**Worth 10%**

**Assignment description**:

Using the research you gathered through e-scan 1 and any additional feedback you received on your assignment, you will complete a written paper on your selected company. Students are strongly encouraged to follow this marking guideline.

Describe what you have discovered about the external environment that company operates in and **offer some comments** on challenges and opportunities for the business. To earn full marks you must have information from both the company website AND outside websites. You have already done your secondary (published data) research in e-scan #1. Please make sure to use proper citation using APA citation style. **Please note that sites like Wikipedia, Investopedia, Twitter, Business Dictionary, etc. are *not* considered an appropriate reference**. (see page 7 of the class outline) Multiple citations are better. Research should be current and within the last 3 years.

An appropriate length for the single spaced paper is between 950 – 1000 words. Marks will be assigned on the following basis: 25% for the company description, 50%\* for the e-scan (breadth of research use of information, proper citation), and 25% for writing organization and fluency.

The Library has online resources for understanding and preparing APA citations, which are used most frequently in a business academic setting.

**Minimum Key Components of Paper: Headers are strongly encouraged**

|  |  |
| --- | --- |
| **Paper Component** | **Description** |
| **Paper (General)** | Maximum 3 pages or 950 – 1000 words excluding the cover page, table of contents and reference page. Use 12-point Times Roman font, 1-inch margins, left justified margins, page numbers at the top of the page, single-spaced. |
| **Cover Page** | Title of paper, author(s), course, course section (BUS 100 – XX), instructor, and date. |
| **Table of Contents** | Shows how the paper is organized. |
| **Introduction**  (1-2 paragraphs) | Identify the organization selected and a brief introduction to your paper. |
| **What did you find out about your company?** | * Up to two pages * Describe what you have discovered about the company and **offer some comments** on challenges and opportunities for the business * Remember an e-scan is primarily about the external environment |
| **Conclusions**  (1-2 paragraphs) | * **Your comments / observations** from what you have learned about the company. * A brief summary about the organization, what it does, what’s happening in its environment, and/or perhaps what you think will happen in the future for this organization. |
| **References** | A list of all of the literature sources used in the paper in alphabetical order. **See next page …** |

**Citing Sources: Paper and reference page must be in APA citation format**

* If you know APA format for citing sources, follow it. If you don’t, look it up! Kate Cushon, who is our Business School contact at the Library, is a great resource.
* A general guide: When you are using research information, indicate so in the body of your report by citing the author (Smith, 2008). Then, on your reference page, list the sources in alphabetical order by author.
* Don’t include books or journals or web sites that are not used in your report.

**Submission:**

E-scan papers **(only 1 per partner group)** should be submitted electronically by the due date outlined in the class outline in a Microsoft Word format saved as a .doc or docx format via the Turnitin link on URcourses. No PDFs or Apple file extensions. **Late assignments will not be accepted. Please include both your full name and partners full name in your file submission name.**

**Only 1 URcourse submission should be made per partner group.**

**Marking: Papers using Wikipedia type sites will receive zero on the assignment.**

25% of mark - Introduction, company description

25% of mark -- Writing / Format / Presentation

* Here’s a tip: If two people each write different sections, the paper may be fragmented and hard to follow. You might want to make an effort at integrating the work and ensuring similar writing style, font, consistency in flow, etc..
* Proper APA style citation of sources will be part of my marking for this.
* The paper should contain a good writing style, appropriate grammar and no spelling errors or typos.
* You should have at least 3 - 5 sources external to the organization

40% of mark – Research / e-scan

Breadth and depth of work / research / analysis in your content will be considered:

* 1. Does your report fit / make sense for this organization?
  2. Does your research include multiple sources?
  3. Does your research consider factors inside and outside the organization?
  4. Is there a heavy emphasis on the external environment?
  5. Is the research current (less than 3 years old)?
  6. **If you want a good mark on this paper** …. Did you **add value** by commenting on the information you have found? (i.e. it is not enough to only cut and paste your research into your paper)
     + Go beyond the facts to analyze your research – spend time discussing– **WHY** is this important, **WHAT** does this mean?

10% of mark - Conclusion