

Date: 03/25/2023

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

CC:

From: Nik Schlipf, Assistant Researcher

Subject: **Research for IBM (International Business Machines Corp.)**

Career Services made it their mission to offer the students at Alliance University the best possible internships and connections to potentially suitable companies after graduation or even while graduating. They check potential companies and analyze the compatibility of their mission and core values and more to ensure the students find a place to shine both as humans but also as employees.

The Problem

The number of potential employers is huge but only a limited number of companies can be brought in to meet the students. To select the right companies Career Services has to perform a deep analysis and acquire information that even the companies might not share in public so there'll be no surprises. They offer the students the most beneficial meetings they'll have to know the most about the companies and how they treat their employees especially coming straight out of college. IBM strikes the impression of an highly adaptive and inclusive work environment but it has to be further investigated.

Overview

The International Business Machines Corporation is an American multinational technology corporation offering both progressive hardware and software and combining that knowledge to offer consulting services as well.

Audience

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

Gatekeeper: The Career Services Director—as the director of career service, you have the ability to accept this proposal to invite Boeing onto our campus in order to interact and offer potential internship and job opportunities.

Primary: Those who have a say as to whomever may be invited to our campus to interact with students: Specifically, the career services director, and other members of the faculty and staff— This is the target audience whom we want to influence.

Secondary: All of the faculty, staff, and students who walk around 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 first resource will be the IBM website. Additionally, I plan on going through any recent articles written on IBM for example in the NY Times, Forbes, Business Insider and other related resources. My primary resource will be getting in contact with someone who worked for already more than 30 years at IBM and is still working there. She started her career there after finishing her education and I think its also interesting to get the female perspective considering motherhood, sexism and more.

Qualifications

Ive been on carrier days at IBM where they offered an insight into their company already. They let us participate in an Assessment Center and advertised for their future plans involving a more creative work space and progressive treatment of their employees. Im an extremely critical thinker and I’d like to discover how truthful they were/are when claiming this exemplary treatment of their employees.

Work Schedule

Researching	-	6 hours
Creating Report	-	5 hours
Revising Report	-	4 hours
Editing Report	-	2 hours
Proofreading Report	-	1 hour
Rehearsing Report	-	2 hours

Call to Action

After researching the topics listed above, I hope for the opportunity to invite representatives from IBM. It would be exciting to have them build connections with students and possibly extend internship and job opportunities to the students as well. This would greatly benefit the students and help them prepare and take the next step in their career.