

STOCK MARKET PROJECT

Project Description

Some sports and entertainment entities are publicly traded corporations. That means the members of the public, consumers, are eligible to purchase stock and essentially become part-owner of the company. These companies have their stock listed on a stock exchange, and the stock price will fluctuate hourly on a day-to-day basis as brokers deal in stocks on Wall Street from Monday to Friday. Publicly owned companies have a responsibility to generate a profit, not only for the company and its employees, but also for their investors.

Project Details

For this project, you will track a total of ten companies, four are pre-determined below and the other six companies are to be researched by you. You will need to determine on which stock exchange the company is listed, what the ticker symbol is, and follow the price throughout the course. As the stock price fluctuates, be sure to follow any news relating to the company to see how it may be impacting stock price. You have \$100,000 to invest. At the end of the course, you will sell your shares of stock. The student or group with the most money at that point will be the winner of the sports and entertainment stock market challenge!

Your Stocks

| COMPANY | TICKER SYMBOL | STOCK EXCHANGE | BEGINNING STOCK PRICE |
|---------------------|---------------|----------------|-----------------------|
| Nike | (NKE) | NYSE | |
| Finish Line, Inc. | (FINL) | NASDAQ | |
| Bushnell Wild Wings | (BWLD) | NASDAQ | |
| Callaway Golf Co. | (ELY) | NYSE | |
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