



WORKING WITH FACULTY TO REVISE A PROBLEMATIC ASSIGNMENT

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MILEX Fall Workshop, November 15, 2018



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Learning of problematic assignments





MBA 640 assignment

- “Go to the UMUC Library>Research Guides and select the following two research guides: Business and Management and Marketing.... Also, use the industry/company databases, such as Moody’s, to research the vacuum cleaner industry.”
- “Read about vision and mission statements, and then find Dyson’s vision and mission statements online.”
- “Conduct the following three analyses for Dyson: PESTEL analysis, SWOT analysis, and Porter’s five forces analysis.”

Providing proof of the problem

To follow up on our recent discussion, here are the questions (reproduced verbatim) that the Library's received by e-mail and by instant message from students in the past year regarding MBA 640 project 3:

- **Received July 31, 2017 from an anonymous student:** Im trying to find information on SWOT analysis for Dyson Vaccums. Please help. and I need to find imformation on Dyson Vaccum Pestel analysis, porters five forces.
- **Received August 14, 2017 from an anonymous student:** I am doing a research on vacuum cleaner industry I need to do an analysis on the market trends market opportunities, and threats. Which research guide, resources or databases should I narrow my search on?
- **Received October 23, 2017 from an anonymous student:** hi, I am trying to locate the Dyson Vacuum mission and vision statement online/in the library with no luck
- **Received October 28, 2017 from a student in MBA 640 9048 (2178):** I am working on a research paper about Dyson vacuums for my MBA course. There is not a lot of information online about the company apart from their existing products and that they will enter the electric car industry in the coming years. I haven't been able to locate the mission or vision statement and have contacted the company directly about it but was directed again to their official website which does not feature the statements. My research paper requires the statements but is mostly focusing on the potential market for cordless vacuums. Could you give me ideas of how to find information about consumer use of vacuums, household behavior, or anything related to this appliance? Would you happen to be aware of any open-source data I can look into as well? Thank you very much!
- **Received October 29, 2017 from a student in MBA 640 9042 (2178):** Hello, I need assistance in finding general scholarly resources on Vacuum industry to write a report on Dyson Vacuums and



Providing suggestions to fix the problem

Recommended databases

- ABI/INFORM Complete
- Business Insights: Essentials
- Business Source Complete
- Hoover's
- Nexis Uni
- S&P Industry Surveys



MBA 640 assignment (modified)

- “Dyson is a privately-held company, so finding information about it needs some effort...”
- “[T]his project can be about any vacuum cleaner company; your main job here is to research the vacuum cleaner market and industry and the feasibility of launching the new product; not Dyson.”
- “You will find very few (if any) scholarly sources about Dyson. The scholarly sources here support the marketing concepts that you are discussing rather than Dyson.”



Providing additional help





<https://libcf.umuc.edu/instruction/mba/MBA640Project3Tips.html>

Project 3 help page

Research Tips for MBA 640 Project 3



Although you will need to find some information about Dyson and other vacuum cleaner companies for MBA 640 project 3, please note that your research efforts should focus mainly on finding information about the vacuum cleaner industry and market in general and not on Dyson or any other vacuum cleaner company in particular, per guidance from MBA faculty.

You may want to consult the UMUC Library's [Business Research: Creating a Marketing Plan](#), which gives general guidance about how to find information needed for a market plan.

The tips below give suggestions for finding industry, market, and company information for project 3.

Finding Vacuum Cleaner Industry/Market Information

Several UMUC Library databases can be used to research the vacuum cleaner industry/market, including:

- [ABI/INFORM Complete](#) 
- [Business Insights: Essentials](#) 



Spreading the word





Spreading the word

Q. How can I find info about the vacuum cleaner industry/market for MBA 640?

Answered By: Cynthia Thomes

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See [Research Tips for MBA 640 Project 3](#) for tips on researching the vacuum cleaner industry/market for Project 3 for MBA 640.



Then and now

Excerpt from an October 31, 2017 IM transcript

- **Student:** I am looking to pull a SWOT report on Dyson Ltd. I have tried to use Business Insights: Essentials and Business Source Complete and have not been successful.
- **Librarian:** hi, let me double check... sorry, no SWOT analysis for Dyson in BSC or BIE, for some reason
- **Student:** Hmmm, do you know where else I can find one?
- **Librarian:** no sorry, unless there is a free one on the web that you can find via a google search. I just tried that, and the first one costs money.

Excerpt from October 28, 2018 IM transcript

- **Student:** I'm required to do a SWOT analysis of Dyson. Since there appears to be no SWOT analysis report of Dyson in the library, how would you recommend I conduct the analysis?
- **Librarian:** We put this together to help: <https://libcf.umuc.edu/instruction/mba/MB A640Project3Tips.html>
- **Student:** thanks for the link, this is super helpful!



Questions? Comments?

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