

## MBA 635 Final Project Guidelines and Rubric

### Overview

The final project for this course is the creation of a **corporate social responsibility (CSR) addendum** to the business plan created in MBA 560: Marketing and Strategy. (Note that if you have not yet completed a business plan in MBA 560, you will choose a company to research in Milestone One.)

In today's business world, the application of corporate culture, social responsibility, ethics, and values to business practices is vital. Businesses and organizations must be able to balance the tension between upholding personal and corporate ethics and being sustainable. For this assessment, you will create a corporate social responsibility (CSR) addendum to the business plan created in MBA 560. The CSR addendum will include a brief discussion of the mission, vision, and values of the company; the impact of trends in corporate culture and social responsibility on business ideas; and the potential ethical or regulatory issues that affect the corporate strategy and brand development. The CSR addendum will conclude with a discussion of the best potential outcome of the company's CSR efforts and the intrinsic and extrinsic rewards for the company.

The project is divided into **four milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules One, Three, Five and Seven**.

In this assignment, you will demonstrate your mastery of the following course outcomes:

- Analyze internal and external business environments for determining current trends in corporate social responsibility, sustainability, and business ethics
- Align corporate strategy, brand development, and decision-making processes with business ethics and regulations to optimize business sustainability
- Assess decision-making processes for their impact on internal and external stakeholders and corporate culture
- Evaluate personal and business ethics for their community and global impact through research of best practices in corporate culture and social responsibility
- Align cultural awareness and civic engagement efforts with corporate mission, vision, and values to improve corporate exposure and profit

## Prompt

Your final project should address the following question: How can the company discussed in your business plan prepare for and respond to trends in corporate culture and social responsibility?

Specifically, the following **critical elements** must be addressed:

I. **Background Information**

Concisely describe the company and business product, service, or other idea from the business plan you developed in MBA 560: Marketing and Strategy. In your description, make sure that you include the target stakeholders and their relationship to the mission, vision, and values of the company.

II. **Trends**

- A. **Business Environment:** Analyze the current internal and external factors related to the business environment of your company. In other words, what are the internal and external factors, and how do they influence the business environment of your company?
- B. **Description:** Based on your analysis of internal and external factors, describe the trends in corporate social responsibility, sustainability, and business ethics that will impact your business. Use CSR resources to support your response.
- C. **Impact:** What will be the impact of these trends on your company, and how can your company prepare for the impact?

III. **Ethics**

- A. **Issues:** Describe the potential business ethics and regulatory issues that could impact your business. How could these ethics and regulatory issues affect your corporate strategy, brand development, and decision-making processes?
- B. **Alignment:** How will you align your corporate strategy, brand development, and decision-making processes to the business ethics and regulatory issues that you described?
- C. **Sustainability:** How will the alignment of corporate strategy, brand development, and decision-making processes to the business ethics and regulatory issues you described optimize the sustainability of your business?

IV. **Decision Making**

- A. **Decisions:** Based on the potential business ethics and regulatory issues that you previously described, what are the business decisions that you will need to make? What processes will be used to make these decisions?
- B. **Culture:** How will these decisions and processes impact business sustainability and elements of corporate culture such as corporate citizenship, philanthropy, community involvement, the environment, and causal support?
- C. **Stakeholders:** How will stakeholder groups be affected by these decisions and processes? For example, will any groups be alienated?

V. **Impact**

- A. **Community:** Evaluate how the business ethics and regulatory issues that you previously described will impact the community served by your business or the community where your business is located. Support your response with research in best practices in CSR.
- B. **Global Environment:** Evaluate how the business ethics and regulatory issues that you previously described will impact the global environment of your business. Support your response with research in best practices in CSR.

VI. **Outcomes**

- A. **Efforts:** Describe the cultural awareness and civic engagement efforts in which your business will be involved. What is the best desired potential outcome of these cultural awareness and civic engagement efforts?
- B. **Alignment:** How do these efforts align to the corporate mission, vision, and values?
- C. **Impact:** How will the alignment of the cultural awareness and civic engagement efforts with corporate mission, vision, and values improve corporate exposure and profits? In your response, you could consider the impact of the alignment of concepts such as return on investment, sustainability, and the community served by the business, for example.

VII. **Conclusion**

What will be the intrinsic and extrinsic rewards for your company if the company implements the ideas in this CSR addendum? Consider both your own personal ethics and best practices in CSR in your response.

## Milestones

### Milestone One: Background Information

In **Module One**, you will submit the Background Information portion of the final project (Section I), describing the company and business product, service, or other idea from the business plan you developed in MBA 560: Marketing and Strategy. (Note that if you have not yet completed MBA 560, please choose a company you would like to research from the list provided in the Milestone One Guidelines and Rubric document.) In your description, make sure that you include the target stakeholders and their relationship to the mission, vision, and values of the company. Concisely describe the company and business product or service. Be sure to include the company's publicly traded name and stock symbol if these exist. This milestone will be graded with the **Milestone One Rubric**.

### Milestone Two: Trends and Ethics Draft

In **Module Three**, you will submit a draft of the Trends and Ethics portions of the final project (Sections II and III). Analyze internal and external factors related to the business environment of your company. Based on your analysis, describe the trends in corporate social responsibility, sustainability, and business ethics that will impact your business. Describe the potential business ethics and regulatory issues that could impact your business. How could these ethics and regulatory issues affect your corporate strategy, brand development, and decision-making processes? How will you align your corporate strategy, brand development, and

decision-making processes to these business ethics and regulatory issues? How will the alignment of corporate strategy, brand development, and decisionmaking processes to the business ethics and regulatory issues you described optimize the sustainability of your business? This milestone will be graded with the **Milestone Two Rubric**.

Milestone Three: Decision Making and Impact Draft

In **Module Five**, you will submit a draft of the Decision Making and Impact portions of the final project (Sections IV and V). Based on the potential business ethics and regulatory issues that you described in the previous milestones, what are the business decisions that you need to make? How will these decisions and processes impact business sustainability and elements of corporate culture such as corporate citizenship, philanthropy, community involvement, the environment, and causal support? How will stakeholder groups be affected by these decisions and processes? Evaluate how the business ethics and regulatory issues that you previously described will impact the local community and global environment of your business. This milestone will be graded with the **Milestone Three Rubric**.

Milestone Four: Outcomes Draft

In **Module Seven**, you will submit a draft of the Outcomes portion of the final project (Section VI). Describe the cultural awareness and civic engagement efforts in which your business will be involved. What is the best desired potential outcome of these cultural awareness and civic engagement efforts? How do these efforts align to the corporate mission, vision, and values? How will the alignment of the cultural awareness and civic engagement efforts with corporate mission, vision, and values improve corporate exposure and profits? What will be the intrinsic and extrinsic rewards for your company if the company implements the ideas in your corporate social responsibility (CSR) addendum? This milestone will be graded with the **Milestone Four Rubric**.

Final Submission: Corporate Social Responsibility (CSR) Addendum

In **Module Nine**, you will submit your **corporate social responsibility (CSR) addendum**. The paper should be a complete, polished artifact containing **all** of the critical elements of the final project. You will compile and revise the previous milestones to complete this final work product. The final project should reflect the incorporation of feedback gained throughout the course. This submission will be graded with the **Final Project Rubric**.

## Deliverables

Milestone	Deliverable	Module Due	Grading
One	Background Information	One	Graded separately; Milestone One Rubric
Two	Trends and Ethics Draft	Three	Graded separately; Milestone Two Rubric
Three	Decision Making and Impact Draft	Five	Graded separately; Milestone Three Rubric
Four	Outcomes Draft	Seven	Graded separately; Milestone Four Rubric
	Final Project Submission: Corporate Social Responsibility (CSR) Addendum	Nine	Graded separately; Final Project Rubric

## Final Project Rubric

**Guidelines for Submission:** Your CSR addendum should adhere to the following formatting requirements: 15-20 pages (not including title and reference pages), double spacing, 12-point Times New Roman font, and one-inch margins. You should use a minimum of five scholarly sources. Use APA style guidelines for your citations and reference list.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
<b>Background Information</b>	Meets “Proficient” criteria, and description expertly balances necessary detail with brevity	Concisely describes company and business idea from business plan, including target stakeholders and relationship to mission, vision, and values of company	Describes company and business idea from business plan, including target stakeholders and relationship to mission, vision, and values of company, but description is wordy or vague	Does not describe company and business idea from business plan	5
<b>Trends: Business Environment</b>	Meets “Proficient” criteria, and analysis demonstrates keen insight into internal and external factors surrounding business environment	Accurately analyzes current internal and external factors related to business environment of company	Analyzes current internal and external factors related to business environment of company, but analysis lacks accuracy or detail	Does not analyze current internal and external factors related to business environment of company	6
<b>Trends: Description</b>	Meets “Proficient” criteria, and description demonstrates deep understanding of relationship between trends and business	Comprehensively describes trends in corporate social responsibility, sustainability, and business ethics that will impact business, based on analysis of internal and external factors, and supporting response with CSR resources	Describes trends in corporate social responsibility, sustainability, and business ethics that will impact the business, but description is cursory or inaccurate, lacks support, or is not based on analysis of internal and external factors	Does not describe trends in corporate social responsibility, sustainability, and business ethics that will impact business	6
<b>Trends: Impact</b>	Meets “Proficient” criteria, and explanation demonstrates deep understanding of relationship between trends and business	Clearly explains impact of trends on company and how company can prepare for them	Explains impact of trends on company and how company can prepare for them, but with gaps in clarity or detail	Does not explain impact of trends on company and how company can prepare	6
<b>Ethics: Issues</b>	Meets “Proficient” criteria and description demonstrates nuanced understanding of business ethics and regulations	Clearly describes potential business ethics and regulatory issues that could impact corporate strategy, brand development, and decisionmaking processes	Describes potential business ethics and regulatory issues that could impact corporate strategy, brand development, and decision-making processes, but with gaps in clarity or detail	Does not describe potential business ethics and regulatory issues that could impact corporate strategy, brand development, and decisionmaking processes	6

<b>Ethics: Alignment</b>	Meets “Proficient” criteria, and alignment is exceptionally clear and comprehensive	Logically explains alignment of corporate strategy, brand development, and decisionmaking processes to identified business ethics and regulatory issues	Explains alignment of corporate strategy, brand development, and decision-making processes to identified business ethics and regulatory issues, but with gaps in logic, clarity, or detail	Does not explain alignment of corporate strategy, brand development, and decisionmaking processes to identified business ethics and regulatory issues	6
<b>Ethics: Sustainability</b>	Meets “Proficient” criteria, and explanation demonstrates keen insight into relationship between alignment and optimization for sustainability	Comprehensively explains how alignment of corporate strategy, brand development, and decision-making processes to identified business ethics and regulatory issues will optimize sustainability of business	Explains how alignment of corporate strategy, brand development, and decisionmaking processes to identified business ethics and regulatory issues will optimize sustainability of business, but explanation is cursory or inaccurate	Does not explain how alignment of corporate strategy, brand development, and decisionmaking processes to identified business ethics and regulatory issues will optimize sustainability of business	6
<b>Decision Making: Decisions</b>	Meets “Proficient” criteria, and explanation demonstrates keen insight into business decisionmaking processes	Clearly explains business decisions that will need to be made and processes used to make these decisions, basing explanation on identified business ethics and regulatory issues	Explains business decisions that will need to be made and processes used to make these decisions, but explanation lacks clarity or detail or is not based on identified business ethics and regulatory issues	Does not explain business decisions that will need to be made and processes used to make these decisions	6
<b>Decision Making: Culture</b>	Meets “Proficient” criteria, and explanation demonstrates deep understanding of relationship between decisions and corporate culture	Clearly explains how decisions and processes will impact business sustainability and elements of corporate culture	Explains how decisions and processes will impact business sustainability and elements of corporate culture, but with gaps in clarity or detail	Does not explain how decisions and processes will impact business sustainability and elements of corporate culture	6
<b>Decision Making: Stakeholders</b>	Meets “Proficient” criteria, and explanation demonstrates deep understanding of relationship between decisions and stakeholders	Clearly explains how stakeholder groups will be affected by decisions and processes	Explains how stakeholder groups will be affected by decisions and processes, but with gaps in clarity or detail	Does not explain how stakeholder groups will be affected by decisions and processes	6

<b>Impact: Community</b>	Meets “Proficient” criteria, and evaluation demonstrates nuanced understanding of CSR best practices	Comprehensively evaluates how identified business ethics and regulatory issues will impact community served by business or where business is located, supporting response with research in CSR best practices	Evaluates how identified business ethics and regulatory issues will impact community served by business or where business is located, but response is cursory or inaccurate, or it lacks support	Does not evaluate how identified business ethics and regulatory issues will impact community served by business or where business is located	6
<b>Impact: Global Environment</b>	Meets “Proficient” criteria, and evaluation demonstrates nuanced understanding of CSR best practices	Comprehensively evaluates how identified business ethics and regulatory issues will impact global environment of business, supporting response with research in CSR best practices	Evaluates how identified business ethics and regulatory issues will impact global environment of business, but response is cursory or inaccurate, or it lacks support	Does not evaluate how identified business ethics and regulatory issues will impact global environment of business	6
<b>Outcomes: Efforts</b>	Meets “Proficient” criteria and demonstrates deep understanding of relationship between cultural awareness and civic engagement efforts and desired outcome	Comprehensively describes cultural awareness and civic engagement efforts in which business will be involved and best desired potential outcome of efforts	Describes cultural awareness and civic engagement efforts in which business will be involved and best desired potential outcome of efforts, but response is cursory or inaccurate	Does not describe cultural awareness and civic engagement efforts in which business will be involved and best desired potential outcome of efforts	6
<b>Outcomes: Alignment</b>	Meets “Proficient” criteria and alignment is exceptionally clear and comprehensive	Logically explains alignment of efforts to corporate mission, vision, and values	Explains alignment of efforts to corporate mission, vision, and values, but with gaps in logic, clarity, or detail	Does not explain alignment of efforts to corporate mission, vision, and values	6
<b>Outcomes: Impact</b>	Meets “Proficient” criteria, and response demonstrates keen insight into use of cultural awareness and civic engagement efforts for improving corporate exposure and profit	Clearly explains how alignment of cultural awareness and civic engagement efforts with corporate mission, vision, and values will improve corporate exposure and profits	Explains how alignment of cultural awareness and civic engagement efforts with corporate mission, vision, and values will improve corporate exposure and profits, but with gaps in logic, clarity, or detail	Does not explain how alignment of cultural awareness and civic engagement efforts with corporate mission, vision, and values will improve corporate exposure and profits	6
<b>Conclusion</b>	Meets “Proficient” criteria, and opinion demonstrates keen insight into personal ethics and CSR best practices	Clearly explains intrinsic and extrinsic rewards of the CSR addendum, supporting response with personal ethics and CSR best practices	Explains intrinsic and extrinsic rewards of the CSR addendum, but response has gaps in clarity, detail, or support	Does not explain intrinsic and extrinsic rewards of the CSR addendum	6

# Southern New Hampshire University

<b>Articulation of Response</b>	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy to read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	5
<b>Total</b>				<b>100%</b>	