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1.133 M.Eng. Concepts of Engineering Practice
Fall 2007

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1.133 Concepts of Engineering Practice Assignment

Assignment 6: Profile of an E&C Industry Company

1. Acquiring knowledge about a particular company and the industry in which it operates is useful for several reasons. First, it provides important information for assessing career opportunities and prospects in various E&C industry sectors and companies. Second, it shows that you are interested in the industry and the company and have made an effort to find out as much about them as you can. Third, it demonstrates your conceptual skills and the fact that you understand the “big picture” and your role in it.
2. This assignment is the third and final unit of the Concepts subject’s topic on the Engineering & Construction Industry. The first unit provided an overview of the industry and its participants. The second unit introduced several key concepts related to strategic management in the industry (such as the “Business Idea”, “distinctive competencies”, and “competitive advantage”) and a number of trends, ideas, and forces that appear to be shaping the future business environment of engineering and construction. This final unit gives you the opportunity to use what you learned and focus it on a company of your choice.
3. The assignment is as follows:

Written Report: Prepare a 3-4 page report on a company that is of interest to you. At a minimum, the report should describe your view of the company’s business idea, distinctive competencies, competitive advantage and the challenges and issues it might face in the future business environment.

Presentation Slides: Prepare a 5-6 slide presentation (be sure 1 slide provides a list of information sources).

Presentation: 10-12 students will be selected to make 5-6 minute presentations in class on October 31

4. Assignment due date: please email slides to Aaron by 7:30AM, Wednesday, October 31, 2007, so he can have them ready for selected in-class presentations starting at 8:30AM. It would help if you labeled the files using your last name and assignment number, e.g., ChowAssig6.ppt.
5. Grading Method: Maximum of 100 points awarded as follows:

Factor	Max. Points
Report Structure & Appearance	20
Report Content	60
Presentation Slides	20