Hand in your completed assignment in class, October 16, 2013

This is an INDIVIDUAL assignment.

Your Last/Family Name: ___________________________________________

First Name: ______________________________________________________

Banner ID (A#): __________________________________________________

This assignment will help you succeed with your end-of-term report

The end-of-term assignment for this course requires that you examine the financial reports of a company, that you locate information about the company and the industry in which it operates, and that you write a report presenting your opinion on the financial health of the firm.

The present research assignment requires you to employ a number of key resources, the use of which will help make the writing of your final report easier and faster. In completing this assignment, you will begin to build a collection of sources through which you can support convincing arguments in your essay.

If you don’t know how to use the tools identified in this assignment, you can ask at the Library Information Desk for help. You will also find helpful information on the Library website: http://www.smu.ca/library.

Before you begin, read this!

In an essay or report, you explore an issue at more than a superficial level. You need to:

- Gather a number of different views from a variety of sources,
- Read and analyze the material, and
- Present your own opinions in your own words.

Copying or cutting and pasting text from your sources and presenting it as your own work is academic cheating under the University’s rules. There are stiff penalties for plagiarism (another expression for academic cheating). These may include loss of grades, automatic failure, or expulsion from the University.
What is the name of the company you are investigating?

Google Inc.

A) You must find your answer in the source below. Note that this is a print source found in the Library’s Reference Collection (on the first floor). You can find the call number by searching the title in the catalogue search box on the Library’s home page.

Using the International Directory of Company Histories, find the most recent article on Google Inc. Use this article to answer the following questions:

What is the address of the company’s head office? Write it here:

_____________________________________________________________________

_____________________________________________________________________

When was Google incorporated?

When was their IPO (initial public offering) and what was the price of the stock in the IPO?

Year: ___________________________ IPO Share Price:____________________

In what year did Gmail first launch as a trial service?

In what year did Google acquire YouTube?

B) The Library has a number of databases which will help you analyze companies’ financial health. Go to the Statistics page to see a list of these databases http://www.smu.ca/administration/library/statistics.html. For this section of the assignment, select Mergent Online. In Mergent, do a company search for Google Inc. and answer the following questions:

Under Company Details, what is the most recent stock price?

Who is the CEO of Google?

When was Google reincorporated?

Under Ownership, which institution is listed as owning the greatest number of Google shares?
Under *Reports,* find the most recent annual report (10-K), open the file and answer the following questions:

In the annual report, Google provides a list of competitors (Hint: see pp. 8-9). In the space provided below, list three of these companies AND the type of business each is in:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

The Management’s Discussion and Analysis section starts on page 30 of the annual report. Under “Trends in Our Business,” what is the first trend mentioned? (1 sentence only)

________________________________________________________________________

________________________________________________________________________

**Bonus Question** (1 Pt) Does Google pay a dividend to shareholders? (Circle:) Y N

C) Publicly traded companies in the United States must file financial reports with the Securities and Exchange Commission (SEC). These reports are made available on EDGAR. Look up Google Inc on EDGAR’s company filings (http://www.sec.gov/edgar/searchedgar/companysearch.html).

On what date was their most recent annual report (form 10-K) filed?

________________________________________________________________________

D) Go to www.google.com and find their corporate site (i.e., NOT the search engine) and answer the following questions:

In the *Investor Relations* section of the website, find the date of their most recent quarterly earnings conference call. Give the date of the call AND which quarter it concerned.

________________________________________________________________________

What is the most recent SEC filing document that is archived on the Google website?

________________________________________________________________________
In the Corporate Governance section of the website, what is the first sentence of the Google Code of Conduct?

__________________________________________________________

E) Articles about a company (and the industry in which it operates) can be found in the library’s business databases. For a large company like Google, you will need to select the best articles to help you understand the company, its business, and how it is doing relative to its industry and competitors.

i) Go to the library’s Databases A to Z list and select the ABI/Inform database (http://www.smu.ca/administration/library/databases-a-z.html). If you are off campus, you will be asked to sign on with your S number and password. In ABI, look up the following two articles (hint: type the title of the article into the database search box).


Which of these two articles, in your opinion, provides the best overall discussion of Google as a company? (Write the title)

___________________________________________________________________

In two to three sentences, give at least three reasons for your choice (You will be assessed on the quality of your reasons):

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ii) Your final assignment requires you to assess how Google fits into its business context. (You should consider the following questions: Relative to other companies, what is Google doing well? Are there things that it is not doing well? What conditions in the industry may be causing it financial hardship? What are the potential areas for growth in this industry? This is similar to a SWOT analysis.).

Using the ABI/Inform database, select and record four articles published in the last five years (excluding the two articles listed in E.i) that best help you understand and assess Google as a business. (You are expected to use at least four sources independent of the company in your final paper. You may want to save copies of these articles now.)

Go to the advanced search option. From the drop-down menu, select the Company/Org field, and limit to articles published after January 1, 2009.

How many articles since January 2009 does a company search for Google retrieve?

__________________________

List the four best articles you found here. Marks in this section will take into account both the accuracy of your information and the quality of the sources you have selected. Fill in each space with the available information:

Author: ____________________ Date: ______________

Article Title: ________________________________________________________________

Publication Title: ______________________________________________________________

Volume: ___________ Issue: _______________ Pages: ______________

Author: ____________________ Date: ______________

Article Title: ________________________________________________________________

Publication Title: ______________________________________________________________

Volume: ___________ Issue: _______________ Pages: ______________

Author: ____________________ Date: ______________

Article Title: ________________________________________________________________

Publication Title: ______________________________________________________________

Volume: ___________ Issue: _______________ Pages: ______________

Author: ____________________ Date: ______________

Article Title: ________________________________________________________________

Publication Title: ______________________________________________________________

Volume: ___________ Issue: _______________ Pages: ______________
F) In your final paper, you are required to use the APA style to cite each of your sources. The Library provides online guides to using APA style here: http://www.smu.ca/administration/library/styleguides.html#APA.

Use the Library’s APA guides to help you answer the following two questions.

Choose one of the four articles you listed above and give a complete Reference List citation for that article in correct APA style:

____________________________________________________________________

____________________________________________________________________

In the body of your paper, every time you use information from one of your sources, you must give an in-text citation. The in-text citation goes in the same sentence where you use the information and follows the format (author, year, page #).

Write a sentence about your article and include an in-text citation to it in correct APA style:

____________________________________________________________________

____________________________________________________________________

Congratulations! You are finished the Research Assignment.