

MBA 635 Milestone Four Guidelines and Rubric

The final project for this course is the creation of a **corporate social responsibility (CSR) addendum** to the business plan you created in MBA 560: Marketing and Strategy. 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.

For this milestone, submit a draft of the Outcomes portion of the final project (Section VI).

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

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.

Guidelines for Submission: Your paper must be submitted as an 8-10 page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and sources cited in APA format.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Outcomes: Efforts	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	30
Outcomes: Alignment	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	30
Outcomes: Impact	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	30

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Articulation of Response	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	10
Earned Total				100%