

## INSTRUCTIONS

### Article Review

## CH 8: The Manager as a Planner and Strategist

### Instructions - Article Selection

1. Choose an article dealing with issues surrounding a recent combination of two companies (i.e., within the last 3 years). Such a combination is called a merger or an acquisition. The term “merger” is used when the combination occurs under friendly circumstances and it is between two companies considered to be more or less equals. The term “acquisition” is used when a larger firm absorbs a smaller firm. Such a combination may be on friendly terms or occur in a hostile takeover.
  - Do not choose an article that discusses mergers and acquisitions in general
  - Choose an article dealing with a specific merger or acquisition (e.g., McDonald’s and Olive Garden)
  
2. The article should provide information on the following issues:
  - What are the companies (or the acquiring company) trying to do? Why are they combining?
  - What synergies/benefits are the companies (or the acquiring company) expecting to gain from the deal?
  - What are the concerns or risks to the companies involved in this particular merger/acquisition?
  - **NOTE: You won’t be able to answer these questions if your article doesn’t deal with a merger/acquisition of specific companies.**
  
3. The article needs to come from a reputable source (Business Week, Forbes, Fortune, INC., The Wall Street Journal, NY Times, etc.). **Do not simply use a website as your source of information.** The article must be a feature article that addresses the issues listed above in instruction number 2. You may need to look at more than one article on a particular merger/acquisition to gather all the information in number 2 above. The article obviously needs to be several pages long in order for you to be able to fulfill the length requirements listed below. If the article is too short, it will be difficult to summarize and provided comments that will be 3 pages long. You may also use more than one article on the merger or acquisition to find enough information to complete the assignment.
  - **Do not** choose a press release from either of the companies involved. You will typically not find the risks of the deal in such a document, only a positive “spin” from the company.
  - **Do not** choose a story from a website that is not associated with a magazine, journal, or newspaper. I do not want to see an article from “The Federal Reserve” or “MergerAnalysis.com”. The article needs to come from a reputable journalistic source (e.g., Wall Street Journal). **I will mark down your score substantially** if this is not the case.
  
4. The best way to access the article is to use the MSUB Library web site since it had searchable databases that make finding an article fairly simple. Go back to the information about this assignment on the course website and you will find information on using the library databases.

### Instructions - Article Summary and Comments

1. Summarize the article. In doing so, answer the three questions posed in instruction number 2 above.
  
2. Comment on the article.
  - What did you learn?
  - What surprised you?
  - What did you already know?

### Instructions - Assignment Format

**Failure to follow each of the format instructions will result in a reduction in the assignment grade, even if all other aspects of the assignment are correct.**

1. You must type the assignment using the following format and length requirements:
  - *Cover page*: please include a cover page
  - *Font*: Times Roman.
  - *Font Size*: 12 pt. **DO NOT USE A SIZE LARGER THAN 12 PT.**

- *Margins:* 1 inch top, bottom, left, and right.
  - *Spacing:* Double
  - *Length:* The article summary and your comments should total a minimum of 3 pages. The summary should take up no more than 2 pages of the paper. Your comments/analysis should be at least 1 page of the paper.
  - *Citations:* You must provide references for the article or articles that you use. Also, be sure to use quotations in the article when you lift material from the article, otherwise you are plagiarizing.
2. Do not add an extra line between paragraphs. Since the paper is double spaced, do not use a “block style”. The block style format, where you do not indent your first line in a paragraph, is appropriate for a single spaced paper but not a double-spaced paper. It is common for students to mistakenly use a block style format in the article review paper, but this causes one of two problems: (1) an extra blank line is added to separate paragraphs which results in wasted space, or (2) no extra line is added, but since the paper does not indent the first line, it is very difficult for me to determine where one paragraph ends and another begins. You should simply indent the first line of each paragraph and have no extra lines between paragraphs.
  3. PLEASE PROVIDE A COPY OF THE ARTICLE(S) WITH THE COMPLETED ASSIGNMENT. I NEED TO SEE A COPY OF THE ARTICLE(S) IN ORDER TO GRADE THE ASSIGNMENT PROPERLY. **DO NOT SIMPLY PROVIDE A LINK TO THE ARTICLE.**