

MBA 635 Group Case Study Guidelines and Rubric

Review the case study “The TJX Companies, Inc. V.A.L.U.E. Corporate Social Responsibility Report 2013,” which can be found in Chapter 4 of the textbook. You will analyze this case study with a team of your peers and then submit a joint case study analysis for grading. How your team works together to arrive at your joint analysis will be demonstrated through your group’s assigned discussion topic. Begin by selecting one member to lead the group and then formulate a plan to complete the work. The leader will be the one who eventually submits the group’s paper.

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

- Describe how TJX has responded to the **compliance** issues involved in this case. Did TJX display a strategy in their response?
- Discuss how the timing of the response impacted **stakeholders and the TJX corporate brand**. Did TJX keep the needs of stakeholders a priority in their decision-making process in the case?
- Describe the **short- and long-term effects** of the case on the business sustainability of TJX.

Requirements of Submission: The person who was chosen as the group leader should submit the group’s paper. It should be a 2- to 3-page Word document with double spacing, 12-point Times New Roman font, and one-inch margins. Sources should be cited according to APA style.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Compliance	Meets “Proficient” criteria and demonstrates keen insight supported with details and scholarly sources	Clearly describes TJX’s response to the compliance issues by identifying the strategy involved	Describes TJX’s response to the compliance issues by identifying the strategy involved, but submission lacks detail and support	Does not describe TJX’s response to the compliance issues by identifying the strategy involved	30
Stakeholders and the TJX Corporate Brand	Meets “Proficient” criteria and demonstrates keen insight supported with details and scholarly sources	Thoroughly discusses the impact on stakeholders and the TJX brand	Discusses the impact on stakeholders and the TJX brand, but submission lacks detail and support	Does not discuss the impact on stakeholders and the TJX brand	30
Short- and Long-Term Effects	Meets “Proficient” criteria and demonstrates keen insight supported with details and scholarly sources	Thoroughly describes the short- and long-term effects of the case on the business sustainability of TJX	Describes the short- and long-term effects of the case on the business sustainability of TJX, but submission lacks detail and support	Does not describe the short- and long-term effects of the case on the business sustainability of TJX	30
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy to read format	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

