

Student Version

Business in Action: A Virtual Company Tour Experience

Virtual Tour Business Analysis

Course Text: *Business in Action*, 10th Edition

Assignment Type: Individual or Team

Estimated Time: 60–90 minutes

Overview

In this project, you'll step inside real companies through virtual tours to see how they operate, innovate, and compete. You'll analyze their business functions, evaluate their strategies, and connect what you observe to concepts from *Business in Action*. Then you'll create one short deliverable to demonstrate your understanding.

Step-by-Step Instructions

Step 1: Choose a Virtual Tour

Select one tour from the list below or another approved by your instructor. Use GenAI or a search engine to locate it.

- Toyota Plant – Toyota Global Virtual Tour (Operations & Lean Production)
- Steinway & Sons – Steinway Factory Tour (Craftsmanship & Quality Management)
- Microsoft Offices – Microsoft HQ Virtual Tour (Innovation & Corporate Culture)
- UPM Pharmaceuticals – UPM Virtual Tour (Healthcare & Regulatory Environment)
- AESSEAL – AESSEAL Global Technology Centre Tours (Sustainability & Global Business)
- Magellan Aerospace – Magellan Virtual Factory Tours (Global Supply

Chain & Technology)

- Great Western Building Systems – Virtual Manufacturing Tour (Entrepreneurship & Construction Industry)
- Infineon (Austria) – Villach Fab Tour (Technology & Globalization)
- Doosan Machine Tools – Factory Tour (Manufacturing Strategy)
- Catalent Pharma – Site Tours (Ethics & Regulatory Compliance)

Step 2: Analyze the Tour

- Business Function: What areas of business does this tour emphasize (operations, marketing, HR, finance, R&D)?
- Purpose: Why did the company create this tour (educate, recruit, market, build trust)?
- Stakeholders: Who is the main audience? What secondary audiences might be influenced?
- Business Practices: What strategies, technologies, or values are highlighted? How do these reflect business priorities?
- Effectiveness: What works well in the tour? What could be improved?

Step 3: Apply Business in Action Concepts

Connect your analysis to at least two textbook concepts:

- Strategic Planning (Ch. 2)
- Operations Management (Ch. 8)
- Marketing Concepts (Ch. 13–14)
- Ethics & Corporate Social Responsibility (Ch. 4)
- Globalization & International Business (Ch. 5)
- Innovation & Technology (Ch. 12)
- Understanding Business Systems (Ch. 1)

Step 4: Create a Business Deliverable

Choose ONE:

- Business Function Analysis Report
- Case Study Reflection
- Industry Comparison Summary

Each should be 1–2 pages or a 5–7 minute presentation.

Grading Rubric (100 Points Total)

- Analysis of Tour (Business Function, Stakeholders, Effectiveness): 30 points
- Integration of Business in Action Concepts: 25 points
- Quality of Business Deliverable: 25 points
- Professionalism (clarity, tone, grammar, formatting): 10 points
- Creativity & Insight (original ideas, thoughtful critique): 10 points

Tips for Success

Think like a business leader—analytical, strategic, and curious. Use a professional tone and formatting. Use GenAI responsibly for research or brainstorming, not for writing your final deliverable. Be concise, clear, and connect everything directly to textbook concepts.

Optional Reflection Prompt

Reflect: What surprised you most about how real companies operationalize textbook concepts? What lesson from this company could another business use to improve its competitive advantage?