

## **EE481 Writing Assignment 2**

### **“What should be the best way forward for Apple Inc. in the global tablet market?”**

Due date: Friday 20<sup>th</sup> Nov, **before 2pm at the BE office**

#### **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 tablet market?”** Before stating your arguments, it would help if you can briefly mention about the current market structure and competition environment of the global tablet 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. Here are some links you can consult:

APA style: <http://www.library.cornell.edu/resrch/citmanage/apa>

MLA style: <http://owl.english.purdue.edu/owl/resource/747/01/>

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!