

## **Researching a Company**

So far we have taken a look at how to find a job, research different careers, and how to prepare for an interview with a company. The next step in our course is to look at companies and research their operations from various aspects. In this assignment, you will work in groups of three to four people and take a look at a company of your choice. As a group you will need to decide what company you wish to research, and answer all of the questions that are listed below. You will have two days in the computer lab to research with your groups about your selected company.

On the third day, you will need to give a very brief – about five minute – presentation on the information that you found. Each group member will need to participate in the presentation. You do not need to come up with any huge type of presentation; simply speaking in front of the class would be adequate. That said, if your group does decide to create a poster or anything of that nature, it would do nothing but enhance the presentation – and perhaps even your mark.

As a group, you will also need to submit a written copy of all of your answers. You do not need to present this in essay format – answering the questions will be just fine. Your assignment will need to be typed and in good form. Everything – the presentation and the written portion – will be due at the same time. We only have the one day for presentations, so it is essential that at least one member of your group is present. If your group cannot present on the specified day, you will receive a mark of zero for that portion of the assignment.

For the written portion, you will also need to properly document where you obtained the information. You do not need to use MLA or any other format, but you will need to include a list of references at the end of the written portion. Also be sure to have your name and the name of your group members on the written portion. Only one copy has to be handed in.

The two rubrics that you will be marked on are attached to the back of this assignment; please submit the rubric titled “Written Portion” with your answers; the presentation rubric is on the back of that page, so those will be the rubrics used for your evaluation.

**DUE DATE:** \_\_\_\_\_

**Questions to be answered**

1. Which company are you researching?
2. What does this company do?
3. What is the mission statement of the company?
4. What type of sector does this company operate in – primary, secondary or tertiary? If you do not know what these sectors mean, do some research and find out what they are.
5. Is this company owned by another corporation or company?
6. Does this company have any other companies that they own?
7. When was the company founded?
8. Who founded the company?
9. Was the company as it was when it was founded different than it is today?
10. How many people currently work for this company?
11. What are the annual revenues for the company for the years 2008-2010?
12. Who currently holds each of the following positions at the company?
  - a. Chief Executive Officer
  - b. Chief Financial Officer
  - c. President
13. Is the company privately- or publically-held? If you do not know what these terms mean, be sure to do some research to find out what these terms mean.
14. Is there any news stories that are currently out there for this company? Be sure to check the *Wall Street Journal*, *National Post*, and the *Financial Times* to see if there are any important stories out there for the company.
15. Are there any jobs that this company is currently advertising either on their own corporate website or on other job searching websites, such as Monster or Workopolis?

Group Members:

---



---

**Rubric – Written Portion**

Categories	Level 1 (50 - 59%)	Level 2 (60 - 69%)	Level 3 (70 - 79%)	Level 4 (80 - 100%)
<b>Knowledge and Understanding</b> <b>Of company information and research methods.</b>  ____/15	Information is limited in accuracy, content and scope.	Information demonstrates some effectiveness in accuracy, content and scope.	Information demonstrates considerable effectiveness in accuracy, content and scope.	Information is extremely thorough in accuracy, content and scope.
<b>Thinking</b> <b>Organizing and conducting research (quality of work).</b>  ____/10	Written work demonstrates an inquiry process of limited effectiveness.	Written work demonstrates an inquiry process of some effectiveness.	Written work demonstrates an inquiry process of considerable effectiveness.	Written work demonstrates an inquiry process with a high degree of effectiveness.
<b>Communication</b> <b>Logical organization of facts and ideas. Choice of language and style appropriate to purpose and audience.</b>  ____/10	Limited sense of overall organization. Style reflects limited appropriateness to purpose and audience.	Logical organization of facts and ideas. Choice of language and style appropriate to purpose and audience.	Considerable sense of overall organization. Style reflects considerable appropriateness to purpose and audience.	Thorough sense of overall organization. Style reflects a high degree of appropriateness to purpose and audience.
<b>Application</b> <b>Drawing logical conclusions (demonstrating an understanding of the significance of events and trends upon corporations).</b>  ____/15	Conclusions drawn demonstrate limited depth of understanding.	Conclusions drawn demonstrate some depth of understanding.	Conclusions drawn demonstrate considerable depth of understanding.	Conclusions drawn demonstrate thorough depth of understanding.

\_\_\_\_\_/50

