MGT 320 Milestone Three Guidelines and Rubric

Overview

The purpose of Milestone Three of the final project is to practice analyzing factors related to business strategies and leadership competencies that support successful implementation of the triple-bottom-line approach, in particular, social responsibility strategies, goals, business practices, social competencies of leaders, ethical challenges, and reporting and accountably practices that the bottom-line management company you selected for the final project would need to model in order to transition to a triple-bottom-line approach. This analysis supports developing an understanding of the characteristics of innovative and measurable goals aligning to a socially responsible and sustainable strategy and the best practices for creating business opportunities that are sustainable and positively impact publicly traded corporations and society.

You will receive feedback from your instructor on the milestone assignment. In this milestone, you will make any corrections you identified throughout your research or from your instructor's feedback and then merge this milestone with the other milestones to create the final project. The final project will be in full APA format. Ensure you cite and reference any sources used in proper APA format.

Prompt

Write a paper in which you analyze the following factors used by the two triple-bottom-line companies you selected in Module Three. Use this analysis to identify the best practices your bottom-line management company should adopt to successfully transition into a triple-bottom-line approach.

- Social responsibility strategies for publicly traded corporations
- Goals
- Business practices
- Social competencies of leaders
- Ethical challenges
- Reporting and accountably practices

Specifically, you must address the following critical elements:

- **Sustainable Businesses**
  Research the aspects listed below. Select two companies that have leaders with a proven track record in social responsibility and triple-bottom-line management as the basis for this analysis. The purpose of this analysis is to identify factors that could be used to develop recommendations for your selected company surrounding sustainable initiatives and triple-bottom-line management.
  - Describe the social responsibility strategies of **publicly traded corporations** with respect to corporate citizenship, globalization, and sustainability.

    - Use the Social Responsibility Strategies table that you completed for the Module Five Short Paper Template, and summarize the corporate social responsibility strategies used by your triple-bottom-line management corporations.
    - Provide concrete examples.
    - This section should be at least two and no more than four paragraphs in length.
- Describe the common characteristics of innovative and measurable **goals** in driving a sustainable business strategy.
    - Use the Sustainable Goals and Objectives table that you completed for the Module Five Short Paper Template, and describe the common characteristics of innovative and measurable goals that drive a sustainable business strategy.
    - This section should be at least two and no more than four paragraphs in length.
- Describe the types of sustainable **business practices** that socially responsible corporations employ.
    - Complete further research on your two triple-bottom-line corporations to uncover information about their sustainable business practices.
    - Use specific concrete examples.
    - This section should be at least three and no more than five paragraphs in length.
- Describe the **social competencies** and practices of executive leaders in socially responsible companies that are critical to implementing a triple-bottom-line approach.
    - Complete further research on your two triple-bottom-line corporations to uncover information about the social competencies and practices of their executive leaders.
    - Include specific examples.
    - This section should be at least four and no more than six paragraphs in length.
- Analyze **ethical challenges** leaders in socially responsible corporations face in leading transformation.
    - Based on the course resources and your research, characterize the ethical challenges leaders in socially responsible corporations face in leading transformation in their organizations.
    - Include specific examples.
    - This section should be at least three and no more than five paragraphs in length.
- Assess common practices for sustainability **reporting and accountability** among selected companies.
    - Use the Reporting and Accountability table that you completed for the Module Five Short Paper Template, and summarize the common practices for sustainability reporting and accountability in your triple-bottom-line corporations.
    - Include specific examples.
    - This section should be at least two and no more than four paragraphs in length.

What to Submit

The paper should be three pages in length, not counting the required title and references pages, using Times New Roman, 12-point font. Adhere to proper APA formatting and guidelines for all sources used.

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].

Milestone Three Rubric

Criteria	Exceeds Expectations (100%)	Meets Expectations (85%)	Partially Meets Expectations (55%)	Does Not Meet Expectations (0%)	Value
Sustainable Businesses: Publicly Traded Corporations	Exceeds expectations and is well qualified with specific, concrete examples	Describes social responsibility strategies of publicly traded corporations with respect to corporate citizenship, globalization, and sustainability	Describes social responsibility strategies of publicly traded corporations, but lacks specificity with respect to corporate citizenship, globalization, and sustainability	Does not describe social responsibility strategies of publicly traded corporations	15
Sustainable Businesses: Goals	Exceeds expectations and characteristics are well aligned with sustainable business strategy	Describes common characteristics of innovative and measurable goals in driving a sustainable business strategy	Describes common characteristics of innovative and measurable goals, but lacks specificity in how they drive a sustainable business strategy	Does not describe common characteristics of innovative and measurable goals	15
Sustainable Businesses: Business Practices	Exceeds expectations and is well qualified with specific, concrete examples	Describes types of sustainable business practices that socially responsible corporations employ	Describes types of sustainable business practices, but lacks specificity in how they connect to socially responsible corporations	Does not describe types of sustainable business practices	15
Sustainable Businesses: Social Competencies	Exceeds expectations and is well qualified with specific, concrete examples	Describes social competencies and practices of executive leaders in socially responsible companies that are critical to implementing a triple-bottom-line approach	Describes social competencies and practices of executive leaders in socially responsible companies, but lacks specificity in how they are critical to implementing a triple-bottom-line approach	Does not describe social competencies and practices of executive leaders in socially responsible companies	15

Criteria	Exceeds Expectations (100%)	Meets Expectations (85%)	Partially Meets Expectations (55%)	Does Not Meet Expectations (0%)	Value
Sustainable Businesses: Ethical Challenges	Exceeds expectations and is well qualified with specific, concrete examples	Analyzes ethical challenges leaders in socially responsible corporations face in leading transformation	Analyzes ethical challenges leaders in socially responsible corporations face, but lacks specificity in how they are connected to leading transformation, or analysis is lacking in detail	Does not analyze ethical challenges leaders in socially responsible corporations face	15
Sustainable Businesses: Reporting and Accountability	Exceeds expectations and is well qualified with specific, concrete examples	Assesses common practices for sustainability reporting and accountability among selected companies	Assesses common practices for either sustainability reporting or accountability among selected companies, but not both	Does not assess common practices for sustainability reporting and accountability among selected companies	15
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	10
				Total:	100%