Instructions for the Final Project Case Study

SBU 200 Students:

The purpose of the final project is to evaluate your ability to describe, examine, evaluate, and/or apply course concepts. The final project is divided into two parts. The first part of the final project examines the case study titled “The Coca Cola Company Struggles with Ethical Crises” (Case Study 10, p. 565). You will have three questions to answer regarding the case study.

The second part of the final project requires you to answer five essay questions. You will choose from a list of twelve essay questions that deal with a variety of topics from the course.

A successful final project will demonstrate that you understand and can apply the concepts you learned. Typically, each answer should be at least three paragraphs in length.

*Remember, this project is worth 200 points. This is a significant percentage of your grade.*

**Guidelines**

Be thorough with your answers. Each answer should include details, textbook concepts, terms, and examples. Review the course-scoring matrix in the syllabus to ensure that your answers reflect the highest points in each criterion. You will receive more points if you address a variety of different concepts and ideas. In other words, do not use the same course concept for each answer.

Use your textbook, Web research, and experiences to discuss the topics. Provide examples when addressing issues. Remember to cite the sources that are used and use your own words! You must use at least two resources (one of which should be your textbook) to support each answer. All answers must be in an essay format. Write the question above each answer.

Incorporate the course key terms and concepts and provide examples from your current employment or past work experience when appropriate. This demonstrates to the instructor that you thoroughly understand the key terms and concepts.

The Final Project Case Study questions are located at the end of Lesson 12. Work offline, using your word processing program. Make sure you carefully edit your paper for grammar, spelling, punctuation, sentence structure, and word usage as well as content. When you have completed your final project, save a copy, and then copy and paste it within the submit box at the end of Lesson 12.
To copy your work, simultaneously hold down the "Ctrl" and "A" keys to select the text, and then simultaneously hold down the "Ctrl" and "C" keys to copy it. Then, click on the link below to open up the online submit form for the assessment. Paste your document into the online submit form by inserting your cursor in the submit box and simultaneously holding down the "Ctrl" and "V" keys.