

EE481 Writing Assignment 2

“What should be the best way forward for Apple Inc. in the global smartphone business?”

Due date: Wednesday 22th Nov, **before 2pm at the BE office**

Please also submit your electronic copy through the turnitin program before 6pm.

*** To submit the electronic copy, go to the "www.turnitin.com" website. Create an account (only 1 account per 1 essay). Choose "student" option and use "16600342" as Class ID and use "2017" as the Class enrollment key. Once you have logged in, click on the class name "Industrial Economics". The program accepts either the "microsoft word" or "PDF" format.***

Objectives

1. Students can assess the market structure and competition environment.
2. Students can assess firms' performance.
3. Students can suggest business strategies in order to improve firm's performance.
4. Students will learn how to cite their sources of information properly.

*** When you state your argument(s), remember to always explain "why". By explaining "why", your arguments will become stronger.***

Instructions

1. The essay topic is **“What should be the best way forward for Apple Inc. in the global smartphone business?”** Before stating your arguments, it would help if you can briefly mention about the current market structure and competition environment of the global smartphone market. *Don't forget to give the source of all the information, numbers, statistics, figures that you use in your essay.*
2. You are going to find a lot of information. So, a good essay should **synthesize** the relevant issues and express the main ideas clearly.
3. The essay may not be longer than 3 double-space pages. Please type your essay and use 12pt. font (not too big or too small). However, in case there is any, you can put your graphs or pictures in the appendix. The appendix does not count towards your 3-page limit.
 - ❖ To double space your essay, first highlight the entire section that you would like to double space. Then, right click -> paragraph -> under the dropdown “Line-spacing:” list, choose “Double” -> OK.
4. If your essay will contain ideas that you get from books, internet, websites, newspapers, magazines, etc., you will have to give credits to those ideas. A correct form of reference will **have to be included** at the end of your essay (or on

an extra page attached at the end of your essay). If the references page is not included or the format is incorrect, I **will not** grade the essay.

5. Your grade will depend on the strength of your argument. The point of writing an essay is not to list all the correct answers and explain them, but to "convince" your readers. Thus, the more convincing your essay is, the more points you will receive.
6. Please proofread your essay before you submit in order to fix any grammatical errors.
7. **(The most serious point)** Write everything in your own words. **Never plagiarize!**