



**STUDYDADDY**

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Grading for this assignment will be based on answer quality, logic / organization of the paper, and language skills, using the following rubric.

Points: 290	Assignment 1: Social Performance of Organizations				
Criteria	Unacceptable Below 70% F	Meets Minimum Expectations 69-70% C	Fair 70-79% C	Proficient 80-89% B	Exempt 90-100% A
<b>Section 1: Written Business Plan</b>					
1. Specify the nature, structure, and types of products or service of your company, and two (2) key factors in the organization's external environment that can affect its success. Provide explanation to support the rationale.  Weight: 35%	Did not submit or incompletely specified the nature, structure, and types of products or service of your company, and two (2) key factors in the organization's external environment that can affect its success. Did not submit or incompletely provided explanation to support the rationale.	Insufficiently specified the nature, structure, and types of products or service of your company, and two (2) key factors in the organization's external environment that can affect its success. Insufficiently provided explanation to support the rationale.	Partially specified the nature, structure, and types of products or service of your company, and two (2) key factors in the organization's external environment that can affect its success. Partially provided explanation to support the rationale.	Satisfactorily specified the nature, structure, and types of products or service of your company, and two (2) key factors in the organization's external environment that can affect its success. Satisfactorily provided explanation to support the rationale.	Thoroughly specified the nature, structure, and types of products or service of your company, and two (2) key factors in the organization's external environment that can affect its success. Thoroughly provided explanation to support the rationale.
2. Suggest five (5) ways in which the primary stakeholders can influence the organization's financial performance. Provide support for the response.  Weight: 25%	Did not submit or incompletely suggested five (5) ways in which the primary stakeholders can influence the organization's financial performance. Did not submit or incompletely provided support for the response.	Insufficiently suggested five (5) ways in which the primary stakeholders can influence the organization's financial performance. Insufficiently provided support for the response.	Partially suggested five (5) ways in which the primary stakeholders can influence the organization's financial performance. Partially provided support for the response.	Satisfactorily suggested five (5) ways in which the primary stakeholders can influence the organization's financial performance. Satisfactorily provided support for the response.	Thoroughly suggested five (5) ways in which the primary stakeholders can influence the organization's financial performance. Thoroughly provided support for the response.
3. Specify one (1) controversial corporate social responsibility concern associated with your company.	Did not submit or incompletely specified one (1) controversial corporate social responsibility concern.	Insufficiently specified one (1) controversial corporate social responsibility concern associated with your company.	Partially specified one (1) controversial corporate social responsibility concern associated with your company.	Satisfactorily specified one (1) controversial corporate social responsibility concern associated with your company.	Thoroughly specified one (1) controversial corporate social responsibility concern associated with your company.

Grammar, and Formatting / Oral Communication. Clarity and Coherence of Writing / Presentation Weight: 10%	in grammar, spelling, punctuation, or formatting / oral communication. Information is confusing to the reader and fails to include reasons and evidence that logically support ideas.	grammar, spelling, and punctuation, or formatting / oral communication. Information is somewhat confusing with not enough reasons and evidence that logically support ideas.	grammar, spelling, punctuation, or formatting / oral communication. Information is partially clear with minimal reasons and evidence that logically support ideas.	grammar, spelling, punctuation, or formatting / oral communication. Information is mostly clear and generally supported with reasons and evidence that logically support ideas.	spelling, punctuation, formatting, communication. Information provided is clear, coherent and consistent manner with reasons and evidence logically supporting ideas.
5. Appropriate use of SWS in-text citations and 4 references provided Weight: 10%	Lack of in-text citations and / or lack of reference section.	In-text citations and references are given, but not in SWS format. Does not meet the required number of references, and / or references are of poor quality.	In-text citations and references are provided, but they are only partially formatted correctly in SWS style. Meets the required number of references; some or all references poor quality choices.	Most in-text citations and references are provided, and they are generally formatted correctly in SWS style. Meets number of required references; all references high quality choices.	In-text citations and references are error-free almost entirely and consistently formatted correctly in SWS style. Exceeds the required number of references; all references high quality choices.



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