s‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌tudents will explore, in depth, a publicly traded company of their choice, i.e . hotels, airlines, railroads, banking, mining, financial services, insurance, advertising, logistics, aerospace, etc. In the written report you should seek to answer: Who is the customer? What is of value to the customer? What are your major competitors? What are the ownership pattern, profit margins, and investmen‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌t requirements for your company? How is your company organized? What are the major issues facing your company? – This will be the basis for your project management problem. What are the major trade/regulatory organizations in your industry? What are the major trade publications for your industry? What are the major trade shows/exhibitions for your industry? What are some sources of employe‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌es?