



OL 326 Milestone One Guidelines and Rubric

The final project for this course is the creation of a case study analysis and strategy proposal. For Milestone One, submit the **introduction**.

Prompt: Submit the **introduction**. The final project requires that you analyze [ITC LTD: Toward a Triple Bottom Line Performance](#), a diversified company that has heavily invested in tobacco and cigarettes in India.

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

- I. **Introduction:** In this part of the project, you will introduce the company present in the case study, describing the important attributes of the company that should be considered when analyzing its consideration of social responsibility. Describe the organization in the case study. In other words, how is the organization described in the case study? What are its key attributes? What are its strengths and weaknesses?

Guidelines for Submission: Your paper must be submitted as a 1–2-page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and at least three sources cited in APA format.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Introduction	Describes the key attributes, strengths, weaknesses, and consideration of social responsibility of the organization in the case study	Describes the key attributes, strengths, weaknesses, and consideration of social responsibility of the organization in the case study, but description is cursory	Does not describe the key attributes, strengths, weaknesses, and consideration of social responsibility of the organization in the case study	60
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	40
Total				100%