**Assignment guidelines**

All three company profiles will be presented in a poster. You can create a poster through MS PowerPoint. The size of the slide to be used is A1 (you have to select ‘custom’ from the scroll-down bar and then adjust Width of slide 59.4cm and Height of slide 84.1cm.

You may follow whichever format you prefer and suits your style better. You may frame the three company profiles or not; you may design your poster in Portrait or Landscape position; you may use squares or circles to separate the three companies. Use colours, logos, graphs as/if you wish.

At the bottom of the poster create a separate table with the references that you have used to support the information of all company profiles.

Company Profiles need to include the following:

**Details of the company** of your choice (contact details, demographics, statistics, basic figures)

**Brief background of the company**

**Analysis of the company**

* Individual level
  + What kind of people does the particular organisation employ?
  + How do they fit-in the organisation – at the pre-hiring and post-hiring stage?
* Team/departmental level
  + What kind of structure does the organisation have? Is it national, international or is it global?
  + How is the company designed?
  + How does the organisation treat teamwork?
  + How do departments/ roles/ functions of the organisation communicate with each other?
* Organisational level
  + What type of culture do you identify in each one of the companies? What type of management and/ or leadership characterises the company?
  + What is the performance and effectiveness of the organisation as a whole? How is it measured?
  + Use some necessary financial figures of the companies

All the above needs to be supported by the system which the company operates in; in other words, the environmental impact on the company of your choice. Use the appropriate tools that you have learnt and used in organisational strategy earlier in your studies. Mind that you have to be highly selective and specific in analysing those tools.

Finalise your company profile with a **concluding statement** which will show the interrelation of all characteristics, activities, goals, environmental influences that you have referred to earlier. This is supposed to be a strong paragraph where you will wrap up everything and leave the impression that you believe in the organisation and effectiveness of the company. Good understanding of the sociotechnical approach and open systems approach will help you demonstrate this interrelation better.

Based on the fact that each company profile has to be contained in 500 words, you need to be very selective and specific about the key information of the company in question. Your ability to select the most appropriate information is assessed according to LO1.

Description is not marked; rather critical evaluation of your information is valued and assessed. Keep in mind that instead of simply saying “what is”, go further and deeper by asking “why this is”; justify your answers based on the theory covered in the module.

A good idea is to look at company profiles of popular brands to see what kind of information they include in their documents. However, these should only act as an indication of you usually put in a company profile (e.g. Nike’s company profile design, as shown in class). Their scope is very different from the scope of an academic assignment. For that reason treat those samples with caution and critically.

Put the right effort, evaluate your information which fits in the situation and the good outcome will come.