



MBA 635 Milestone Three 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 Decision Making and Impact portions of the final project (Sections IV and V).

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

IV. Decision Making

- A. **Decisions:** Based on the potential business ethics and regulatory issues that you previously described, what are the business decisions that you will need to make? What processes will be used to make these decisions?
- B. **Culture:** How will these decisions and processes impact business sustainability and elements of corporate culture such as corporate citizenship, philanthropy, community involvement, the environment, and causal support?
- C. **Stakeholders:** How will stakeholder groups be affected by these decisions and processes? For example, will any groups be alienated?

V. Impact

- A. **Community:** Evaluate how the business ethics and regulatory issues that you previously described will impact the community served by your business or the community where your business is located. Support your response with research in best practices in CSR.
- B. **Global Environment:** Evaluate how the business ethics and regulatory issues that you previously described will impact the global environment of your business. Support your response with research in best practices in CSR.

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
Decision Making: Decisions	Clearly explains business decisions that will need to be made and processes used to make these decisions, basing explanation on identified business ethics and regulatory issues	Explains business decisions that will need to be made and processes used to make these decisions, but explanation lacks clarity or detail or is not based on identified business ethics and regulatory issues	Does not explain business decisions that will need to be made and processes used to make these decisions	18
Decision Making: Culture	Clearly explains how decisions and processes will impact business sustainability and elements of corporate culture	Explains how decisions and processes will impact business sustainability and elements of corporate culture, but with gaps in clarity or detail	Does not explain how decisions and processes will impact business sustainability and elements of corporate culture	18
Decision Making: Stakeholders	Clearly explains how stakeholder groups will be affected by decisions and processes	Explains how stakeholder groups will be affected by decisions and processes, but with gaps in clarity or detail	Does not explain how stakeholder groups will be affected by decisions and processes	18
Impact: Community	Comprehensively evaluates how identified business ethics and regulatory issues will impact community served by business or where business is located, supporting response with research in CSR best practices	Evaluates how identified business ethics and regulatory issues will impact community served by business or where business is located, but response is cursory or inaccurate, or it lacks support	Does not evaluate how identified business ethics and regulatory issues will impact community served by business or where business is located	18
Impact: Global Environment	Comprehensively evaluates how identified business ethics and regulatory issues will impact global environment of business, supporting response with research in CSR best practices	Evaluates how identified business ethics and regulatory issues will impact global environment of business, but response is cursory or inaccurate, or it lacks support	Does not evaluate how identified business ethics and regulatory issues will impact global environment of business	18
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%