**Escan #1: Initial Inquiry**

**(Worth 5% of your final grade)**

**Assignment Purpose**

The purpose of this assignment is to familiarize you with the BUS 100 library guide, to expose you to a good range of reliable/credible research sources, to get you to start finding **high quality sources of secondary information** for use in your full e-scan report, to get you to start considering how to identify and filter information that will be most relevant to your chosen firm and its current situation, and to give you practice using **APA** citation.

**Assignment Submission**

You only need to submit ONE report per partner group. It doesn’t matter which partner submits it, as long as it is only ONE of you. Please include both partners names in your file submission title.

You should fill in the empty boxes on pages 2-5 of this document and use that as your submission. **Do not include the instructions on pages 1 in your submission.** Your names, student IDs, and chosen company must appear at the top of the first page of your submission.

This assignment must be submitted electronically via URcourses only. The electronic copy will be submitted on-line through URCourses as a Word document using the appropriate Turnitin assignment submission link. Files must be in .doc or .docx format only. No PDFs or Apple file extensions will be accepted. Your electronic copy must be submitted by the deadline notes in your class outline schedule.

Late assignments will NOT be accepted and will receive a grade of zero (0%). Please plan ahead and don’t leave things to the last minute. You are always able to submit your assignments early. Missing the deadline by “only a minute” is not an acceptable excuse.

**Assignment Instructions**

You will work in teams of two to complete this assignment. You will select a company traded on the Toronto Stock Exchange (TSX) and submit the company name to our business librarian, Kate Cushon for her approval. The deadline for requesting her approval is Tuesday, January 30th. A link to submit your company name for approval will be posted on URcourses.

You will follow the instructions provided in each of the four sections of the template below. Your research in this exercise will be used as the basis for your Escan #2 paper. The more thorough and thoughtful you are in gathering information at this stage, the less you’ll have to go back and fill in gaps later. Remember that for all of the sources of information you use in this exercise, you need to record the source information as instructed. You will use it to create in-text citations and your reference list for part 4.

**Please make sure to familiarize yourself with the academic misconduct and plagiarism information provided in your class outline.**

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| --- |
| Your Names and Student IDs: |
| Name of Company: |

1. **Start on the UofR library website.**

* choose research guides – choose business from the tab.
* You will find the BUS100 libguide. <http://uregina.libguides.com/BUS100>
* Select Company Information from the menu bar.
* Choose one of the “Company Info Databases”. Your company will have its own report in one or more of the databases. You may have to check several databases before finding all the required information.
* Complete the following table.

|  |  |  |  |
| --- | --- | --- | --- |
| Information Required: | Information Found: | Title of database: | Title or report or page: |
| Company Name and Stock Symbol: |  |  |  |
| Where is the head office, and what does the company do? |  |  |  |
| Who are their main competitors? |  |  |  |
| What are the high and low share prices in the past 52 weeks? | You need to list the dates of the high and low share prices |  |  |
| What is their price/earnings ratio (P/E)? |  |  |  |
| What was their total revenue in the most recent year? Is the amount going up or down from the year before? |  |  |  |

1. **Still within the library’s BUS100 page**,

* Click on “Industry Reports”. <http://uregina.libguides.com/content.php?pid=643267&sid=5338301>
  + Choose “Passport GMID”. Search for information about the company AND about the industry. If your company’s industry is not on their list, use their search engine (“enter keyword” in the corner box). You should be able to find at least 2 good sources of information about the company and/or the industry.
* Choose any of the other business databases under the Industry Reports tab. Find 3 other sources of information (reports, articles, etc.).
* Click on “News and Media”. Find 2 sources of news articles or other media about the company from any of the “Newspaper Databases” tabs.
* Complete the following table.
* You may add table rows as necessary if you get more than the minimum required seven sources
* Be sure to consider **all aspects** of environment (e.g., Man with binoculars, Porter’s 5 Forces, industry, related “Cs”) as you search, not just macro-environment (e.g., PESTLE or Context).

|  |  |  |
| --- | --- | --- |
|  | Source (include as much information as you can find, including author, date, title, database, etc.) | Key Information From The Source   1. Include an APA-style in-text citation based on the information in the previous column. 2. Use either direct quotation (including quotation marks) or paraphrasing (using your own words). 3. Why is this information important? (Provide a brief analysis of why you chose this information and how you might use it.) |
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1. Go to the company’s website. Spend some time looking around the website. Look at different pages / reports. Gather four key points: What does the company want people to know / think when visiting their site?

|  |  |  |
| --- | --- | --- |
|  | Company Webpage (author or corporate author, page title/report title, date, URL, etc.) | Key Information from company website   1. Include an APA-style in-text citation based on the information in the previous column. 2. Use either direct quotation (including quotation marks) or paraphrasing (using your own words). 3. What do they want people to know / think? (Provide a brief analysis of what this tells you about the firm) |
| 1 |  |  |
| 2 |  |  |
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1. Go back to the Library’s BUS100 page or Kate’ Lib Guide. Choose the “APA Citation” Tab. Complete a reference list below using proper style for all of the items you have used in this assignment.

**References**