

Date: March 5, 2023

To: Professor Hartl, Business Department Chair & Career Services Director

CC:

From: Magnus Mesters, Assistant Researcher

Subject: **Research for Volkswagen**

In order to support the students of our university on their way to the labor market, the career service offers them the opportunity to develop their skills through internships in various companies and, in the best case, to get a job after graduation in these businesses.

The Problem

There are many companies where our students have internships as well as job opportunities. However, there are also many companies that seem good to the outside world, but in essence, do not make sense and are not worthwhile for our students in the long term. Furthermore, the career service cannot work freely with every company, because this is not possible in terms of time and resources. It is therefore important to put together a good range of companies that is profitable for both our students and our partner companies. In my eyes, Volkswagen offers good opportunities for cooperation at first glance and I will therefore take a closer look at the company and make an analysis to evaluate the possibility more precisely.

Overview

Volkswagen is a German company that manufactures and sells cars worldwide. The company is one of the five most valuable car brands in the world and has approximately 200,000 employees.

Audience

The results of my research and analysis will be presented and reviewed by the following:

Gatekeeper: The Career Services Director - Professor Hartl, as you have the ability to reject or accept this proposal and make an exchange possible.

Primary: Director of Career Guidance and other members of the faculty and staff who have input into the decision.

Secondary: All of the faculty, staff, and students who walk around our campus

Topics to Investigate

- What training is available to new employees?
- How soon is the average entry-level person promoted?
- How much travel and weekend work are expected?
- Is there a “busy season,” or is the workload consistent year-round?
- What fringe benefits are offered?
- What is the corporate culture?
- Is the climate nonracist and nonsexist?
- How strong is the company economically?

- How is it likely to be affected by current economic, demographic, and political trends?

Methods & Resources

My research will be done via the official and international website of Volkswagen. In addition, I will look at various publications of Volkswagen, such as the quarterly reports, and analyze and evaluate them. Furthermore, I will use various articles and reports about Volkswagen to gather information and include them in my report. Due to my German contacts, I will also try to obtain knowledge from active or former employees and contribute my own knowledge.

Qualifications

Due to an internship at Volkswagen a few years ago, I have already gained insight into this company and know the company structure in large. Since I know how important a good education is for the students of our university, I would like to give them the opportunity to further their education at a globally established company.

Work Schedule

Researching	7 hours	March 15-25 th
Creating Report	6 Hours	March 27-31 st
Revising Report	3 Hours	April 2-6 th
Editing Report	4 Hours	April 9-15 th
Proofreading Report	1,5 Hour	April 18 th
Rehearsing Report	5 Hours	April 20-27 th

Call to Action

After my evaluation of Volkswagen, I hope to have the opportunity to establish contact with representatives from Volkswagen and ensure interaction on both sides. Through this interaction, I hope to provide career opportunities for our students and give Volkswagen the opportunity to access qualified students with future potential.