

QSO 489 2-2 MILESTONE ONE: BEGIN WORK

We must start working on our course project for the QSO 489 2-2 Milestone One. Before initiating, we will perform our initial research using authentic sites for articles and resources. Here, I will brief you about the sites where you can easily find all the resources necessary for the QSO 489 Course Project.

Using academic and professional research sites dramatically enhances the quality and depth of research by providing access to credible, peer-reviewed articles and up-to-date industry insights. Platforms like ScienceDirect, JSTOR, and Google Scholar offer extensive collections of scholarly materials. At the same time, professional sites such as Harvard Business Review and MIT Sloan Management Review provide practical and theoretical knowledge from industry experts. These resources ensure a well-rounded, informed approach to research, helping avoid common pitfalls and enhancing academic projects' overall credibility and effectiveness.

Here are some recommended sites where you can find high-quality articles and data for your course project on a company, mainly focusing on SWOT analysis:

- Harvard Business Review (hbr.org) - Offers in-depth articles and case studies on strategic management and SWOT analysis.
- ScienceDirect (sciencedirect.com) - Provides access to peer-reviewed strategic planning and SWOT methodology articles.

- Emerald Insight (emeraldinsight.com) - Features academic journals and articles on business strategy and SWOT analysis.
- Google Scholar (scholar.google.com) - A search engine for scholarly articles, theses, books, and conference papers on SWOT analysis and its effectiveness.
- JSTOR (jstor.org) - A digital library with access to academic journals and books discussing the strengths and limitations of SWOT.
- ProQuest (proquest.com) - A comprehensive database offering dissertations, theses, and scholarly articles on SWOT analysis.
- Forbes (forbes.com) - Articles and insights from industry leaders on best practices in strategic planning and SWOT analysis.
- MIT Sloan Management Review (sloanreview.mit.edu) - Provides research and articles on effective business strategies and best practices for SWOT.
- McKinsey & Company (mckinsey.com) - Offers reports and articles on strategic planning and best practices for SWOT analysis in various industries.
- Business Source Complete via EBSCOhost (ebscohost.com) - A database with access to business journals discussing common pitfalls in SWOT analysis and strategies to avoid them.

These resources will provide comprehensive information and data to effectively conduct and analyze a SWOT analysis for your course project on a company.