

OL 750 Milestone Two Guidelines and Rubric

Overview: For the second milestone, you will continue your analysis of the Nike case study. During this phase, you will evaluate global business and societal trends that have occurred over the years for their impact on Nike leadership's decisions and attitudes. In addition, you will address the competitive challenges presented to the leadership team when they attempted to engage in CSR practices.

Prompt: Before any company can implement a major change, it should analyze the **big picture**. For example, leadership groups must understand the greater **context** in which a company operates. As you have read the Nike case study, you will note that over time **society's attitudes toward social responsibility have evolved**. As a response, Nike made significant changes in the way it did business. Your job in this milestone is to identify those "big picture" global changes and consider how they altered Nike's views of CSR.

For the second portion of this milestone, you will address the competitive challenges that occurred as a result of the societal and global changes. As with any trends, there are challenges and opportunities. Consider the ways in which changes in the global and societal landscape affected Nike.

Finally, dig a little deeper by considering the implications of these challenges, focusing specifically on the ways in which the leadership team responded to the larger societal and global issues.

Specifically, the following **critical elements** must be addressed in your paper:

1. Global and Societal Trends
 - Identify **global and societal trends** that affected Nike's CSR policy.
 - Describe the **evolution of global and societal trends** over time.
2. Changes in Attitudes and Policy
 - Provide examples of the ways in which the global and societal trends **changed attitudes** at Nike.
 - Explain how global and societal trends drove **changes to policies** at Nike.
3. Response by Nike Leadership to Global and Societal Trends
 - Describe the **opportunities** that arose from the changing global and societal trends.
 - Explain the **challenges** presented by the changing global and societal trends.

Rubric

Guidelines for Submission: Your Milestone Two paper must be 8 to 10 pages in length and must be written in APA format. Use double spacing, 12-point Times New Roman font, and one-inch margins.

Critical Elements	Proficient (100%)	Not Proficient (0%)	Value
Global and Societal Trends	Identifies global and societal trends that affected Nike's CSR policy	Does not identify global and societal trends that affected Nike's CSR policy	15
Evolution of Global and Societal Trends	Demonstrates how global and societal trends evolved over time	Does not demonstrate how global and societal trends evolved over time	15
Changing Attitudes	Provides examples of the ways in which global and societal trends affected attitudes at Nike	Does not provide examples of the ways in which global and societal trends affected attitudes at Nike	15
Changing Policy	Explains how global and societal trends affected policy at Nike	Does not explain how global and societal trends affected policy at Nike	15
Opportunities	Describes the ways in which the global and societal trends presented opportunities for Nike	Does not describe the ways in which the global and societal trends presented opportunities for Nike	15
Challenges	Explains the ways in which the global and societal trends presented challenges for Nike	Does not explain the ways in which the global and societal trends presented challenges for Nike	15
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Total			100%