



MGT 320 Module Five Short Paper Guidelines and Rubric

Overview

The purpose of this analysis is to practice assessing various aspects of corporate sustainability strategies and reporting practices for companies using a triple-bottom-line approach. This analysis supports developing an understanding of best practices for creating business opportunities that are sustainable and positively impact publicly traded corporations and society.

Prompt

Analyze the corporate sustainability strategies and reporting practices used by the two triple-bottom-line companies you selected and that were instructor approved for the final project. Use the instructions and the template linked in the “What to Submit” section in this document to guide your work.

Specifically, you must address the following **critical elements**:

- Summarize the appropriate aspects of **social responsibility strategies** related to corporate citizenship, globalization, and sustainability for each of the two triple-bottom-line corporations you selected.
- Identify at least two appropriate **goals and objectives** supporting **sustainability** for each company.
 - Address a sustainable business strategy.
 - For example, a goal that addresses a reduction in carbon emissions.
- Identify at least three appropriate **sustainability reporting and accountability** practices used in both companies.
- Summarize sustainable **elements** that should be **adopted by** the chosen **bottom-line company, and provide** adequate support for choices.
 - Support your choices with appropriate data.

What to Submit

Submit your analysis using the [Module Five Short Paper Template](#). Your paper should be a 1- to 2-page Microsoft Word document, not including the title and reference pages, with double spacing, 12-point Times New Roman font, one-inch margins, and APA formatting and citations.

AI Usage

If you use gen AI tools to support your work on this assignment, be sure to follow [these AI usage guidelines](#). You must acknowledge your use of these tools in your work. Guidelines on how to cite AI tools can be found in [this Shapiro Library guide](#).

Module Five Short Paper Rubric

Criteria	Exceeds Expectations (100%)	Meets Expectations (85%)	Partially Meets Expectations (55%)	Does Not Meet Expectations (0%)	Value
Social Responsibility Strategies	Exceeds expectations and a clear explanation of how the strategy supports social responsibility is provided	Summarizes appropriate aspects of social responsibility strategies related to corporate citizenship, globalization, and sustainability for each of the two triple-bottom-line corporations selected	Summarizes the aspects of social responsibility strategies for each company related to at least one of the following: corporate citizenship, globalization, and sustainability	Does not summarize the aspects of social responsibility strategies for either company	25
Sustainable Goals and Objectives	Exceeds expectations and draws own logical conclusions about how the goals and objectives support sustainability	Identifies at least two appropriate goals and objectives supporting sustainability for each company	Identifies one appropriate goal and objective supporting sustainability for each company	Does not identify goals and objectives for each company or goals are not related to sustainability	25
Sustainability Reporting and Accountability	Exceeds expectations and draws own logical conclusions about how the reporting and accountability practices support sustainability	Identifies at least three appropriate sustainability reporting and accountability practices used in both companies	Identifies only one or two appropriate reporting and accountability practices used in both companies	Does not identify reporting and accountability practices or practices are not used in both companies and/or are not related to sustainability	25
Summary of Elements to Adopt by Bottom-Line Company	Exceeds expectations and supports choices with thoughtful, relevant data showing applicability of choices to the bottom-line company	Summarizes sustainable elements that should be adopted by the chosen bottom-line company and provides adequate support for choices	Summarizes sustainable elements, but provides little or no relevant support for choices	Does not summarize sustainable elements that should be adopted by the bottom-line company	20
Clear Communication	Exceeds expectations with an intentional use of language that promotes a thorough understanding	Consistently and effectively communicates in an organized way to a specific audience	Shows progress toward meeting expectations, but communication is inconsistent or ineffective in a way that negatively impacts understanding	Shows no evidence of consistent, effective, or organized communication	5
Total:					100%