

## BUS475 Business and Society – Written Assignments Company List

As noted in the BUS 475 Business and Society course guide, there are two written assignments for this course:

- Week 4 - Assignment 1 - Evaluating a Corporate-Societal Relationship; and
- Week 9 - Assignment 2 - Challenges in the Business Environment.

Both Assignments 1 and 2 are to be completed using the same company and must come from the Written Assignment Company List below:

- Coca-Cola
- Hilton Hotels
- L'Oreal
- Kroger
- Nike
- Northrup Grumman
- Starbucks
- Progressive Insurance
- Tesla
- Uber
- Wells Fargo

**ASSIGNMENT INFORMATION**

<p>Due Date</p> <p><b>Monday, February 1, 2021</b></p> <p>9:00 AM</p>	<p>Points Possible</p> <p><b>180</b></p> <p><a href="#">View Rubric</a></p>
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**Evaluating a Corporate-Societal Relationship**

**Preparation**

According to the textbook, the current world economy is increasingly becoming integrated and interdependent; as a result, the relationship between business and society is becoming more complex. In this assignment, you will be researching a Fortune 500 company from an approved company list provided by your professor.

**Instructions**

Write a 4–5 page evaluation of your chosen company’s performance with respect to its stated values. Do the following:

- Summarize the company’s primary products and or services.
- Suggest three ways in which the primary stakeholders can influence the organization’s financial performance. Provide support for your response.
- Describe two critical factors in the organization’s external environment that can affect its success. Support your assertions.
- Assess the company’s biggest success or missed opportunity to respond to a recent or current social issue. How did it impact company performance?

Integrate at least two supporting resources from the [Strayer University Library](#) or other reputable sources.

This course requires the use of Strayer Writing Standards. For assistance and information, please refer to the Strayer Writing Standards link in the left-hand menu of your course. Check with your professor for any additional instructions.

The specific course learning outcome associated with this assignment is:

- Evaluate the relationship between a business and society based on external environmental factors, stakeholders, and corporate social responsibility issues.

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*When finished, make sure to click **Submit**.  
Optionally, click **Save as Draft** to save changes and continue working later, or click **Cancel** to quit without saving changes.*

Grid View List View

	Unacceptable	Needs Improvement	Satisfactory	Competent	Exemplary
<b>Summarize the company's primary products and or services.</b>	<b>0 (0.00%)</b> Did not submit or incompletely summarized the company's primary products and or services.	<b>11.7 (6.50%)</b> Insufficiently summarized the company's primary products and or services.	<b>13.5 (7.50%)</b> Partially summarized the company's primary products and or services.	<b>15.3 (8.50%)</b> Satisfactorily summarized the company's primary products and or services.	<b>18 (10.00%)</b> Thoroughly summarized the company's primary products and or services.
<b>Suggest three ways in which the primary stakeholders can influence the organization's financial performance.</b>	<b>0 (0.00%)</b> Did not submit or incompletely suggested three ways in which the primary stakeholders can influence the organization's financial performance.	<b>29.25 (16.25%)</b> Insufficiently suggested three ways in which the primary stakeholders can influence the organization's financial performance.	<b>33.75 (18.75%)</b> Partially suggested three ways in which the primary stakeholders can influence the organization's financial performance.	<b>38.25 (21.25%)</b> Satisfactorily suggested three ways in which the primary stakeholders can influence the organization's financial performance.	<b>45 (25.00%)</b> Thoroughly suggested two ways in which the primary stakeholders can influence the organization's financial performance.
<b>Describe two critical factors in the organization's external environment that can affect its success.</b>	<b>0 (0.00%)</b> Did not submit or incompletely described two critical factors in the organization's external environment that can affect its success.	<b>29.25 (16.25%)</b> Insufficiently described two critical factors in the organization's external environment that can affect its success.	<b>33.75 (18.75%)</b> Partially described two critical factors in the organization's external environment that can affect its success.	<b>38.25 (21.25%)</b> Satisfactorily described two critical factors in the organization's external environment that can affect its success.	<b>45 (25.00%)</b> Thoroughly described two critical factors in the organization's external environment that can affect its success.
<b>Assess the company's biggest success or missed opportunity to respond to a recent or current social issue.</b>	<b>0 (0.00%)</b> Did not submit or incompletely assessed the company's biggest success or missed opportunity to respond to a recent or current social issue.	<b>29.25 (16.25%)</b> Insufficiently assessed the company's biggest success or missed opportunity to respond to a recent or current social issue.	<b>33.75 (18.75%)</b> Partially assessed the company's biggest success or missed opportunity to respond to a recent or current social issue.	<b>38.25 (21.25%)</b> Satisfactorily assessed the company's biggest success or missed opportunity to respond to a recent or current social issue.	<b>45 (25.00%)</b> Thoroughly assessed the company's biggest success or missed opportunity to respond to a recent or current social issue.

	Unacceptable	Needs Improvement	Satisfactory	Competent	Exemplary
<b>Writing mechanics, grammar, and formatting/oral communication. Clarity and coherence of writing/presentation.</b>	<b>0 (0.00%)</b> Serious and persistent errors in grammar, spelling, punctuation, or formatting/oral communication. Information was confusing to the reader and failed to include reasons and evidence that logically support ideas.	<b>11.7 (6.50%)</b> Numerous errors in grammar, spelling, and punctuation, or formatting/oral communication. Information was somewhat confusing with not enough reasons and evidence that logically support ideas.	<b>13.5 (7.50%)</b> Partially free of errors in grammar, spelling, punctuation, or formatting/oral communication. Information was partially clear with minimal reasons and evidence that logically support ideas.	<b>15.3 (8.50%)</b> Mostly free of errors in grammar, spelling, punctuation, or formatting/oral communication. Information was mostly clear and generally supported with reasons and evidence that logically support ideas.	<b>18 (10.00%)</b> Error free or almost error free in grammar, spelling, punctuation, or formatting/oral communication. Information was provided in a clear, coherent, and consistent manner with reasons and evidence that logically support ideas.
<b>Appropriate use of SWS in-text citations and references provided.</b>	<b>0 (0.00%)</b> Lack of in-text citations and/or lack of reference section.	<b>5.85 (3.25%)</b> In-text citations and references were given, but not in SWS format. Did not meet the required number of references, and/or references were of poor quality.	<b>6.75 (3.75%)</b> In-text citations and references were provided, but they were only partially formatted correctly in SWS style. Met the required number of references; some or all references poor quality choices.	<b>7.65 (4.25%)</b> Most in-text citations and references were provided, and they were generally formatted correctly in SWS style. Met number of required references; all references high quality choices.	<b>9 (5.00%)</b> In-text citations and references were error free or almost error free and consistently formatted correctly in SWS style. Exceeded number of required references; all references high quality choices.

Name: **w04a1**

Description: **w04a1 - Evaluating a Corporate-Societal Relationship**

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