

# **Week 1 Assignment Guide**

## **Orientation & Research Foundation**

This comprehensive guide will walk you through the essential first week of your multinational organization assignment. Setting a strong foundation through careful orientation and systematic research is crucial for academic success.



# Understanding Your Assignment Brief

## Critical Reading Strategy

Your assignment success begins with thoroughly understanding the brief. This isn't casual reading—it requires analytical attention to detail and strategic planning.

- Read the entire document multiple times
- Highlight key requirements and deadlines
- Note specific formatting guidelines
- Identify any examples or case studies provided



# Focus Areas for Your Brief Analysis

## Assignment Scenario

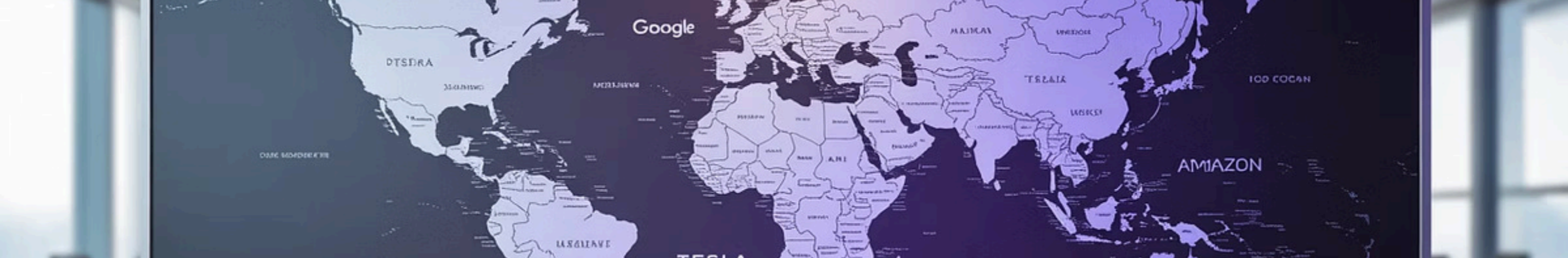
Understand the context and business situation you'll be analyzing. This sets the stage for your entire research approach and determines which organizational aspects to prioritize.

## Specific Tasks

Break down each required task into manageable components. Create a checklist to ensure you address every requirement comprehensively and systematically.

## Assessment Criteria

Study the grading rubric carefully. Understanding how your work will be evaluated helps you allocate time and effort effectively across different assignment components.



# Selecting Your Multinational Organization

Choosing the right organization is a strategic decision that will impact your research quality and assignment success. Your selection should balance accessibility of information with complexity of operations.

01

## Identify Potential Candidates

Consider well-known multinationals with extensive public documentation, strong cross-border presence, and clear organizational structures.

02

## Evaluate Information Availability

Ensure sufficient publicly available resources including annual reports, sustainability reports, and corporate communications.

03

## Assess Complexity Level

Choose an organization complex enough to provide rich analysis opportunities but manageable within your assignment scope.

# Recommended Organization Categories



## Technology Giants

Companies like Microsoft, Google, or Apple offer extensive documentation, clear global strategies, and well-documented organizational cultures. Their digital presence provides abundant research materials.



## Retail & Consumer

Organizations such as Walmart, Unilever, or Nike demonstrate complex supply chains, diverse cultural considerations, and comprehensive sustainability initiatives across multiple markets.



## Manufacturing

Companies like Toyota, Siemens, or General Electric showcase traditional multinational operations, cultural adaptation strategies, and extensive stakeholder management.

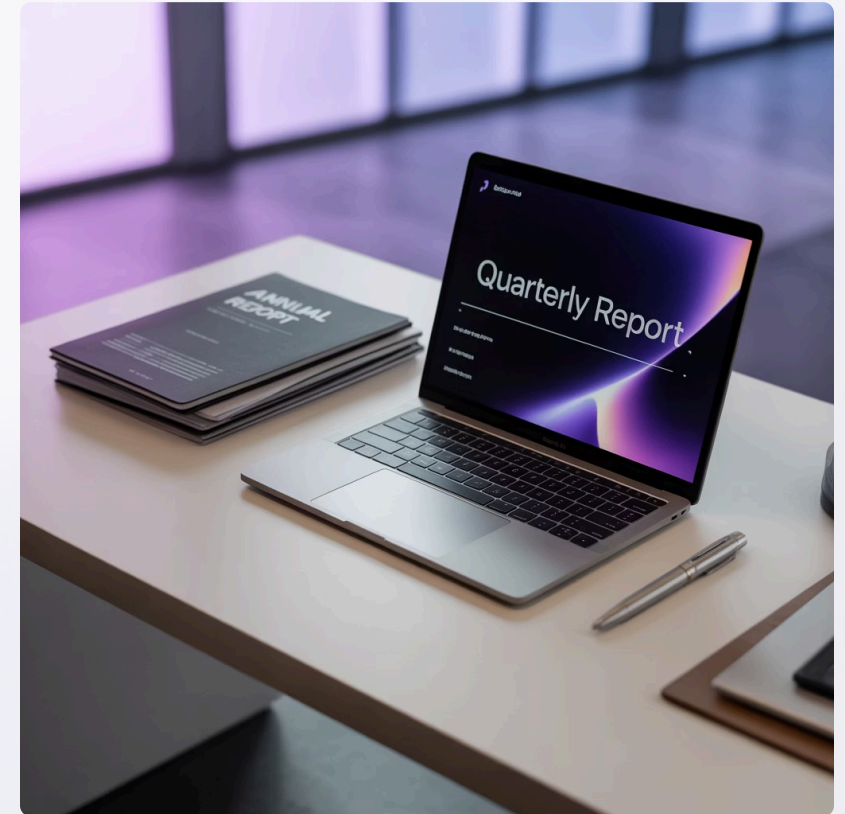


# Building Your Research Foundation

## Systematic Data Collection

Initial research forms the backbone of your analysis. Focus on gathering comprehensive, credible information that will support your arguments throughout the assignment.

- Start with the organization's official website
- Download recent annual reports (last 2-3 years)
- Collect investor presentations and quarterly updates
- Review corporate social responsibility reports
- Gather press releases and media coverage



# Essential Organizational Elements to Research

1

## **Vision & Mission Statements**

Analyze how the organization defines its purpose and long-term aspirations. Look for alignment between stated vision and actual business practices across different markets.

2

## **Strategic Goals & Objectives**

Identify both short-term and long-term goals. Pay attention to how these goals are adapted or modified for different regional markets and cultural contexts.

3

## **Organizational Culture**

Examine company values, employee practices, and cultural initiatives. Consider how the organization maintains cultural consistency while adapting to local markets.

4

## **Welfare & Social Responsibility**

Research employee welfare programs, community initiatives, and environmental commitments. Evaluate the consistency of these practices across different countries.



# Key Document Types for Your Research



## Annual Reports

Comprehensive financial and operational overviews that provide insights into strategy, performance, and future directions. Focus on management discussions and strategic sections.



## Press Releases

Official company announcements about new initiatives, partnerships, expansions, or policy changes. These reveal real-time strategic decisions and priorities.



## Policy Statements

Formal declarations of company positions on ethics, sustainability, diversity, and other key issues. Essential for understanding organizational values and commitments.

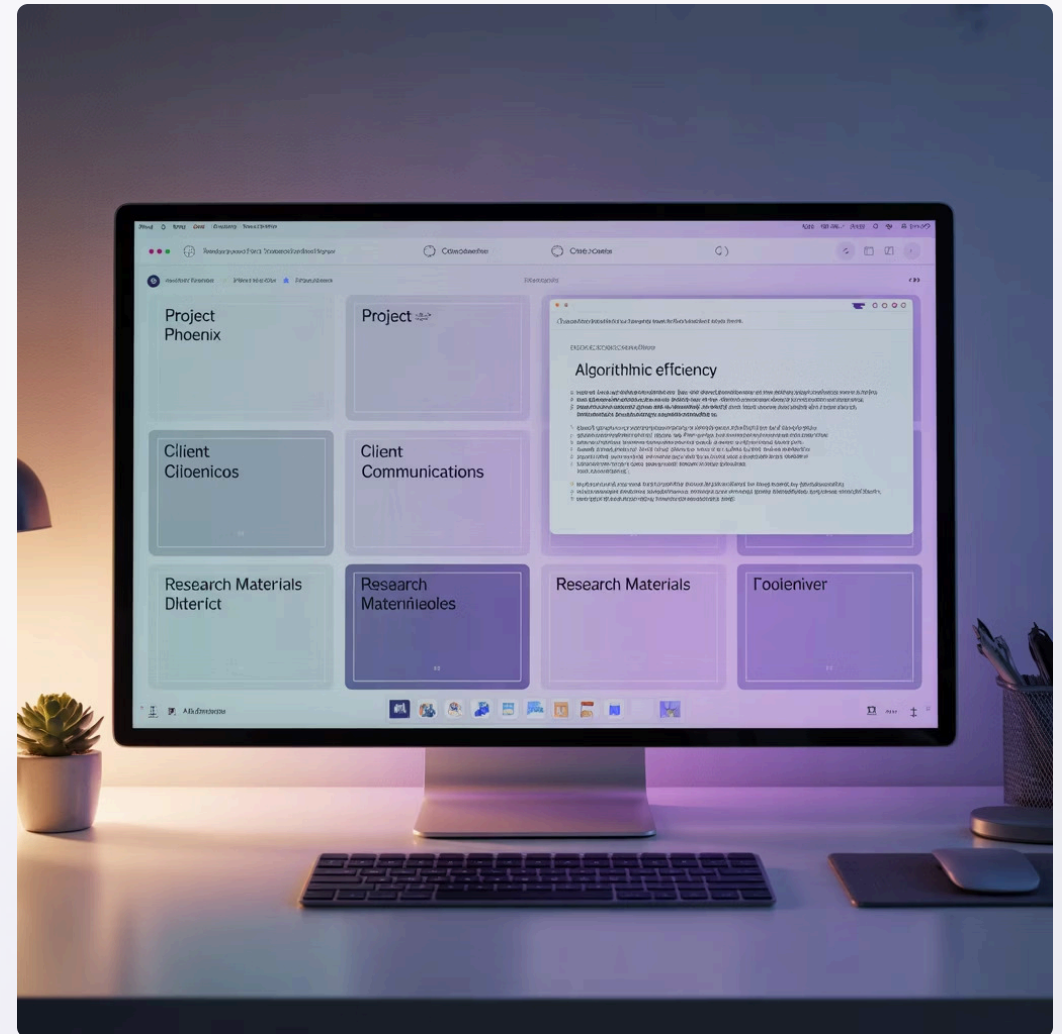



# Research Organization & Documentation

## Create a Research System

Effective organization during Week 1 saves valuable time throughout your assignment. Establish a systematic approach to categorize, store, and reference your research materials.

- Create digital folders by topic area
- Maintain a source log with dates and URLs
- Use citation management tools
- Take detailed notes with page references
- Flag key quotes and statistics



 **Pro Tip:** Start your bibliography immediately. Recording complete citation information during initial research prevents time-consuming searches later in the assignment process.

# Week 1 Success Checklist

Complete these essential tasks to establish a strong foundation for your multinational organization assignment. This systematic approach ensures you're well-prepared for the analytical work ahead.



## Assignment brief thoroughly analyzed and key requirements identified

You've studied the scenario, tasks, and assessment criteria with detailed notes on expectations and deliverables.



## Target organization selected with justification for choice

Your chosen multinational offers sufficient complexity and documentation to support comprehensive analysis.



## Initial research completed with organized documentation system

You've gathered essential documents on vision, mission, goals, and culture with proper citation tracking established.

With these foundations in place, you're ready to move into deeper analytical phases of your assignment with confidence and clear direction.

