

EE481 Writing Assignment 2

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

Due date: Wednesday 13 Nov 2013 (before 1pm at the BE office)

Objectives

1. Students will get to assess the market structure and competition environment.
2. Students can assess firms' performance.
3. Students can suggest business strategies in order to improve firms' performance.
4. Students will be able to convey and support their point of views towards the different competition strategies.
5. Students will learn how to cite their sources of information properly.

Instructions

1. Form a group of 1-3 people. However, since I will ask you to write 3 essays in total, you will have to keep the same group for all 3 essays.
2. The essay topic is **“What should be the best way forward for Apple Inc. in the global smartphone market?”** Before stating your arguments, it would help if you could briefly mention about the current market structure and competition environment of the global smartphone market. The grading will depend on the strength of your arguments. *Don't forget to give the source of all the information and numbers you use in this essay.*
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. (Very serious point) 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.

An example: please strictly follow this format and HAVE TO do the references correctly.

Miss Simply Ann Example, Mr. John Forinstance, Miss Maybe Etc.
ID#:2220405, 2220406, 2220407

“Do you prefer big or small firms? Why?”

Different people have different opinions about the optimal size of firms in the economy. If you get an idea to write this sentence from a website called investor.com, then you should put the source at the end of the sentence (InvestorWords.com, 2011). If you get the exact wording from a book or an article, then you should put that wording in a quotation like this “the study of the use of scarce resources to satisfy unlimited human wants” (Lipsey and Courant, 1995).

If you get your idea from one or more than one sources to write a paragraph, then you can put all those sources at the end of the paragraph. For example, if you get your idea to write this paragraph from 3 sources. Then, you put all the citations at the end of the paragraph like this. (InvestorWords.com, 2011) (Lipsey and Courant, 1995) (Levitt and Dubner, 2005)

In the end, please **do not forget to add a proper reference page** to your essay. An example is given in the next page. *Those who do not do the reference properly will **not** get any grade.* However, if everything you write in your essay is from your original idea, you do not need to cite.

References

- InvestorWords.com. (2011). "Economics." Retrieved May 19, 2011, from <http://www.investorwords.com/1648/economics.html>.
- Krugman, P. and R. Wells (2006). Economics. New York, Worth Publishers.
- Levitt, S. D. and S. J. Dubner (2005). Freakonomics. London, the Penguin Group.
- Lipsey, R. G. and P. N. Courant (1995). Economics. New York, HarperCollins Publishers Inc.