

General Guidelines

(Please read the instructions carefully)

1. Complete the title page with all necessary student details and ensure that the signature of the student is marked in the declaration form.
2. All assignments must be submitted as an electronic document in MS Word to the LMS (Use 12 Times New Roman script).
3. Assignment that is not submitted to the LMS by the prescribed deadline will be accepted ONLY under the REDO and RESIT submission policy of Westford.
4. The results are declared only if the student has met the mandatory attendance requirement of 75% and/or a minimum of 50% under extenuating circumstances approved and ratified by the Academic Director.
5. **The assignment should not contain any contents including references cited from websites like www.ukessays.com, www.studymode.com, www.slideshare.net, www.scribd.com.**
6. **Students can refer Wikipedia as a source of information, but the references cited in Wikipedia has to be mentioned.**
7. Submit the assignment in a MS Word document with the file name being:
First Name Last Name_ abbreviation of the subject.
Example: John Smith_S&B.

Quick reference Checklist for the Faculty/Instructor to accept/reject the assignment before evaluation:

1. Adherence to the deadline of submission date.
2. Original cover sheet and format retained.
3. Student information and signature intact.
4. Font style and size used as instructed.
5. Harvard Referencing System and Citations are strictly followed.



Assignment Tasks:

Assignment Task 1: Case Study 1

In 2008, the emissions rules for diesel cars that operated in the United States were substantially tightened. No corresponding tightening happened in Europe until 2015. So Volkswagen decided that rather than change the Volkswagen engines to meet the tougher emission standards, they would instead change the Volkswagen software programming to enable the diesel engines to pass the tougher tests. Volkswagen engineers thus designed a software that allowed Volkswagen diesel engines to pass emissions tests. The engines did not lower the actual emissions, but they did pass the test!

Refer to the above Volkswagen case scenario. The Volkswagen scandal clearly eroded consumer trust. Mathius Muller has taken over as new CEO, since the occurrence of emissions scandal at Volkswagen. What can he do now to gain back consumer trust, as well as be able to manage sustainability in its various business functions like operations, supply chain, HR and finance, with the final intent of rebuilding the Volkswagen brand to its rightful place.

- a. Submit a report (2000 words) that clearly addresses the above mentioned question. You need to critically analyse the role of the CEO in dealing with such a crisis and provide suitable recommendations. **(15 marks)**
- b. An individual 10 minute PowerPoint presentation in class is essential to validate complete understanding & contribution towards part a. Marks are allocated for content, engagement, delivery and Q & A. **(20 marks)**

Assignment Task 2: Case Study 2



The Garment Industry in Bangladesh: A Human Rights Challenge

Keeping the paper by Peter and Sarah Stanwick as a frame of reference please submit a compelling essay (2000 words) that clearly discusses the issue of ‘Human Rights Violation’ in the apparel industry and the implications for global managers today. The key discussions should include the following topics; ethics, human rights, sustainable goals, competition and business sustainability.

(20 marks)

Assignment Task 3: Scenario

Based on the “Fair Trade Coffee-The Mainstream Debate” case presented: Discuss and justify strategies which Fairtrade Labelling Organization (FLO) should undertake to ensure that the mainstreaming of coffee becomes successful, and will lead to a sustainable change in future, based on the initiatives taken by FLO. **(1500 – 2000 words)**

(15 marks)

Assignment Task 4: Project

Climate change is one the most significant challenges towards attainment of sustainable development, and it threatens to drag businesses to failure, as well as millions of people into grinding poverty. Companies will face challenges as never before if climate change impact not better understood, and no steps are taken towards appropriate solutions. The questions to be asked are:

- a. How can the businesses continue to grow while cutting their environmental impacts in line with the new climate goals?
- b. What can they do to ensure a sustainable secure future for themselves?



The answer to the above question will be written in the form of a Project Report (2500 words) which should be developed under the following headings:

1. Introduction
2. Aim
3. Objectives
4. Review of the literature available
5. Critical review of the questions asked above
6. Recommendations
7. Conclusion

(30

marks)