

Ethics and Social Responsibility Final Assessment: Outline & Rubric

Final Assessment Outline

Competency Name:	Ethics and Social Responsibility
Competency Statement:	Describe the importance of ethical principles and social responsibility business decisions.
Final Assessment Title:	Ethics/Social Responsibility Case Study Paper
Program Learning Outcomes:	Ethics: Identify and evaluate ethical issues and formulate a defensible resolution in business environments.
Institutional Learning Outcomes:	Civic Engagement: Describe insights gained from engaging physically and/or intellectually with activities of personal and public concern that are both individually life enriching and socially beneficial to the community.

Competency Objectives:

1. Explain some of the common ethical dilemmas faced by business and corporations and identify strategies and ways to solve these dilemmas.
2. Define business ethics and describe the following rules of ethical decision-making: 1) utilitarian, 2) justice, 3) practical, and 4) moral rights rules.
3. Describe the social and ethical responsibilities of corporations and suggest ways to cultivate an ethical workplace to ensure corporate sustainability and ROI.

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Purpose of This Assignment

The Ethics and Social Responsibility competency addresses how to evaluate ethical dilemmas and formulate a defensible resolution. The final assessment for this competency is to write a paper that addresses stakeholder analysis, rules for ethical decision-making, ways to cultivate an ethical corporate culture, business sustainability, and Return on Investment (ROI).

In your paper, you should identify the various ethical dilemmas and identify the stakeholders involved in the dilemma. Since the stakeholders have different roles and responsibilities, you should analyze the ethical dilemma(s) from their perspective and identify how the ethical dilemma affects them. You are expected to synthesize what you have learned about ethical decision-making, as well as the “rules” and relevant theories of ethics and the importance of business sustainability, and apply that knowledge to this situation.

Item Required for Submission

The item required for submission is an eight to 10 page Ethics/Social Responsibility case study paper. Refer to the rubric for detailed descriptions of the criteria on which you will be evaluated.

Step 1: Preparation

For this assignment, you are expected to demonstrate your knowledge of ethical decision-making and civic engagement. As you prepare to evaluate the business dilemma, read the case study and consider the following:

- Who are the stakeholders?
- How does the ethical dilemma affect them?
- What are the pros and cons of using Vail, Inc., a wood supplier in South America?

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- What are the rules of ethical decision-making?
- What factors should be considered when creating value and ROI through sustainability efforts?
- How should managers discipline disobedient employees?
- What strategies can be used to improve civic identity?
- How can an ethical business culture be created?
- Why is continued involvement in matters of public concern and social responsibility important for business?
- What resolution could be provided to Comp Core that demonstrates application of ethical decision-making?

Case Study

Comp Core, Inc. is a family-owned business in the Midwest that has been operating for 50 years. Having started from the ground up after the family lost everything in a tornado, Comp Core has become a large enterprise with name recognition across the United States. The company's primary business is in homebuilding and construction; however, Comp Core also is known for building housing developments for families who have lost their homes in natural disasters, such as Hurricane Katrina. Philanthropy is an important part of Comp Core's mission.

Working with many subcontractors that depend on Comp Core's success, the company has more than 400 employees in its main offices. Comp Core obtains wood for its low income housing developments from Vail, Inc., a supplier in South America. Recently, John, one of the employees in Comp Core's Miami office, went to see the operations in South America. During the visit, John discovered that Vail is destroying rainforests throughout South America to supply cheap wood. This destruction has caused widespread damage to the ecosystem, causing the rivers to overflow and flood surrounding villages, damaging their crops and livelihoods.

Upon returning to Miami, John discussed this issue with his boss, Susan, who told him to keep it quiet. Instead of listening to Susan, John wrote an internal memo to the chief executive officer (CEO), chief financial officer, and other key employees detailing what was going on in South America. The CEO was quick to respond, telling him to stop discussing the situation, as it could damage Comp Core's reputation. The CEO noted that the company has looked everywhere for a different supplier, but hasn't been able to find one that performs work as inexpensively as Vail. The CEO fears that if the company stops using Vail to supply wood, it will not be able to provide affordable building options for people in need.

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John is now in trouble for not listening to Susan's instructions. She is threatening to suspend him for disobedience. John thinks he did the right thing and now is tempted to make his findings public. The CEO is concerned that if this information comes out, the company will be disgraced and they may lose revenue, which could result in subcontractors and employees losing their jobs. He is also worried that if they stop using Vail as a supplier, they may not be able to continue their philanthropic endeavors.

Step 2: Complete the Ethics/Social Responsibility Case Study Paper

The purpose of this paper is to evaluate ethical dilemmas and formulate a defensible resolution. You should support your resolution based on your understanding of rules for ethical decision-making and reflection of your own academic and civic life. Reference a minimum of **three scholarly journals**, as well as the **competency readings**. You should clearly identify the stakeholders and assess how the business dilemma affects them. You should demonstrate your ability to synthesize your reflective insights and discuss social responsibility. The paper must include the following four sections:

1. Stakeholder analysis

- Identify the individual stakeholders and assess how they are affected by this situation. How would you expect them to react to this situation?
- Identify the corporate stakeholders and how they are affected by this situation. How would you expect them to react to this situation?

2. Rules for ethical decision-making

- What rules or steps can be used to identify the ethical dilemmas? How will you use these in this situation?
- Using what you have learned about ethical decision-making, what advice would you have for John, Susan, and the CEO of Comp Core?

3. Value and ROI through sustainability efforts

Apply one of the three corporate theoretical approaches (Corporate Social Responsibility [CSR], the triple bottom line or stakeholder theory) as you address these questions:

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- How would you advise Comp Core about business sustainability and ROI? What should Comp Core consider as it decides what to do about Vail, Inc. and how to manage employees who disobey their managers?
- What could Comp Core do to create a culture of ethical business practices within the organization? Where would you suggest that it begin; what should it do to foster this attitude in its employees?
- Identify strategies for the organization to improve its civic identity outside the organization and provide insight on how these public actions may benefit individuals or communities.

4. Civic Reflection and Corporate Social Responsibility

- Discuss how you feel about the importance of an organization's continued involvement in matters of public concern and social responsibility.
- Use your own planned or real experience in civic-engagement activities and describe what you have learned about yourself as it relates to a sense of civic identity.

Step 3: Checklist for Submission

Before you submit, check to see if you believe you have met the criteria noted below.

Did you....

- ✓ Support your evaluation of the stakeholders with relevant connections from your own academic field of study and participation in civic life, politics, and government?
- ✓ Analyze the business dilemma and provide meaningful and appropriate advice for Comp Core based on your knowledge of ethical decision-making, sustainability, ROI, and managing employees?
- ✓ Provide evidence of planned or real experience in civic engagement activities?
- ✓ Clearly articulate what you have learned about yourself in relation to a reinforced and clarified sense of civic identity and continued commitment to public action?
- ✓ Identify practical and well-defined strategies for the organization to improve civic identity by creating a culture of ethical business practices?
- ✓ Offer reflective insights about how these public actions may benefit individuals or communities?

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- ✓ Provide meaningful insights regarding the importance of continued involvement in matters of public concern and social responsibility?
- ✓ Identify all of the stakeholders and assess how they are affected by the ethical dilemma?
- ✓ Describe in detail the pros and cons surrounding the use of Vail, Inc.?
- ✓ Provide meaningful and appropriate suggestions to Comp Core that demonstrate application of ethical decision-making?
- ✓ Specify a practical and well-defined plan to improve Comp Core's civic identity by creating a culture of ethical business practices by clearly formulating a defensible resolution to the ethical dilemma in the case study?
- ✓ Support your analysis and resolution with at least three scholarly references and competency readings?
- ✓ Check that your paper flows logically, is well written, and meets the required length?
- ✓ Proofread for accurate spelling, grammar, and punctuation?
- ✓ Follow APA formatting standards and include a minimum of three references?

Step 4: Submit Your Work

- Your completed final assessment documents should be submitted through the Final Assessment page of your competency.
- Please note, for files smaller than 10MB (i.e., most Word documents), use the corresponding “+UPLOAD STUDENT FILE” button to upload your final assessment assignments. For larger files of any type (i.e., voice-over PowerPoint files, videos, or image-heavy documents), please use the optional TEXT EDITOR to provide a URL where your grader can download your file.

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The screenshot shows a user interface for a course titled "Quantitative Fluency B". At the top, there is a dark blue header with the course name. Below this, the interface is divided into two main sections. The left section, titled "Files", contains an "Assignment 1" description: "The item required for submission is a 12- to 15-page paper with the four distinct sections detailed below for a given case study from the perspective of a professional consultant." Below the description is a "Use File Uploader" button. Underneath the button is a rich text editor with a toolbar containing icons for bold, italic, bulleted list, numbered list, link, and unlink. The text in the editor reads: "Please download my assignment from this URL: <https://google.com/drive/sampleURL.htm>". The right section, titled "Attempt #1", shows a "Result" field which is currently empty and displays "Not Available".

- How you create a download URL is up to you, but various free online providers, including Google Drive, Box.com, or Dropbox, offer this service. Please make sure that the URL you provide can be accessed by anyone with the link. For further instructions on how to create public links for uploaded files, consult the support pages for your chosen provider.

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Final Assessment Rubric

<i>Criterion</i>	EMERGING – 1	DEVELOPING – 2	PROFICIENT – 3	EXEMPLARY – 4
ILO – Analysis of Knowledge	Describes knowledge (facts, theories, etc.) from one's own academic study/field/discipline that is relevant to civic engagement and to one's own participation in civic life, politics, and government.	Apply knowledge (facts, theories, etc.) from one's own academic study/field/discipline to civic engagement and to one's own participation in civic life, politics, and government.	Analyzes knowledge (facts, theories, etc.) from one's own academic study/field/discipline making relevant connections to civic engagement and to one's own participation in civic life, politics, and government.	Evaluates the connection of knowledge (facts, theories, etc.) from one's own academic study/field/discipline to civic engagement and to one's own participation in civic life, politics, and government.
Case Study Analysis	Fails to appropriately analyze the business dilemma and does not apply knowledge in formulating advice for the company regarding ethical decision-making, business sustainability, ROI, and managing employees.	Analyzes the business dilemma and partially applies knowledge in formulating advice for the company regarding ethical decision-making, business sustainability, ROI, and managing employees.	Analyzes the business dilemma and somewhat applies knowledge in formulating advice for the company regarding ethical decision-making, business sustainability, ROI, and managing employees.	Analyzes the business dilemma and thoroughly applies knowledge in formulating meaningful advice for the company regarding ethical decision-making, business sustainability, ROI, and managing employees.
ILO – Civic Identity	Provides evidence of his/her planned or real experience in civic-	Provides evidence of planned or real involvement in civic-	Provides evidence of planned or real experience in civic-	Provides evidence of planned or real experience in civic-

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	engagement activities that does not connect experiences to civic identity.	engagement activities that is generated from expectations or course requirements rather than from a sense of civic identity.	engagement activities and describes what she/he has learned about her or himself as it relates to a growing sense of civic identity and commitment.	engagement activities and describes what she/he has learned about herself or himself as it relates to a reinforced and clarified sense of civic identity and continued commitment to public action.
Formulation of Resolution	Identifies unclear strategies for the organization to improve civic identity by creating a culture of ethical business practices.	Identifies partial strategies for the organization to improve civic identity by creating a culture of ethical business practices.	Identifies strategies for the organization to improve civic identity by creating a culture of ethical business practices.	Identifies practical and well-defined strategies for the organization to improve civic identity by creating a culture of ethical business practices.
ILO – Civic Reflection	Does not offer any reflective insights (synthesis about how these public actions may benefit individual(s) or communities).	Offers limited reflective insights (synthesis about how these public actions may benefit individual(s) or communities).	Offers relevant reflective insights (synthesis about how these public actions may benefit individual(s) or communities).	Offers sophisticated reflective insights (synthesis about how these public actions may benefit individual(s) or communities).
PLO- Stakeholder Analysis	Fails to or minimally identifies some of the stakeholders and partially assesses how the situation impacts them. Fails to or	Identifies some of the stakeholders and partially assesses how the situation impacts them. Identifies some pros and cons of the	Identifies all of the stakeholders and assesses how the situation impacts them. Identifies pros and cons of the use of	Identifies all of the stakeholders and succinctly assesses how the situation impacts them. Describes in detail

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	minimally identifies some pros and cons of the use of Vail, Inc. and provides suggestions.	use of Vail, Inc. and provides suggestions.	Vail, Inc. and provides appropriate suggestions.	pros and cons of the use of Vail, Inc. and provides suggestions to Comp Core that demonstrate advanced application of knowledge.
PLO - Rules for Ethical Decision-Making	Provides minimal, partial, or no advice; does not apply knowledge of ethical decision-making.	Somewhat formulates advice based on knowledge of ethical decision-making.	Formulates appropriate advice based on knowledge of ethical decision-making.	Formulates applicable and appropriate advice based on knowledge of ethical decision-making.
PLO - Value and ROI through Sustainability Efforts	Provides minimal or no advice on business sustainability and ROI; provides minimal or no factors for Comp Core to consider.	Somewhat formulates advice on business sustainability and ROI, providing some factors for Comp Core to consider.	Formulates advice on business sustainability and ROI, providing factors for Comp Core to consider, including how to manage employees.	Formulates applicable advice on business sustainability and ROI, providing a number of factors for Comp Core to consider, including how to manage employees.
Writing Mechanics	The paper lacks clarity and may be confusing; is too long or short. Analysis and resolution are not supported with scholarly references and competency readings. Numerous errors in spelling,	The paper is somewhat logical and well-written; too long or short. Analysis and resolution are supported with one or two scholarly references and competency readings. Some errors in	The paper is logical, well-written, and the required length. Analysis and resolution are supported with three scholarly references and competency readings. There may be one or two minor	The paper is logical, well-written, and the required length. Analysis and resolution are supported with more than three scholarly references and competency readings. Spelling, grammar, and

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	grammar, and/or punctuation. Limited if any adherence to APA standards. Citations and reference page are missing.	spelling, grammar, and/or punctuation. APA standards are somewhat followed but with numerous errors; citations and reference page are included although there are errors.	errors in spelling, grammar, and/or punctuation. APA formatting standards are followed with a few minor errors; citations and reference page are mostly correct.	punctuation are accurate. APA formatting standards are followed; citations and reference page are correct, citing a minimum of three sources.
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