



Bachelor of Applied Science in Supervision and Management

GEB 3213 Business Writing- Dr. Deyo

COMPANY PROFILE PROJECT GUIDELINES

Project Purpose:

The **purpose** of this project is two-fold:

- 1) To learn more about a company that you might actually want to work for (or continue working for) upon graduation with your baccalaureate degree.
- 2) To draft a formal business report that similar to a report that you might be expected to develop as an employee working in a business.

Genre:

There are **two different assignments** which make up this Company Profile Project: (1) The Company Profile Report and (2) a PowerPoint.

- 1) **The Company Profile Report**, a "business report," requires formal, polished writing comprised of an "orderly and objective presentation of information" (Ober, 2006, p. 345). See Chapters 10-12 for more information about writing reports. The **Company Profile Report** is **worth 15% of your final grade** in the course.
- 2) **The PowerPoint** will highlight relevant information derived from your Profile Report, which you would want to share if you were formally presenting your findings to the class. The **PowerPoint** is **worth 5% of your final grade** in the course.

Audience:

Think of your audience as a room full of potential employees. Include yourself and include me. Would you want to work for this company, would I, would your classmates? Your Company Profile Report should help us answer this question. As an employee you would likely be expected to present your findings to your team (department/division). Therefore, you want to include enough information to give your fellow students (and me) evidence of why this company would be great to work for (because they have great benefits, opportunity for advancement, great pay, etc.) or why this company would not be the best choice for employment after graduation.

The Assignment Sequence:

“PREP FOR THE PROFILE”- (Weekly Tasks related to the Project)

In weeks two-five, you will have short weekly assignments related to the Company Profile Project to keep you working towards a final draft. Procrastination leads to lousy drafts; therefore, there are opportunities during the term to understand the expectations of this assignment and to collect information so that week six isn't overwhelming. **These assignments are listed here by weeks which correspond to the Course Schedule which provides the deadlines AND specific instructions for each assignment.**

Week 2- “PREP FOR THE PROFILE”- GET STARTED: During Week Two, you will be asked to read this “guidelines” document discussing requirements for completing this project, to select a company, and to start researching your company. There is NOTHING to submit this week, but you SHOULD complete the two tasks below to begin working towards your final draft of the Profile Report.

- **First, select ONE business/industry in your local area that you would like to learn more about to determine whether that company might provide a good employment opportunity after graduation.** After researching your company during the next few weeks, you will ultimately draft Company Profile Report and corresponding PowerPoint providing an overview of your findings.
 - **Please select a company LOCAL to YOU!** Ex. If you live in Daytona, you might select: Wal-Mart, Girard Environmental Services, UPS, etc. If you live in Orlando, you might select: Disney. Please limit your selection to a company within 100 miles of the area you live.
 - **You may select a company unfamiliar to you, OR you may choose to do your Profile on a company that you currently work** for IF you would really want to stay there and advance within upon degree completion (honestly, sometimes it is easier to find out about the company you already work for where you have immediate access to executives- plus you may be able to find out what opportunities you have there when you graduate)!
- **Second, start researching online to see what kinds of information you can find out about the Company you choose.** Most companies list on their Web pages much of the types of information listed below.
- The final draft of your **Company Profile Report should include at least three** of the following **types of information related to that company** (on a local or national level) as listed below. So, a quick visit to the company's main web site can assist you in determining how much of this information is easily accessible to you. If there isn't enough information readily available online, you may need to select a different company. Larger, public companies are often easier to find out about than smaller, local (“mom and pop”) shops.
 - Type of industry (retail, restaurant, service organization, manufacturing, etc)
 - Historical background of the Company
 - Company mission, vision, philosophy, etc.
 - Types of positions (jobs) available within the company
 - Education level preferred/required for each type of job

- Number of employees employed (locally & nationally-if applicable)
- Types of benefits available to employees at each staffing level
- Average salary for each position level
- Company's Accomplishments or Awards received
- Pertinent Financial information: Profits/Losses, Revenues/Expenses, stock options/stock dividends {financials can be difficult to find, so move on if you can't easily locate these}
- Interesting facts about the company or other related company information that would be beneficial to share with people who are interested in acquiring a job with that company.

Week 3- "PREP FOR THE PROFILE" -DISCUSSION BOARD- Profile Comparison: You will review two examples of Company Profile Reports that students have actually submitted and determine which one is better and discuss why. After posting the discussion post, you can review my answers describing why each grade was earned.

Week 4- "PREP FOR THE PROFILE" -DISCUSSION BOARD- Name Your Company: You will be asked to post the name of the Company you wish to profile within the discussion board.

Week 5- "PREP FOR THE PROFILE" -DISCUSSION BOARD- Profile Interview: After discovering what information you can find out about your Company online, you will develop five questions which you will ask an executive/manager from that Company to collect information that you can only gain from speaking to someone "in the trenches." Even if you work for the particular company you plan to profile, it helps to gain another employee's perspective of what is great about/challenging about the Company.

Week 6- "PREP FOR THE PROFILE" Suggested Rough Draft Review: Submissions are typically better after you've received initial feedback from someone else; therefore, I suggest that you submit a rough draft of the Company Profile Report to be reviewed by the Writing Center or through Peer Review. [See Rough Draft Review Expectations also under the Content tab] Submit a rough draft of your Profile Report for review by no later than Thursday, _____ so that you have time to incorporate suggested revisions into the final draft due Monday, _____ date.

Week 6- Company Profile Report and corresponding PowerPoint FINAL DRAFTS DUE

Project Profile Formatting Expectations:

MUST	=	Required
SHOULD	=	Recommended
CAN	=	Optional

1). Company Profile Report: worth 15% of your final grade in the course

- MUST be typed in **12 point font** for the body of the paper. Headings can be 14 point font.
- MUST be **2-4 double-spaced, typed pages** which give me a good overview of what your company does, what the possible positions are, what the benefits are, salary ranges, number of employees, why you would or wouldn't want to work there, education level required for the positions, etc. (whatever you choose to discover about your company). *MUST be at least TWO full pages and NO MORE than FOUR full pages.* Remember, GIGO but enough for me to know you researched your Company.
- MUST discuss **THREE** of the optional choices for **types of information** to address within this report {see the end of page 1 and top of page 2 of this document}.
- MUST **CITE** all **sources** you use using APA format; plagiarism is not tolerated.
- MUST include **In-text Citations** to adequately give credit to sources immediately after quoting or paraphrasing information derived from sources. {Note: You would need provide in-text citations or footnotes after each sentence or paragraph where data/facts/statistics/quotes/or paraphrases are used which wouldn't be personally known- meaning that you had to look up that information somewhere. I realize that students might possibly work at the company they profile, but, even then, not ALL of information provided is likely off the top of their head.}
- MUST contain **MINIMAL errors** to be considered professional, polished prose acceptable within a workplace. Be sure to proofread
- SHOULD use **headings for each section** to make it easy to read -see examples posted under the "News" section of the Course Home page...your headings might include: company overview, positions available, salaries, benefits, education level required, number of employees and stores, other interesting info, company history, company accomplishments, etc.
- CAN include tables, graphs, charts, pictures, logos, etc. to enhance the visual effect of the written report you'll be turning in.

I know that list seems specific, BUT you do still have a lot freedom in deciding font type, font color, pictures to include, which types of information you will discuss, how much information under each section you will discuss, etc.

2). Company PowerPoint: worth 5% of your final grade in the course

Your **PowerPoint Presentation**, consisting of 4-6 slides, should contain pertinent information derived from your Company Profile Report. The point of this assignment is to prove that you can create a PowerPoint presentation which correctly addresses both the audience and the purpose. The PPT:

- MUST contain at least 4 but no more than 6 slides (**4-6 slides total**) hitting the **highlights of your Profile**. Meaning, you might have slides which match the headings in your report such as: company overview, positions available, salaries, benefits, education level required, number of employees and stores, other interesting info, etc.

- SHOULD be appealing, interesting, and comprehensive of information that you would present if you were actually getting up there to present this to the class.
- SHOULD use color and pictures (which can include clip art) to visually enhance this presentation- the better it looks, the more points I tend to give for this particular grade.
- SHOULD NOT include TOO MUCH INFO on any one slide.
- SHOULD maximize space and minimize wording by using **bullets**. You should NOT use long paragraphs that are difficult to read. Limit the number of bullets per slide to no more than five (5) to seven (7) to ease reading. Too much information makes the presentation hard for someone in the audience to read.
- SHOULD be put on a DARK BACKGROUND with LIGHT OR WHITE FONT.
 - *PPTS can be most easily seen in a large room on a dark background with lighter font.*
- SHOULD be on a background which makes the wording easy to read. Solid backgrounds tend to work best. If the background is too graphic or contains striations in color, the wording often can't be read by the audience.
- CAN include video or audio clips just as if you were truly presenting...just make sure that pictures/video/or audio are appropriate for the course- (if you could show it to your grandparents- it should probably be alright). Please be aware that audiovisual enhancements may make your presentation difficult to load within FalconOnline.

Utilize available Resources:

In addition to searching the Web for sites containing information about your Company, you should utilize the information gleaned from the interview which you conduct with the company executive/manager during week 5. Listed below are a few links discussing APA citation expectations and library resources:

Citations and In-text Citations:

- <http://owl.english.purdue.edu/>
- <http://owl.english.purdue.edu/owl/resource/560/02/>

DSC Library Resources:

- **Library Services:** The library hosts books, e-books, videos, [helpful handouts](#), [library tutorials](#), [advise for students](#), [Ask A Librarian](#), and [general internet resources](#) that includes *How to Write a Fascinating Thesis Statement*, *Ten Steps Towards Better Research*, *How Not to Plagiarize*, etc. For more information go to <http://www.daytonastate.edu/library/>.
- **"Hoover's" database** is especially helpful with the Company Profile because it houses a wealth of information about most larger companies. Almost all of the information needed for the Profile can be found in there. You can call Dr. Rachel Owens (our BAS Librarian) at 386-506-3842 or 386-506-3518 or e-mail her at owensr@daytonastate.edu for assistance in utilizing library resources. There are also "library" guides within the [Content](#) tab and [News](#) tabs.