**Portland State University**

**School of Business Administration**

**BA 301: Research and Analysis of Business Problems**

**Term: Spring 2011**

Homework Assignment #1 Instructions

Format/Requirements

* Hand this in during the class session, not by email.
* Use Times New Roman, 12-point font and the format provided in the Homework template.
* Make sure you show your name, course number, and section number on the page.
* Number the answers, and place them in the correct order
* Please proof your work carefully. I will return work with errors for resubmission.

Questions

1) Visit the following page on the Harley-Davidson website - <http://www.harley-davidson.com/en_US/Content/Pages/Company/company.html?locale=en_US&bmLocale=en_US>. On this page is listed both a mission and a vision statement. In a short paragraph, evaluate and critique these statements based on the materials and information discussed generally in class regarding mission and vision, and what you personally know about the company and the brand.

2) Why are ethics and biases relevant to problem-solving and decision-making?

3) Imagine you are the CEO for Nike and that you have been receiving public complaints about employee abuse at contract manufacturing facilities in southeast Asia. You must make various decisions in order to resolve the situation. Who are the stakeholders you must consider when evaluating the scenario? Provide an exhaustive list. Break them down into primary and secondary stakeholders, and further prioritize them in each category. Provide a brief justification for your choices.