**APEC 100 Spring 2020 Writing Assignment 1 (50pts)**

**Business Profile – Sustainability Evaluation**

**Submit your paper online through Canvas Tuesday April 7th**

As an analyst employed at your new job, you are required to research and report the business practices of company of your choice. This information may be shared with non-government or government agencies or shareholders concerned that the company may or may not be following certain practices that enable long term stability and sustainability.

Use the headings highlighted below for your paper sections.

Step 1 Company Profile

Identify fully describe the company. Some items to cover are below.

1) Company Name –what do they do?

2) Company Purpose – mission, vision or other statement. Is sustainability in the company statements?

3) Where are they located?

4) Products

5) History

6) Why was this company selected?

Company sustainability evaluation

Step 2 Research

What does the company document as their sustainability practices? Do they have an environmental management system (EMS), third party certification (ISO) or other documentation of sustainability practice?

Do they have a brand or label that identifies the company as sustainable?

Is there a third party review? (Betterworldshopper.com; ewg.org or others?)

Has the company been involved in lawsuits or general bad press?

Step 3 Business Ethics Level

Using Payne and Raiborn’s (2001) hierarchy, at what level of ethical behavior does the research suggest this company can be placed?

Fully describe the level and support the selection of the level. Use citation and evidence from the research in step 2.

Step 4 Recommendations for sustainability

Based on the information gathered, what does the analysis suggest the company do to improve or maintain sustainability? There may be other competitors that have similar products that operate differently or, if the company is part of a non-renewable business sector (gas, oil), then recommendations may be different.

Step 5 Final Product edit and review - **3** pages maximum not including references (Times Roman 12-pt font)

* Full sentences, correct punctuation, and spelling.
* EXCEPT FOR THE SECTION IN STEP 1 - Do not use first person (“I” or “my”).
* Do not use colloquialisms (slang or informal language used in conversation with friends)
* Evidence means CITATION, make sure citations are unbiased and balanced.
* Citations should be in MLA format, *including in-text citation*.
* Good writing and grammar are expected. PLEASE read your paper, or have someone read it. See if it makes sense and has clear, well supported facts and information.

If you have questions, you are encouraged to communicate with the course TAs or to set-up appointments at the University of Delaware’s Writing Center ([www.english.udel.edu/wc/](http://www.english.udel.edu/wc/)).

Use Purdue OWL resource for MLA format: <https://owl.english.purdue.edu/owl/resource/747/01/>