

Industry Analysis Report



**NORTHERN ARIZONA
UNIVERSITY**
The W. A. Franke College of Business

This paper is only for students doing an internship for six credits in one semester.

Directions and Report Format

1. The report must be seven to nine pages (*not including information and the works cited page*), typed double spaced, with at least **seven published/business sources cited in APA format**.
2. Use standard 1” margins and a 12 point font such as Times New Roman.
3. Staple the report in the correct order as follows:
 - a. Information page
 - b. Main body (*as outlined in the Final Report Guidelines*)
 - c. Cited works
4. Do NOT use a report folder.
5. Final drafts must be proofread and edited—do not just spell-check the report.
6. Submit final drafts to the FCB Internship Coordinator
 - **On campus**—in person to FCB room 108
 - **Off campus**—email to fcb-cdo@nau.edu OR fax to (928) 523-2695

NOTES: Write the report as if you were going to present the final draft to the person with the power to promote you. Reports that are not up to par with business standards (e.g., incomplete sentences, misspelled words, vague generalizations, etc.) will not fulfill the requirements for this course.

Main Body of the Final Paper

THE REPORT MUST CONTAIN ALL OF THE FOLLOWING HEADINGS AND SUBHEADINGS IN THE FOLLOWING ORDER

Industry Analysis (*5 pages minimum*)

The company for which you intern is one enterprise in a larger industry. An industry is a group of companies producing similar products or services (e.g., banking, fast food, higher education). An industry is not limited to a small geographic area such as Flagstaff. Your Industry Analysis should consider the entire industry within the United States in which your company belongs. Include additional information about regional factors if appropriate.

Use all of the following subheadings within the Industry Analysis (followed by sufficient and well cited analysis):

- Industry Size and Growth Trends
- Maturity of the Industry

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- External Economic Factors and their Effect on the Industry
- Seasonality
- Technological Factors
- Regulatory, Political, and Legal Concerns
- Competitive Environment and Changes in the Competitive Environment

Key Challenges Facing the Industry (*approximately 1 page*)

Use articles and other published sources of information such as industry trade publications. You may supplement these sources with interviews with your supervisor and other managers in your company and websites. Use correct APA format to document your sources.

Company's Steps to Meet One Key Challenge (*approximately 1 page*)

Select one of the key challenges facing your industry and indicate what the company you are interning for is doing to meet this challenge.

NOTES: You must use information from *at least seven unique sources* as part of your analysis. Published sources that you might consult include trade journals, industry publications, and U.S. Department of Commerce publications. All of these sources must be correctly cited. You will not receive a passing grade on your paper if this is not correct.

The seven published/business sources cannot include annual reports or websites from the company for which you are interning.

Finding Published Sources of Industry Information

Cline Library offers great research tools and information on plagiarism, proper citing techniques and offers the ability to chat with a librarian for additional help. Click on the link then follow the tabs at the top of the page. <http://library.nau.edu/>

Avoiding Plagiarism

All writers use two methods of citing sources to report facts, information, and ideas that originate from another person, paraphrasing and direct quotations. Both methods require appropriate credit to the original author of the material.

Paraphrasing

When you paraphrase, you restate another writer's material in your own words. You do not need to place quotations around paraphrased material, but you must appropriately cite the source of the material.

Direct quotations

When you quote an author directly, you use the exact words of another person.

Direct quotes should be used less often than paraphrasing. Direct quotes must be enclosed in quotation marks *and* they must be followed by the appropriate citation.

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NOTES:

Failure to properly cite paraphrased material and direct quotes in your Industry Analysis will be considered plagiarism and academic dishonesty. As a result, you will receive an “F” as your grade for the Fieldwork Experience 408 course.

NAU Guide to Plagiarism and Academic Integrity <http://library.nau.edu/>

Additional Information

If your internship position is of a classified nature, consult your supervisor before writing the report to avoid disclosing classified information. (*This is not a defense for writing an insufficient Industry Analysis.*)

Keep a copy of the report for yourself. It is up to you if you would like to share the Industry Analysis with your supervisor and provide them with feedback about your experience.

The final draft of your Industry Analysis will be included in your internship file for one year. You will not receive a graded copy of the report. If you would like a copy of your paper returned to you, you must request one from the FCB Internship Coordinator the year following your internship.