
DIRECTIONS TO THE INSTRUCTOR FOR GROUP ACTIVITY 1

Preparation: Arrange for students to have Internet access for this activity.

Process: Divide the class into groups of two or three students each. Assign each group, or allow each group to choose, a major corporation to research. The company must have information available on its cash conversion cycle and its return on capital. This information is often available on investment research websites. Each team should research its company's cash conversion cycle and return on capital to determine whether the company is growing in value or losing value. When the groups are finished, each should present its findings to the class.