.
6. For more specific information and guidance, please access the following resources available in the writing resources located within the Academic Success Center area in the left navigation pane: “How to Write an Abstract”
	1. “How to Get Help with Your Writing”
	2. “APA Headers and Title Page Tutorial”
	3. “Using Headings and Subheadings in APA”
	4. “APA Reference Page”
	5. “Formal Versus Informal Writing”
	6. “Using Sources”

After you have completed the Unit 3 Case Paper title page, abstract, outline, and preliminary reference list, upload your Word document to the Unit 3 Assignment Dropbox before 11:59 p.m. (ET) on Tuesday of Unit 3. Your assignment filename ***must*** use this format: **LastName\_FirstName\_Unit#\_AssignmentName**

For example: Smith\_Joan\_Unit3\_CasePart1.

Assignments submitted late will be subject to the Late Policy described in the Syllabus.

**GB519 Case Project:**[**List of Manufacturing Companies**](https://kapextmediassl-a.akamaihd.net/business/GB519/GB519_2207E/Case_Approved_manufacturing_companies.docx)**for Analysis**

1) Select a company that interests you from the 30 listed.

2) Go to Yahoo!® Finance and select the stock ticker symbol and gather information.

3) Go to the company’s corporate website and select the "Investor Relations" or "Financial Statement" link.

4) Go to the Purdue Global Library and search for any articles about your company that may be available.

5) Conduct other web-based research about your company.