

Researching the Organization

Learning Outcomes:

Students will know the difference between academic and workplace research.

Students will understand the basic research process.

Students will know how basic primary and secondary research is conducted.

Lesson Plan (10 minutes):

- Academic vs. workplace research
 - *Student application: Past undergrad research and methods?*
- The research process
 - *Student application: tie to past lessons of audience/resume writing*
- Secondary research
 - *Student application: If I was researching new billing platforms, what kind of secondary research could I conduct?*
 - Can you use secondary research in a job search? How?*
- Primary research
 - *Student application: Kinds of primary research I could do if I'm looking at a job with Microsoft.*

Class Activity (20 minutes):

- Read through Program Manager job at Microsoft:
<https://careers.microsoft.com/us/en/job/509566/Full-Time-opportunities-for-students-recent-graduates-Microsoft-AI-Development-Acceleration-Program-Data-Scientist-Software-Engineer-Program-Manager>
 - Review: If I was writing a resume, what kinds of skills/aptitudes would I want to highlight about myself? What would the tone be?
 - Now let's take this to the next level – preparing for an interview. What do I need to know about Microsoft as a company, and about this job specifically? How am I going to research this?
 - Internet Search: “Getting a job with Microsoft” – Is this primary or secondary? How do I evaluate what information is credible?
 - Solicit other ideas for preparing for an interview with Microsoft:
 - Web site: <https://careers.microsoft.com/us/en>
 - Twitter: <https://twitter.com/MicrosoftJobs> + “careers at Microsoft”
 - Interview: Who? What questions would we want to ask?
 - What if I'm researching a small company? What could I do?

Review Lesson (2 minutes):

- √ Academic vs. Workplace research
- √ The research process
- √ Conducting primary vs. secondary research

ENGL 2311 Lesson Plan
Week 6

Researching the Organization

Presentation available at:

<https://docs.google.com/presentation/d/1fGIwlucPd8b3m0bPTydv69Oz6t5g8RqgVOWVqSUMaPC/edit?usp=sharing>