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| **Week 2 Individual Assignment: Business Ethics and Corporate Social Responsibility Paper – Grading Rubric**  **Purpose of Assignment**  This individual assignment is designed to help students with the following:   1. Understand the influence that business ethics and corporate social responsibility have on strategic planning. 2. Analyze a breach of the ethical boundaries of a company selected by the student. 3. Examine appropriate ethical behavior.   **Recommended Resources**   * Textbook Chapter 13 * Week 2 Electronic Reading: Bonn, I., & Fisher, J. (2005). Corporate Governance and Business Ethics: insights from the strategic planning experience. *Corporate Governance: An International Review*, 13(6), 730-738. * Week 2 Electronic Reserve Readings Video: University of Notre Dame, 1997: Business Ethics: Truth in Advertising (29:03). [Video File]. *Films on Demand*. * Week 2 Course Supplements: Ethics as a Continuum, and Corporate Social Responsibility Model * Appropriate and relevant business and academic Websites   **Assignment Requirements**  Write a 550- to 700-word paper that includes the following:   1. Explanation of the roles of business ethics and corporate social responsibility in developing a strategic plan, while considering stakeholder needs and agendas. 2. Relevant overview of a company that you researched for this assignment (e.g., industry, age, size, scope, and market position). 3. Analysis of how the selected company overstepped any established social or industry ethical boundaries to meet certain stakeholder agendas. 4. Examination of the ethical practices that could have been established by the company to potentially prevent the situation from occurring (note you are required to identify what the company could have done beforehand, not what the company may have done after the situation occurred).   Format the paper according to 400-level APA standards. An abstract is not required, but the paper must include a Conclusion heading (other headings are recommended). The word count does not include the title and reference pages. | | | | | **Due:** Week 2, Day 7, 11:59p MT |
| **Criteria / Ratings:** | Exemplary  (37.5-50.0) | Satisfactory  (25.0-37.5) | Needs Improvement  (12.5-25.0) | Unsatisfactory  (0.0-12.5) | **Points Earned**  (weighted) |
| **Content (60%)** | All or most requirements are clearly addressed, and well supported by specific details, examples and/or analyses. | Many requirements are clearly addressed, and well supported by specific details, examples and/or analyses. | Some requirements are clearly addressed, and well supported by specific details, examples and/or analyses. | Few or no requirements are clearly addressed, and well supported by specific details, examples and/or analyses. |  |
| **Organization / Development (15%)** | Content is logically organized throughout, contains well-constructed paragraphs, and includes a strong introduction and conclusion. | Content is logically organized in many areas, contains some poorly-constructed paragraphs, and/or includes an average introduction and/or conclusion. | Content is logically organized in some areas, contains many poorly-constructed paragraphs, and/or includes a weak introduction and/or conclusion. | Content is poorly organized throughout, consists of mostly poorly-constructed paragraphs, and/or lacks an introduction and/or conclusion. |  |
| **Mechanics (20%)** | Paper has 10 or less grammar, spelling, punctuation, and/or 400-level APA errors. | Paper has 11-20 grammar, spelling, punctuation, and/or 400-level APA errors. | Paper has 21-30 grammar, spelling, punctuation, and/or 400-level APA errors. | Paper has 30 or more grammar, spelling, punctuation, and/or 400-level APA errors. |  |
| **Length (5%)** | Paper is less than 550 words or greater than 700 words, by 50 words or less. | Paper is less than 550 words or greater than 700 words, by 51-100 words. | Paper is less than 550 words or greater than 700 words, by 101-150 words. | Paper is less than 550 words or greater than 700 words, by 151 words or more. |  |
| **Late Penalty:** -10% per day, up to 4 days; not accepted after 4 days late. | | | | |  |
| **Total Points Possible** | | | | | 50 |
| **Total Points Earned** | | | | |  |
| **Overall Comments:** | | | | | |