

Paper 2 on the reading “Creating Shared Value”

This assignment involves imagining yourself in a specific situation. For this assignment, you will be writing a note to your manager.

Situation: You graduated from UCSD (congratulations!) and have been in your job - your first professional position since graduation – for six months now. Until now, your communication with your manager and others at the company has been through email and discussion. You created a few of the Powerpoint slides in a presentation your manager delivered at a conference, but those contained only bullet points and one graphic.

Today, your manager told you she read “Creating Shared Value” recently in the Harvard Business Review. She asked that you read the article and give her your thoughts, in writing, on it and its relevance to your company. (If you wish, you can choose an industry or company you are employed in. This is not required. If you do choose an industry or company, make sure it’s clear early in your paper what you have chosen.)

This is the first written deliverable your manager has assigned to you so it is the first time she will see more formal writing from you. She is interested in your analysis and critical thinking skills as well as the quality of your writing. (She does not want you writing anything that will be visible to customers until she has had the opportunity to assess your skills in these areas.)

Before you begin, read the “Requirements for Papers and Scoring Criteria” file on TritonEd once again. You’ll find it in the “Everything Else” section, in the “Papers” folder. Be sure to review the scoring criteria so you know what you must deliver to maximize your score.

Also, see the Study Guide for this reading. The questions there may prompt you to think about things you may want to address in your Paper.

Before submitting your Paper, check to see that it is high quality work you will be proud to deliver to your manager.

- Check to see that the argument(s) in your Paper are clear and well-supported
- Look for spelling and grammar errors
- Verify that your Paper meets all the formatting requirements
- Use the word counting function in your word processor to check that your Paper meets the requirements for length
- If your file is not one of the accepted file types, convert your file to a file type that is accepted.

Submit your work via TritonEd.

Deadline for submission: Noon, October 16

NOTE: All academic work is to be done by the individual to whom it is assigned, without unauthorized aid of any kind. Students agree that by taking this course, all required papers, exams, class projects or other assignments submitted for credit may be submitted to turnitin.com or similar third parties to review and evaluate for originality and intellectual integrity.