

Unit 3 Assignment

Unit 3 Assignment: Corporate Social Responsibility and the Value Chain

The purpose of the Assignment is to demonstrate a graduate level understanding of the impact of corporate social responsibility on the management of a firm's value chain.

Directions

1. Use the APA formatted Microsoft Word document template in Course Documents area titled "Unit 3 Assignment Corporate Social Responsibility" as the starting point. Download the template and save it as your own document, for example, YourNameUnit3GB570.docx.
2. Write an APA formatted 4–6-page paper, exclusive of the Title and References pages.
3. In your paper, address the following requirements using the directions included within the Unit 3 Assessment template.

A. Part One: Use third person perspective.

1. Make a compelling argument as to why the inclusion of policies of corporate social responsibility enhance the ability of a firm to effectively manage a value chain and the achievement of competitive advantage.
2. Choose and analyze two examples of companies that have been successful in this integration.
3. Choose and analyze two examples of companies that have not been successful in this integration and identify what the companies should have done in their value chains proactively to protect their value chains.
4. Support your response's content with at least three applied and cited references. Accepted resources are: Library article(s), your textbook and the chosen example companies' websites. No other internet references are acceptable for the Assignment. Apply and cite no more than one referenced sentence per paragraph. Not every paragraph requires use of a reference; originality is appreciated. Use APA in-text citations within the response and list the applied reference(s) at the end of the response using APA formatting. APA formatting resources are available in the Writing Center in the "Research, Citation, and Plagiarism" area or in the Academic Tools area, by selecting "APA Style Central."
5. Include a conclusion summarizing the paper's content without introducing any new information.

B. Part Two: Use first person perspective.

- Write a paragraph explaining your own critical thinking process that you used to complete Part One of the Assignment.

C. Proofread your paper, confirm correct APA formatting, run spell check and grammar check, and proofread again. Submit your completed paper into the Unit 3 Assignment Dropbox.

Unit 3 Assignment Rubric: Corporate Social Responsibility and the Value Chain

Purpose of Assignment: To demonstrate a graduate level understanding of the impact of Corporate Social Responsibility on the management of a firm's value chain.

Grading Criteria	Possible points	Earned points
Wrote an APA formatted 4–6-page paper, plus title page and references page, using third person perspective and completed all requirements identified in the Unit 3 Assignment template.	10	
Made a compelling argument as to why including corporate social responsibility within value chain management creates competitive advantage.	10	
Analyzed two examples of companies that have been successful in this integration.	15	
Analyzed two examples of companies that have not been successful in this integration and identified what the companies should have done in their value chains proactively to protect their value chains.	25	
Supported his/her response's content with at least three applied and cited references. Accepted resources are Library article(s), the textbook and the chosen example companies' websites. No other internet references are acceptable for the Assignment. Applied and cited no more than one referenced sentence per paragraph. Used APA in-text citation within the response and listed the applied reference(s) at the end of the response using APA formatting.	10	
Wrote a paragraph explaining your own critical thinking process that you used to complete Part One of the Assignment.	10	
Content demonstrated original thought and exhibited appropriate judgments, conclusions and assessment based on evaluation and synthesis of information. 80%– 85% of the paper's content was written in the student's own words.	10	
The content used good composition, grammar, punctuation, capitalization and spelling, and included a conclusion summarizing the paper without introducing any new information.	10	
Total Points	100	

