

PSY 338 Industrial and Organizational Psychology

Module 1 – Assignment 2

Assignment 2 asks you to create your own fantasy company. You decide the product that is to be produced (it may be information, services, or a tangible product), but your company must have at least 15 regular employees*.

Expect to spend some time with this assignment, and include the following things in your assignment:

- (1) Name of your company and product,
- (2) Number of employees and the jobs that they hold,
- (3) Authority structure (i.e., Is your company decentralized, bureaucratic, authoritarian, or something else entirely?);
- (4) An organizational chart, to include lines of authority and reporting (note: should include individuals, not just job functions);
- (5) A geographic location (note: must be within one of the 50 United States);
- (6) A strength (must be one and only one of the following: limited competition, high-demand product, strong leadership, rapid adaptability, or large amount of capital);
- (7) Pick a weakness (must be one of the following, but by all means pick as many as you wish: heavy competition, high turnover, heavily leveraged, or sluggish organizational structure);
- (8) A company logo (note: Use your artistic abilities the best you can. This is not an art class, so do the best you can and leave it at that.);
- (9) A catchphrase or something else to go on your advertising (e.g., “We don’t make the products you buy, we make the products you buy better.” is a memorable one for BASF); and finally
- (10) The industry in which your company is classified according to the North American Industry Classification System 2007 codes (NAICS; available at: <http://www.census.gov/eos/www/naics/index.html>). Give the relevant codes, including the sector in which your company exists (for example, colleges and universities fall under sector 61) and an excerpt from the industry description that is output by the system. Note that this company will come up again in future assignments, so it is important that you do a good job of creating a sustainable one to the best of your ability, and put some effort into this assignment.

*According to EEOC Notice Number 915.002 (Date 5/2/1997),

“the “ultimate touchstone” in determining whether an employer has a sufficient number of employees to satisfy the jurisdictional prerequisite for coverage under Title VII of the Civil Rights Act of 1964, as amended, 42 U.S.C. § 2000e(b), is “whether an employer has employment relationships with 15 or more individuals for each working day in 20 or more weeks during the year in question.” Equal Employment Opportunity Commission and Walters v. Metropolitan Educational Enterprises, Inc., 117 S.Ct. 660, 666 (1997).