Assignment #1
E-copy due on Wed, Oct 20

Option #1: Mini-literature review

Complete **Exercise 2.3** on page 70 of *Research Methods for Engineers*. Refer to Example 2.7 provided on page 61 in the scanned copy of the book.

Your task: Review 5 peer-reviewed articles in a chosen field (300 words x 5), using IEEE citation style (an official IEEE citation guideline is available on Canvas).

Option #2:
Informational Report: Researching prospective employers

Collect information about two companies where you might apply.

Your Task: Write an information report (1200+ words, including a purpose statement) that profiles the two companies you have selected. Investigate each company's history, products and/or services, size, earnings, reputation, and number of employees, etc. Describe the functions of an employee who is working in the position you might one day apply for.   Citation of sources required. For this option, potentially useful resources are listed on the next page.

Option #3:
Analytical Report: Selecting a Graduate School Program

Gather information about graduate programs to which you will be applying soon. Learn about each program and the surrounding campus, e.g., faculty specialization, student make-up, research facilities, degree requirements, career advising resources, etc.

Your Task. Write an assessment report (1200+ words, including a purpose statement) targeting at least 2 graduate programs. Compare and contrast their relative strengths and weaknesses in relation to your own needs and objectives. Citation of sources required.

Option #4:
Book review: *Designing Your Life* by Bill Burnett & Dave Evans (saved in the Canvas Assignment folder)

This book is based on the co-authors' popular class of the same name at Stanford University. The co-authors argue that the same design thinking responsible for amazing technology, products, and spaces can be used to *design and build* your career and your life.

Your Task. Write a book review (1200+ words), highlighting and evaluating the book's application of "design thinking" to life problems. Does this book challenge the way you think about personal development or career planning?

For Option #2, potentially useful resources are listed on the next page.

TABLE 11.4 | Important Resources for Business Research

COMPANY, INDUSTRY, AND PRODUCT RESOURCES (URLs are provided for online resources)

AnnualReports.com (www.annualreports.com). Free access to annual reports from thousands of public companies.

Brands and Their Companies/Companies and Their Brands. Contains data on several hundred thousand consumer products, manufacturers, importers, marketers, and distributors. Also available as an online database; ask at your library.

CNN/Money (http://money.cnn.com). News, analysis, and financial resources covering companies, industries, and world markets.

D&B Directories. A variety of directories, including America's Corporate Families (ownership connections among companies), Business Rankings (25,000 leading companies), Directory of Service Companies (more than 50,000 companies in the service sector), and Industrial Guide (more than 120,000 manufacturing companies).

Hoover's Handbook of American Business. Profiles of hundreds of influential public and private corporations.

Hoover's Online (www.hoovers.com). Database of millions of companies worldwide, including in-depth coverage of thousands of leading companies around the world. Basic information available free; in-depth information requires a subscription.

Manufacturing & Distribution USA. Data on thousands of companies in the manufacturing, wholesaling, and retailing sectors.

NAICS Codes (www.census.gov/eos/www/naics). North American Industry Classification System.

Reference USA. Concise information on millions of U.S. companies; subscription database.

SEC filings (www.sec.gov/edgar.shtml). SEC filings, including 10Ks, 10Qs, annual reports, and prospectuses for U.S. public firms.

Standard & Poor's Net Advantage. Comprehensive range of directories and databases focusing on publicly traded companies and their industries and markets.

ThomasNet (www.thomasnet.com). Information on thousands of U.S. manufacturers, indexed by company name and product.