

TERM PAPER ASSIGNMENT

● **DUE (NO EXTENSIONS) :**

◆ **Thursday, Nov. 19, 2020**

DUE: online in Canvas (in "assignments," type or paste into Canvas Term Paper Assignment text window, as we did in past writing assignments):

POINTS: UP TO 35 points

(But, FOR A TOP PAPER, I MAY GIVE 35+, worth an extra 10 points. I usually give one or two of these per class.) Each student must submit a different, separate paper under that student's name only. Copying others is cheating!

Layout, format:

DO NOT ADD GRAPHICS (IMAGES). **USING**

QUOTES: USE YOUR OWN WORDS AS MUCH AS YOU CAN. IF YOU QUOTE OTHER

WRITING, KEEP IT SMALL. DO NOT SIMPLY

COPY SOMEONE ELSE'S SENTENCES FROM ARTICLES: make it clear when quoting

another source that it is a quotation, and **NAME** the source for

each **QUOTE** you use. (The library has info on format and quotes.) Keep

direct quotes to a minimum. **PLAIN ENGLISH IS GOOD!** My ideas is, find

some good articles (see below). Read each, and then explain each to me,

written in mostly your own language, in answering each item below.

SIZE: I am thinking around 4 or more pages (as seen in a word processor, 1.5-spaced). But I am most focused on

good quality answers that respond to my questions here. The more completely you explore these things, the better. Just try to do your best on each item! The key is to work smart, meaning, using online research, asking good questions/making good searches. (See examples below.) This way you will work efficiently: quickly and with more ease. Keep trying!

◆ **DO PART 1 AND PART 2 BOTH:**

① **PART 1:** Write each answer in the same order, labeled the same as here: 1.a., 1.b, etc.:

1.a. Pick a **SUBJECT** you are interested in, that involves business in some way. Tell me what it is. Examples: a favorite sport, makeup (cosmetics), smartphones, online gaming. Tell me what it is.

1.b. Pick a **BUSINESS FIRM (company)** involved with that. Tell me what it is. Examples: Dallas Cowboys football team, L'Oreal cosmetics, Apple, Walmart. Name your choice to me.

1.c. About this company, find **at least 2 ARTICLES (online or printed) FROM THE LAST 2 MONTHS** that show some **important news** about it. Name these articles to me by title and source (including any web links). Then, in your own words (as much as you can), answer these (labeled like this, in this order):

1.d. What **kind of ORGANIZATION** is your firm? For example, is it a corporation or LLC? Are its operations international, or mainly in one country? You probably have to go outside your recent articles to get this info. Here is an example of

a google search:

The image shows a Google search interface. The search bar contains the text "What kind of business organization is L'Oreal?". Below the search bar, there are tabs for "All", "Shopping", "News", "Images", "Videos", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 9,610,000 results (0.59 seconds)". The first search result is "L'Oréal - Wikipedia" with a link to <https://en.wikipedia.org/wiki/L%27Oréal>. The snippet below the link reads: "L'Oréal S.A. is a French personal care company headquartered in Clichy, Hauts-de-Seine with ... Type · Société Anonyme · Traded as · Euronext: OR · CAC 40 Component L'Oréal and the United Nations Educational, Scientific and Cultural Organization (UNESCO) and carry a grant of \$100,000 USD for each laureate." Below the snippet, there are details: "Headquarters: Clichy, France", "Subsidiaries: Lancôme; Maybelline; NYX Cos...", "Industry: Cosmetics", and "Founder: Eugène Schueller". At the bottom of the snippet, it lists "L'Oréal Professionnel · Eugène Schueller · Jean-Paul Agon · Maybelline". Below the search results, there is a "People also ask" section with three questions: "What companies are owned by Loreal?", "Is NYX owned by Loreal?", and "Is Maybelline owned by L. Oreal?".

1.e. Who are major players in this business? ("Players" meaning, the powerful and influential persons, and other firms (companies) in that same business, competitors, big investors, etc.?) In other words, what persons or groups have a big impact on how things go? Name them for me, and describe what part they play in this business.

1.f. **VERY IMPORTANT:** What are some

main LAWS/REGULATIONS it works under? Who are the REGULATORS (agencies or other government bodies) it works with on these matters? Is this changing -- are this company facing new regulations, or maybe less regulation under the current US government?

Example google research for a question on regulators/ regulations:



What agencies in government regulate cosmetics products?



All

News

Images

Shopping

Videos

More

Settings

Tools

About 24,500,000 results (0.38 seconds)

How Cosmetics Are Not FDA-Approved, but Are FDA-Regulated

<https://www.fda.gov/cosmetics/guidanceregulation/lawsregulations/ucm074162.htm>

Jul 24, 2018 - The two most important laws pertaining to cosmetics marketed in the United States are the Federal Food, Drug, and Cosmetic Act (FD&C Act) and the Fair Packaging and Labeling Act (FPLA). FDA regulates cosmetics under the authority of these laws. In the United States, federal laws are enacted by Congress.

What kinds of products are ... · Does FDA approve ... · What actions can FDA take ...

People also ask

Who regulates the cosmetic industry? ▾

Do I need FDA approval to sell cosmetics? ▾

Which government agency regulates the use of personal care products? ▾

Which agency regulates meat and poultry? ▾

1.g. What (in your own words) do the articles you can find tell us about changes happening, or coming, in the big picture for this firm/business? What are big challenges faced in doing this business, for example, are they growing and hiring more people now? What is the impact of COVID-19? Must they spend more soon on tech? Are there new technologies affecting their business, such as new ways to shop and choose their products? Is this organization moving well with the times?

② PART 2: MAKE UP STORIES OF VIOLATIONS OF CALIF. UNFAIR COMPETITION LAW:

For each item below, write a statement (like a little story, which can be just one sentence long, or a few sentences) of an IMAGINARY BUSINESS or businesses (not

a real business) DOING EACH OF THE FOLLOWING THINGS (which means the business would be VIOLATING, BREAKING this law each time, by simply doing what is described in each item). **NOTE: THIS IS IN DIFFERENT ORDER FROM THE ACTUAL LAW, and from EARLIER SEMESTERS, SO COPYING OLDER PAPERS from earlier semesters will not work.** MAKE EACH ONE SEPARATE; NUMBER EACH SEPARATE LITTLE STORY (answer part), IN ORDER, MATCHING THE NUMBERS BELOW:

Example (do not use this): for the first item below: (1) Joe's Sports Store posts false claims on social media that Joe's competitor (Cathy's Sports) sells fake Nike shoes.

These are each adapted from a CA law: California Civil Code section 1770 "Unfair Methods of Competition and Unfair or Deceptive Acts or Practices":

[These are out of order from the actual law, and the language is shortened:]

The following unfair methods of competition and unfair or deceptive acts [by a seller] intended to result in sale or lease of goods or services to any consumer are unlawful [in California]:

(1) Disparaging [defaming: falsely making a communication that harms reputation, to a third person such as a customer, about the] goods, services, or business of [a business or business person] by false [statement]of fact.

(2) Representing [claiming, stating, communicating] that goods are original or new if they have deteriorated unreasonably or are used.

(3) [Making a false statement of] certification [this business supposedly has, from a government agency or other organization].

(4) [Falsely stating] geographic origin [of] goods or services.

(5) [Falsely stating] that goods or services have ... characteristics, ingredients, uses, benefits, or quantities they do not have.

(6) [Falsely stating] the source ... of goods or services.

(7) Representing that goods or services are of a particular standard, quality, or grade, or that goods are of a particular ... model, if they are of another.

(8) Advertising goods or services with intent not to supply reasonably expectable demand, unless the advertisement discloses a limitation of quantity.

(9) Representing that a part, replacement, or repair service is needed when it is not.

(10) Inserting an unconscionable provision in the contract. [Look it up! It is in the textbook, and in our later contracts notes, or in a legal dictionary.]

(11) Misrepresenting the authority of a salesperson, representative, or agent to

negotiate the final terms of a transaction with a consumer.

[END.]