

Industry Research Paper

Due: January 20, 2009

In class, we have been discussing the entry of women into the workforce, including corporate culture. As you may assume, every company has different expectations for their employees and a different work environment. We want you to learn how to research and evaluate this information.

Please choose your company from this list:

| | | | |
|--------|------------------------|-------|--------|
| Google | Microsoft | Apple | Xerox |
| PARC | Yahoo! | Sun | HP |
| IBM | Netflix | Sony | Dell |
| EA | Airbnb | Valve | eBay |
| Amazon | LinkedIn | Etsy | Nvidia |
| Intel | Blizzard Entertainment | | |

Guidelines:

- Pick a company and a job position at that company
- Five page, double spaced (12 pt Arial) paper
- Clear introduction and conclusion
- Clear topic sentences
- Address at least four of the guiding questions
- Include discussion of the ramifications of the answers to the questions (the bigger picture)
- A works cited section

Guiding Questions:

- What are the requirements for being hired?
- What is the hiring process?
- What benefits does the company offer?
- What is the work environment like?
- What sort of diversity does the company have?
- What are the expectations for the workers?
- Would you want to work in this environment (disregarding the actual job duties)? Why or why not?
- Would you want to work in this position? Why or why not?

Where to start:

| | | |
|---------------------|-------------|---------|
| The company website | Glassdoor | |
| LinkedIn | Lexus-Nexus | Fortune |
| BusinessInsider | | |

If you need help, please talk to Rebecca or Katie.