**Business Paper**

An important part of the course is your business paper. This is intended for you to apply an economic concept(s) discussed in class to real businesses or business problems. You can choose a topic in the context of your desired future place of work (either a specific company or a general industry). Ideally, you would want to write about a topic that allows you to apply several of the tools developed in class, rather just one or two. For example you may be interested in how U.S. interest rates, U.S. exports, and aggregate supply and demand are related. Also, in your paper, you may include some graphical analysis if it helps to develop your analysis.

Below is a list of *possible* topics that may be particularly germane to your future place of work but are (also) easily generalized to broader business topics. You are free to create your own topic as well.

**Potential Business Paper Topics:**

1. Free Trade, globalization and your company. For example, has your company been helped or harmed by the global movement of people (immigration) or goods and services (free trade)?

2. The role and impact of Federal Reserve’s monetary policies (and most especially interest rates and interest rate changes) on your company.

3. Growth and your company: How is the recent growth or expected growth

4. The role and impact of Fiscal policies (and most especially discretionary fiscal policy) on your company or industry.

5. Exchange rates and your company. For example, how has your company been (or could be) affected the appreciation or depreciation of the U.S. dollar?

6. Structural unemployment: Do American or Michigan workers have the right type(s) of skills that your company needs and, if not, how is your company adapting to this challenge?

7. Inflation and your company. When prices in general “go up or down” (inflation or deflation), how does that impact your company’s pricing decisions? Does your company economically benefit or is it economically harmed by inflation (or deflation)? Does your company’s cost structure go up or down as fast as prices in general go up or down? And, if not, who are the “winners and losers”?

**There are two steps or deliverables for your project:**

1. Project proposal. It is expected that you will discuss with your instructor (via Canvas) your paper before you actually complete the assignment. Your proposal should be in the form of a formal outline of your paper. The outline should include brief bullet points of the content in your introduction, body paragraphs, and conclusion.

2. Final Paper (4-6 pages)

**Requirements:**

You must include at least four sources for your final paper. Two of these sources should be from reputable news organizations. The other two sources can be from academic journals, government websites, news sites, etc. You must also cite each of your sources with proper in-text citation as well.

**Due Dates:**

February 6th: Project proposal/Outline

February 25th: Final project

**\*All parts of the project should uploaded to Canvas by the listed due dates under the Module tab for the week they are due.**

**Sample Outline:**

1. Introduction
* Thesis: With inflation increasing lately, higher education will have to raise student tuition in order to continue making a profit. With an already crowded market, a successful higher education institution will increase tuition while also expanding marketing to future students.
1. Body Paragraph 1
* Description of the higher education industry
* Explanation and cause of inflation in recent years.
* Graph of AS/AD causing inflation.
1. Body Paragraph 2
* Effect of inflation on higher education so far.
* Expected future actions by the FED.
* Expected changes to tuition.
1. Body Paragraph 3
* Possible results of increasing tuition.
* Mitigating the negative results.
1. Conclusion
* The video game industry is expanding due to phones and consoles
* The expanse will eventually slow down