

Unit 1 - Individual Project

Assignment Overview

Type: Individual Project

Unit: Optimizing Organizations

Due Date: Wed, 1/11/17

Grading Type: Numeric

Points Possible: 100

Points Earned: 0

Deliverable Length: 1,000–1,250 Words

Go To:

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My Work:

Online Deliverables: [Submissions](#)

Assignment Details

Assignment Description

Library Research Assignment

Respond to the following scenario with your thoughts, ideas, and comments. Be substantive and clear, and use research to reinforce your ideas.

It has been a year since the new CEO has been on the job, and the organization has seen sustainable growth. The former CEO came out of retirement to be elected the Chairwoman of the Board of Directors. At a recent meeting of the Board of Directors, the Chairwoman of the Board discussed the possible investment opportunities in the energy industry. She has asked you to prepare a case study on an energy company to establish if it is a good choice to include in the company's investment portfolio.

Using CTU Library resources, choose a company in the energy industry and prepare a case study that addresses the following points:

- **Introduction:** Including a description of the company, its industry, and its business context.
- **Organizational analysis:** Including the company's leadership, market, operations, finances, performance, and regulatory environment.
- **Critical incidents:** Including any stories of the organization's challenges or achievements. How did it overcome the challenges? How did it accomplish its achievements?
- **Investment potential:** Including any of its current issues that need to be addressed or its potential goals for growth.
- **Recommendation:** Including how the investment might help the organization to address its current issues or realize its potential for growth.

Provide a reference list at the end of your case study of at least 10 CTU Library articles and include in-text citations for the articles in APA format.

Please submit your assignment.

For assistance with your assignment, please use your text, Web resources, and all course materials.

Reading Assignment

CTU Library Resources

Selected Article:

<http://resourcecenter.businessweek.com/student-center/readings/frackings-funny-numbers>

[Bloomberg FAQ](#)

[CTU Welcome Email Copy](#)


Assignment Objectives


- Evaluate current business articles for key insights and relevancy to business disciplines.
- Relate current events with business concepts and theories.

Other Information

There is no additional information to display at this time.

Legend

 Extra Credit

 View Assignment Rubric