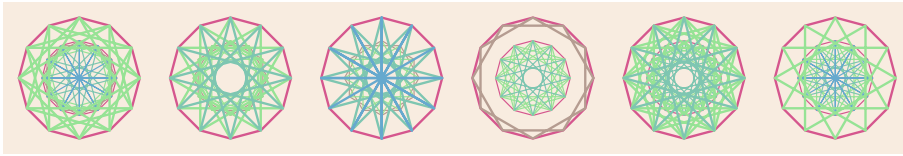


# Exercise 5 for Students of Computer Science

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24 July 2021

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We are going to write blog posts. This will be informal writing. We will not need footnotes or bibliographies. You will teach your readers something about a software engineering organization and give your audience reasons to take an interest in that organization. You may write in the first person. You may write in a personal and familiar way, connecting your own interests, values, aspirations, and so on with what you learn about the organization. Each post will contain just a couple of hundred words. In most cases, that will mean three, four, or five paragraphs. Printed in single-spaced form, a post will fill more than half but less than all of a page.

Your goal is to inform. You will share with your readers a factual profile of a software engineering organization. Your goal is also to persuade in this sense: You will aim to excite your readers' interest in the opportunity (or opportunities) that you have found, so that your reader will want to learn more. Maybe you will even trigger a new career ambition in some readers?

Select one of the software engineering organizations that I have listed below. Visit the website. Browse. Move around within the website. Read. Search for other articles on the Internet that tell you more about the organization, its people, the technology that it is using, and so on. Take notes.

I am not asking to summarize a web page. I am asking you to do something that requires more effort and time.

The link that you choose from my list will be just a starting point for your reading. Read a lot before you begin writing. Then work hard to develop your own take on the material that you find. Talk with me, your classmates, and friends and family as you proceed.

I am giving lots of choices. That might be the greatest challenge in this exercise!

Although your finished product will be short, you will need to invest significant effort and time to produce a quality product. Sometimes writing a short post is harder than writing a long report!

## Questions to get you started

Here are some questions you might try to answer. You need not answer all of them. If you wish, skip over some of the questions that I have listed here. Add some questions of your own if you like.

- What kinds of products and services does the organization offer?
- Is the organization's work tied to a mission that excites you? For example, is the organization working to improve education, health, or the natural environment?
- How big is the organization? How many employees? How many clients? How much annual revenue?
- Where are the organization's offices?
- What were you able to learn about the origin and history of this organization?
- Did you learn anything about the founders of this organization or about its current leadership?
- What kind of appeal does the organization make to prospective employees?
- Why might a talented job seeker choose this organization over another?
- Does the organization have a mission statement? A philosophy? A preferred way of working?
- Did you find any images of the organization's people and workspaces on the website? What do these pictures suggest to you? Did they prompt you to think that this might be a good place to work?

- What kinds of opportunities is this organization offering to people who are seeking work? Focus on the kinds of opportunities that interest you the most.
- What kinds of skills, knowledge, and experience will you need to qualify for these kinds of opportunities?

## Software engineering organizations

- Adobe
- Art+Logic
- Asana
- Atlassian
- Babbel
- Chetu
- Couchbase
- Duolingo
- Gorilla Group
- Iconics
- Itransition
- JetBrains
- N-iX
- PTC
- Red Hat
- Slack
- Space Technologies
- Udacity
- Wolfram
- Woodridge