

Points: 200	Case Study 3: Zappos: Delivering Customer Satisfaction			
Criteria	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
<p>1. Analyze the manner in which Zappos leadership has fostered a culture of ethicalness in the company. Suggest two (2) actions that other companies can take in order to mimic this culture.</p> <p>Weight: 15%</p>	<p>Did not submit or incompletely analyzed the manner in which Zappos leadership has fostered a culture of ethicalness in the company. Did not submit or incompletely suggested two (2) actions that other companies can take in order to mimic this culture.</p>	<p>Partially analyzed the manner in which Zappos leadership has fostered a culture of ethicalness in the company. Partially suggested two (2) actions that other companies can take in order to mimic this culture.</p>	<p>Satisfactorily analyzed the manner in which Zappos leadership has fostered a culture of ethicalness in the company. Satisfactorily suggested two (2) actions that other companies can take in order to mimic this culture.</p>	<p>Thoroughly analyzed the manner in which Zappos leadership has fostered a culture of ethicalness in the company. Thoroughly suggested two (2) actions that other companies can take in order to mimic this culture.</p>
<p>2. Determine the major impacts that Zappos leadership and ethical practices philosophy have had on its stakeholders.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely determined the major impacts that Zappos leadership and ethical practices philosophy have had on its stakeholders.</p>	<p>Partially determined the major impacts that Zappos leadership and ethical practices philosophy have had on its stakeholders.</p>	<p>Satisfactorily determined the major impacts that Zappos leadership and ethical practices philosophy have had on its stakeholders.</p>	<p>Thoroughly determined the major impacts that Zappos leadership and ethical practices philosophy have had on its stakeholders.</p>
<p>3. Examine three (3) of the ethical challenges that Zappos faces. Recommend three (3) actions that Zappos leadership should take in order to address these ethical challenges.</p> <p>Weight: 15%</p>	<p>Did not submit or incompletely examined three (3) of the ethical challenges that Zappos faces. Did not submit or incompletely recommended three (3) actions that Zappos leadership should take in order to address these ethical challenges.</p>	<p>Partially examined three (3) of the ethical challenges that Zappos faces. Partially recommended three (3) actions that Zappos leadership should take in order to address these ethical challenges.</p>	<p>Satisfactorily examined three (3) of the ethical challenges that Zappos faces. Satisfactorily recommended three (3) actions that Zappos leadership should take in order to address these ethical challenges.</p>	<p>Thoroughly examined three (3) of the ethical challenges that Zappos faces. Thoroughly recommended three (3) actions that Zappos leadership should take in order to address these ethical challenges.</p>
<p>4. Evaluate the effectiveness of the core values in relation to developing a culture of ethicalness. Determine the manner in which the core values support the stakeholders perspective.</p>	<p>Did not submit or incompletely evaluated the effectiveness of the core values in relation to developing a culture of ethicalness. Did not submit or incompletely</p>	<p>Partially evaluated the effectiveness of the core values in relation to developing a culture of ethicalness. Partially determined the manner in which the core</p>	<p>Satisfactorily evaluated the effectiveness of the core values in relation to developing a culture of ethicalness. Satisfactorily determined the</p>	<p>Thoroughly evaluated the effectiveness of the core values in relation to developing a culture of ethicalness. Thoroughly determined the</p>

Weight: 15%	determined the manner in which the core values support the stakeholders perspective.	values support the stakeholders perspective.	manner in which the core values support the stakeholders perspective.	manner in which the core values support the stakeholders perspective.
<p>5. Analyze the major ethical challenges that Zappos has faced. Determine whether or not you would have resolved these challenges differently than Zapposâ€™™ management. Provide a rationale for your response.</p> <p>Weight: 20%</p>	<p>Did not submit or incompletely analyzed the major ethical challenges that Zappos has faced. Did not submit or incompletely determined whether or not you would have resolved these challenges differently than Zappos management. Did not submit or incompletely provided a rationale for your response.</p>	<p>Partially analyzed the major ethical challenges that Zappos has faced. Partially determined whether or not you would have resolved these challenges differently than Zappos management. Partially provided a rationale for your response.</p>	<p>Satisfactorily analyzed the major ethical challenges that Zappos has faced. Satisfactorily determined whether or not you would have resolved these challenges differently than Zappos management. Satisfactorily provided a rationale for your response.</p>	<p>Thoroughly analyzed the major ethical challenges that Zappos has faced. Thoroughly determined whether or not you would have resolved these challenges differently than Zappos management. Thoroughly provided a rationale for your response.</p>
<p>6. 3 references</p> <p>Weight: 5%</p>	<p>No references provided.</p>	<p>Does not meet the required number of references; some or all references poor quality choices.</p>	<p>Meets number of required references; all references high quality choices.</p>	<p>Exceeds number of required references; all references high quality choices.</p>
<p>7. Writing Mechanics, Grammar, and Formatting</p> <p>Weight: 5%</p>	<p>Serious and persistent errors in grammar, spelling, punctuation, or formatting.</p>	<p>Partially free of errors in grammar, spelling, punctuation, or formatting.</p>	<p>Mostly free of errors in grammar, spelling, punctuation, or formatting.</p>	<p>Error free or almost error free grammar, spelling, punctuation, or formatting.</p>
<p>8. Appropriate use of APA in-text citations and reference section</p> <p>Weight: 5%</p>	<p>Lack of in-text citations and / or lack of reference section.</p>	<p>In-text citations and references are provided, but they are only partially formatted correctly in APA style.</p>	<p>Most in-text citations and references are provided, and they are generally formatted correctly in APA style.</p>	<p>In-text citations and references are error free or almost error free and consistently formatted correctly in APA style.</p>
<p>9. Information Literacy / Integration of Sources</p> <p>Weight: 5%</p>	<p>Serious errors in the integration of sources, such as intentional or accidental plagiarism, or failure to use in-text citations.</p>	<p>Sources are partially integrated using effective techniques of quoting, paraphrasing, and summarizing.</p>	<p>Sources are mostly integrated using effective techniques of quoting, paraphrasing, and summarizing.</p>	<p>Sources are consistently integrated using effective techniques of quoting, paraphrasing, and summarizing.</p>
<p>10. Clarity and Coherence of Writing</p>	<p>Information is confusing to the</p>	<p>Information is partially clear with</p>	<p>Information is mostly clear and</p>	<p>Information is provided in a clear,</p>

Weight: 5%	reader and fails to include reasons and evidence that logically support ideas.	minimal reasons and evidence that logically support ideas.	generally supported with reasons and evidence that logically support ideas.	coherent, and consistent manner with reasons and evidence that logically support ideas.
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