

SOM 122: Assignment 2

Library Pre-Assignment on Firm Research

Team Name: _____

Section/Professor: _____

Team Member Signatures: _____

This pre-assignment is designed to help prepare your team for an upcoming library instruction session and also for success in Assignments 3 & 4. Don't worry. It probably won't take you more than 15 minutes to complete!

Instructions: Answer the questions below and turn this worksheet in on September 19.

1. Identify the regulatory agency your group will focus on in Assignment 4:
2. List the URLs (Example - <http://www.history.noaa.gov>) for two credible (preferably from the agency itself) websites that provide information on the creation of and/or the scope and responsibilities of the agency:

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3. Identify the firm you will focus on in Assignment 4:

4. Find two online sources that provide background information on the firm. Try to find background information in two specific places, the firm's website and an SU Libraries' database (such as Business Insights Essentials):

URL for the page of the firm's website that contains background information:

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Citation for the database article (or other credible online source, if you cannot find the firm in one of SU Libraries' company databases) that provides background information (found near the bottom of most pages within Business Insights Essentials). If a citation is unavailable, follow the HBS citation guide to create your own:

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5. Compare the information provided on the firm's website and what you found in the database (or other credible source). How is the information similar and how is it different? Consider questions such as: For what purpose do you think the information was created (to educate or to persuade)? Is one source more thorough than the other? Is the information up to date? Who do you think is the intended primary audience (a potential investor, a researcher, the general public, etc.)? Use the back of this page to write your comparison or attach a separate sheet of paper.

This handout was part of 2015 LOEX presentation "Tastes Great, Less Filling: How to Design and Deliver Substantial Instruction to Large Enrollment Classes Without Being Overwhelmed" by Stephanie JH McReynolds (sjmcreyn@syr.edu) and Hyerin Bak (hybak@syr.edu).