



MBA 635 Milestone Two 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 Trends and Ethics portions of the final project (Sections II and III).

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

II. Trends

- A. **Business Environment:** Analyze the current internal and external factors related to the business environment of your company. In other words, what are the internal and external factors, and how do they influence the business environment of your company?
- B. **Description:** Based on your analysis of internal and external factors, describe the trends in corporate social responsibility, sustainability, and business ethics that will impact your business. Use CSR resources to support your response.
- C. **Impact:** What will be the impact of these trends on your company, and how can your company prepare for the impact?

III. Ethics

- A. **Issues:** Describe the potential business ethics and regulatory issues that could impact your business. How could these ethics and regulatory issues affect your corporate strategy, brand development, and decision-making processes?
- B. **Alignment:** How will you align your corporate strategy, brand development, and decision-making processes to the business ethics and regulatory issues that you described?
- C. **Sustainability:** How will the alignment of corporate strategy, brand development, and decision-making processes to the business ethics and regulatory issues you described optimize the sustainability of your business?

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.

Rubric

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Trends: Business Environment	Accurately analyzes current internal and external factors related to business environment of company	Analyzes current internal and external factors related to business environment of company, but analysis lacks accuracy or detail	Does not analyze current internal and external factors related to business environment of company	15
Trends: Description	Comprehensively describes trends in corporate social responsibility, sustainability, and business ethics that will impact business, based on analysis of internal and external factors, and supporting response with CSR resources	Describes trends in corporate social responsibility, sustainability, and business ethics that will impact the business, but description is cursory or inaccurate, lacks support, or is not based on analysis of internal and external factors	Does not describe trends in corporate social responsibility, sustainability, and business ethics that will impact business	15
Trends: Impact	Clearly explains impact of trends on company and how company can prepare for them	Explains impact of trends on company and how company can prepare for them, but with gaps in clarity or detail	Does not explain impact of trends on company and how company can prepare	15
Ethics: Issues	Clearly describes potential business ethics and regulatory issues that could impact corporate strategy, brand development, and decision-making processes	Describes potential business ethics and regulatory issues that could impact corporate strategy, brand development, and decision-making processes, but with gaps in clarity or detail	Does not describe potential business ethics and regulatory issues that could impact corporate strategy, brand development, and decision-making processes	15
Ethics: Alignment	Logically explains alignment of corporate strategy, brand development, and decision-making processes to identified business ethics and regulatory issues	Explains alignment of corporate strategy, brand development, and decision-making processes to identified business ethics and regulatory issues, but with gaps in logic, clarity, or detail	Does not explain alignment of corporate strategy, brand development, and decision-making processes to identified business ethics and regulatory issues	15
Ethics: Sustainability	Comprehensively explains how alignment of corporate strategy, brand development, and decision-making processes to identified business ethics and regulatory issues will optimize sustainability of business	Explains how alignment of corporate strategy, brand development, and decision-making processes to identified business ethics and regulatory issues will optimize sustainability of business, but explanation is cursory or inaccurate	Does not explain how alignment of corporate strategy, brand development, and decision-making processes to identified business ethics and regulatory issues will optimize sustainability of business	15
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%