

## **Guidelines for Paper and Presentation**

### **General Description of Project**

The purpose of the paper and presentation is to demonstrate how the models we learn in class can be applied to the real-world. Students will form groups of 3 or 4, complete a 5-8 page paper, and make a 10-15 minute presentation. Each group will have the option of discussing (i) the plans for an original business or (ii) the strategic decisions of an existing business. The paper and presentation will describe how one or more of the models covered in class captures the important features of the market in which the business operates, and explain the strategic decisions of the business within the context of the model. The paper and presentation will be worth 20% of your final grade.

### **Details that may be included in the paper**

*Note this is not intended to be an outline for your paper. Be creative with the structure of the paper; you do not need to hit everything listed below, as long as what you produce is well thought out and fits the general description above.*

1. A general overview of the market and the specific business. These may include, but are not limited to:
  - a. Describe the product(s) being sold by the firm and its competitors
  - b. Detail the number of firms in the market
  - c. Detail any important barriers to entry
  - d. What are the important strategic considerations of firms in the market (price, quantity, advertising, product differentiation, etc.).
2. Apply a model from class or an original model. In doing so, you should consider the following:
  - a. What are the most important strategic choices of the company?
  - b. What are the important rules of the game (simultaneous move, perfect information, etc.)?
  - c. Does the model you choose have any predictions about the profitability of your company and the welfare of customers?

d. Are there any important features of your market that are not included in your model (i.e. what are potential short-comings of the model in its ability to describe the firms and competition in your market).

3. Other information you may want to include in the paper:

a. Interesting historical occurrences in the market or the firm that are relevant to our class.

b. Thoughts on the future of the market/firm.

c. If you are proposing a company, you should address why you think it will be successful.

d. Strategies that the firm undertakes that do not fit into a model we learned in class. Can you think of why the firm may undertake such a strategy?

e. Should firms in the market be regulated in any way?

**Other Notes:**

1. BE CREATIVE. The most important thing is to demonstrate that you've learned something from class. You do not need to include everything suggested above. And you may certainly include something not discussed above.

2. If you are proposing a new business, you do NOT need to restrict yourself to a start-up company you can feasibly begin soon after college (although that's a great way to go as well). You can start an oil-drilling business, or a cellular phone company. Just be prepared to describe the business and why it will be profitable.

3. Maximum length of the paper is 8 pages. I will not read beyond 8 pages.

4. 12 point font; minimum 1.15 spacing; maximum double spacing.

5. Presentation should be no longer than 15 minutes. Also, be prepared to answer questions from other students or me for up to 5 minutes after your presentation.

6. Everyone in the group should contribute to both the paper and presentation.