## CSR 610: Final Paper Guidelines and Rubric

**Overview**

The final project for this course is the creation of a Final Paper. Based on the knowledge obtained in this course and previous course work, you will examine issues and concepts covered throughout this course. Make sure to include topics discussed throughout this course.

**Main Elements**

Your final paper will have the following elements:

* Discuss the three pillars of the sustainable business and contrast these with “conventional” paradigms. Be sure to include the concept of economic growth vs. development. Also include a discussion of the impact on the biosphere.
* Within the above context, compare and contrast a company of your choice that embodies the tenets of the sustainable business along with one that embodies that of the traditional model.
* Within the above discussion elaborate on how each affects business strategy and management:
* The business model/economic paradigm
* CSR/corporate culture/values
* Obligation to environmental stewardship
* Life cycle management
* Production
* Supply chain practices (where do they source their inputs, etc.)
* The relation between the business practices of each company and consumer behaviors
* The ethics of each company’s marketing activities
* Accounting, finance, HR, and Operations Management
* What potential ethical issues can you identify with regard to these companies? How would you prioritize them? Explain your reasoning. How would you approach resolving these ethical problems?

**Format**

In **10-2 Final Paper**, you will submit your completed Final Paper through the Turnitin Assignment. Page length should be at least 10 pages, not including the cover page and resources. The Final Paper will be graded using the Rubric on the next page.

**Rubric**

**Requirements of submission**: Written components of the project must follow these formatting guidelines when applicable: double spacing, 12-point Times New Roman font, one-inch margins, and discipline-appropriate citations.

**Instructor Feedback**: Students can find their feedback in the grade book as an attachment.

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| **Critical Elements** | **Exemplary** | **Proficient** | **Needs Improvement** | **Not Evident** | **Value** |
| **Main Elements** | Includes almost all of the main elements and requirements and cites multiple examples to illustrate each element  (23-25) | Includes most of the main elements and requirements and cites many examples to illustrate each element  (20-22) | Includes some of the main elements and requirements  (18-19) | Does not include any of the main elements and requirements  (0-17) | 25 |
| **Inquiry and Analysis** | Explores multiple issues through extensive collection and in-depth analysis of evidence to make informed conclusions  (18-20) | Explores some issues through collection and in-depth analysis of evidence to make informed conclusions  (16-17) | Explores minimal issues through collection and analysis of evidence to make informed conclusions  (14-15) | Does not explore issues through collection and analysis of evidence and does not make informed conclusions  (0-13) | 20 |
| **Integration and Application** | All of the course concepts are correctly applied  (9-10) | Most of the course concepts are correctly applied  (8) | Some of the course concepts are correctly applied  (7) | Does not correctly apply any of the course concepts  (0-6) | 10 |
| **Critical Thinking** | Demonstrates comprehensive exploration of issues and ideas before accepting or forming an opinion or conclusion  (18-20) | Demonstrates moderate exploration of issues and ideas before accepting or forming an opinion or conclusion  (16-17) | Demonstrates minimal exploration of issues and ideas before accepting or forming an opinion or conclusion  (14-15) | Does not demonstrate exploration of issues and ideas before accepting or forming an opinion or conclusion  (0-13) | 20 |
| **Research** | Incorporates many scholarly resources effectively that reflect depth and breadth of research  (14-15) | Incorporates some scholarly resources effectively that reflect depth and breadth of research  (12-13) | Incorporates very few scholarly resources that reflect depth and breadth of research  (11) | Does not incorporate scholarly resources that reflect depth and breadth of research  (0-10) | 15 |
| **Writing**  **(Mechanics/Citations)** | No errors related to organization, grammar and style, and citations  (9-10) | Minor errors related to organization, grammar and style, and citations  (8) | Some errors related to organization, grammar and style, and citations  (7) | Major errors related to organization, grammar and style, and citations  (0-6) | 10 |
| **Earned Total**  **Comments:** | | | | | **100%** |