

## **The Stock Market – Introduction**

**Complete this assignment in a Google Doc then share the doc with me.  
Title the document: Your Name – Stock Market Intro**

### **What is a company?**

- Log onto your computer and go to [www.google.com](http://www.google.com), in the search type in ***Company***
- Follow the link for company to the Wikipedia site about companies and answer the following questions:
  1. What is a company?
  2. What are some of the types of companies?
- Now follow the link to the information on a corporation, you can do this by clicking on the word for corporation under the business entities section on the right hand side of the web page.
  3. What is a corporation?
  4. Tell me a little bit about the history of the corporation:
  5. Tell me about the different corporations world wide: (Use at least three different countries, not the United States)

### **What is the Stock Market?**

- Now go back to [www.google.com](http://www.google.com) and in the search window type in ***NYSE***
- Follow the first link: ***New York Stock Exchange – should be the first site***
- Once on the New York Stock Exchange web site click on some of the links and see what type of information can be found:
  1. What type of information can be found on the NYSE web site? (At least five things)
  2. Now Google – NYSE Timeline...visit the first link. Look at the time line about the NYSE, tell me about five of the key dates that they have posted and what occurred on those dates:

## Symbol Look Up

- Go to the: **Symbol Lookup** from Yahoo! Finance
- In the upper left hand corner you will see an empty box, with a box next to it labeled Look Up
- In this box type: **Sony Corporation (SNE)**, it should give you options in a drop down box to select, when you see the one for Sony click on the link, this will take you to the information page about the stock that is being traded for Sony Corporation.
- What you should see:
  - At the top of the page it will give you the company name and its trading symbol on the NYSE or NASDAQ, what is the trading symbol of Sony? *A trading symbol is usually three letters to abbreviate the company name.*
  - On the left of that top bar, under the company's name it will tell you the price at which shares of Sony are being traded, how much is a share being traded for right now?
  - In the middle of the page you will see a bunch of numbers on the screen; this is all of the trading information about the Sony stock, what are some of the things that an investor can find in this section of the page?
    - Looking at the numbers in the middle of the page, find the 52 week range number, this tells you the high and low price that the stock has sold for over the past year, what is the range for the Sony stock?
  - On the page in the middle on Sony you should see information about the company, what types of information can be found here? (List at least 5)
  - Now click on the company profile section of the page, the company profile tells you need to know quick facts about the company:
    - Where is Sony's headquarters?
    - How many peoples work for Sony?
    - What industry is Sony a part of?
    - Tell me some information about the company that is in the companies business summary:
    - At the bottom of the business summary you will find a Key Statistics link, click on the link: How much is Sony approximately worth, this is the second number on the new page titled: Enterprise Value
  - Now you know about Sony and how to navigate your way around the stocks pages.

- Now choose your favorite company (McDonalds, Nike, etc.) and answer the following questions about your company (*SOME companies may not have a symbol, if they do not have symbol it is because they are NOT publicly traded on NYSE or NASDAQ. If your company is one of them you will have to pick another company*)
  - Which company did you choose?
  - What is the NYSE or NASDAQ symbol for that company?
  - Where is your company's headquarters located?
  - How many people work for your company?
  - Tell me some background information about your company:
  - What is the enterprise value of your company?