**MEDGAR EVERS COLLEGE**

**SCHOOL OF BUSINESS**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**BUS 103 – ONF2: Introduction to Business**

**Instructor: Prof. E. Greene**

**TERM PROJECT ASSIGNMENT**

 Each student is to prepare a typewritten report on **one (1) of the assignments** indicated in the attached sheets. The report should be no less than five (5) typewritten pages not including the cover sheet, table of contents or reference list.

Each report should contain a cover sheet with the following information:

Title of Report

Course Number

Student's Name

Date Report is Submitted

 Each report should contain a table of contents to identify the main elements of the report and a reference list to identify the sources of information. Students are expected to utilize outside source materials to research the necessary information. These sources can include the Wall Street Journal, BusinessWeek, New York Times (past and present issues), Fortune, textbooks, reference books, etc.

**Copied reports will not be accepted**.

**All term project assignments must be posted on Blackboard no later than 11:00 p.m. of the deadline due date.**

**Deadline: 5/19/2021**

**ASSIGNMENT 1 – Supply Chain Management**

Consider the example of COFFEE. Describe in detail the SUPPLY CHAIN of this product from raw material to retail distribution. You can do independent research – look up reliable publications (NOT Wikipedia) for information. Add diagrams if you choose.

**ASSIGNMENT 2 - Technology**

Advances in technology in recent years have had a significant effect on business management functions. Discuss how such technologies as: CAD/CAM, Management Information Systems, Artificial Intelligence, Electronic Data Interchange and Enterprise Resource Planning, allow organizations to mass customize their products and services to meet the needs of individual customers and place them where and when they are needed to supply demand.

**ASSIGNMENT 3 – Algorithms: The New Paradigm**

The single greatest instrument of change in today’s business world and one that is creating major uncertainties for global economy and the nature of business is the advancement of mathematical algorithms and their related sophisticated software. Machines are communicating with other machines without human intervention, learning through artificial intelligence and making consistent decisions based on prescribed rules and processed through algorithms.

1. Discuss the nature and structure of a business algorithm.
2. Discuss how this technology connects the corporation to the customer experience, speed decision-making, flatten the organization and force the creation of new performance metrics.
3. Discuss three organizations that are successfully using algorithm technology to their competitive advantage.

**ASSIGNMENT 4 - Entrepreneurial Venture**

You are a young entrepreneur who is planning to begin a new business. You plan to start a privately owned business (i.e. grocery, clothing, hairdresser, auto repair, cleaning service, etc.). You are uncertain where to locate the business to capitalize on your market segment. Your initial thoughts are to establish sales of $200,000 the first year and grow the business at an average annual rate of 20% each year after. In order to acquire start-up capital, you must prepare a business plan to present to banks and venture capitalists.

Your assignment is to prepare a business plan that analyzes and answers the following questions:

1. What is the small business opportunity you are going to pursue? Why is this best option given today's economy?
2. What are the characteristics of the target market for this business opportunity?
3. Who is the competition and what are their strengths and weaknesses?
4. What business strengths and experience to you bring to the planned business that will increase your likelihood of success?
5. What management and operating structure would you put in place for your business?
6. How would you market your business? How would you distinguish your business from the competition?
7. What would be your income, expenses and net profits for the first three (3) years of operation?
8. What are the restrictive laws and regulations affecting this type of business and how will you comply with these laws?
9. What is your expected growth rate for the first (3) years and how was it determined?