

Intellectual Property

Business source
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MGMT 326 - Fall, 2014
Research Paper Assignment

If you need help with this assignment, please contact the professor.

Objective of the Assignment

To increase your understanding of sustainability by preparing a well-researched, well-written paper on sustainability practices in two companies in the same industry.

Parts of the Assignment

- one page
- Your research plan is due Monday, October 1 at 2:00 PM. The research plan counts 2.24% of your course grade. Submit this assignment through Blackboard. Your research paper will not be graded if you do not have an approved research plan.
 - Your research paper is due Wednesday, November 19, at 2:00 PM. The research paper counts 16% of your course grade. Submit the same assignment file to Turnitin and Blackboard by the deadline.

Sustainability in Operations Management

Environmental sustainability in Operations includes the following areas:

- nestoil
1. **Product design:** Design safe, environmentally sustainable goods and services.
 2. **Quality management:** Implement ISO 14000 standards for environmental management. Implement Six Sigma. Reduce waste by producing quality products the first time. Empower employees to improve quality through specific quality-related activities.
 3. **Process design:** Reduce the use of energy and natural resources in processes. Minimize toxic waste, harmful emissions, and pollution. Implement a zero landfill policy. Comply with environmental laws and regulations.
 4. **Facility location and layout:** Locate facilities to minimize transportation and the carbon footprint of your supply chain. Design and build facilities that meet the standards for Leadership in Energy and Environmental Design (LEED) buildings.
 5. **Sustainable supply chain management:** Select vendors that are environmentally responsible, respect human rights, and treat employees in an ethical manner. In selecting vendors, consider the impact of transportation on the carbon footprint of the supply chain.
 6. **Lean Systems:** Implement Lean Systems in the company's operations.
- both

Research Plan

The Research Plan must be a well-written paper, written in complete sentences with appropriate paragraphing. Sources must be cited as you use them, in either MLA or APA style

- The names of two companies in the same industry that you plan to research for your paper. (Examples: two banks, two low-cost retailers, 2 computer manufacturers.) These should be companies that are well-known for their sustainability programs.
- For each company, you must identify at least two of the sustainability areas above where the company has an active sustainability program. Each sustainability initiative that you plan to write about should be described in one or two sentences. Between the two companies, at least three of the areas above must be mentioned.
- In one or two sentences, describe a significant social responsibility program for at least one of the two companies.

What companies are doing and how are they doing? and some numbers
data about results.

3 sources published not by companies -

4 page paper

Investor company in the bottom

- **Include a bibliography**, in MLA or APA format, with at least five sources that you plan to use in your paper. A company Web site counts as one source, regardless of how many pages you use. You may use a very limited amount of material from your textbook, but it does not count as one of your five sources.

If needed, you can add other sources later.

Selecting Companies

sustainability Report
corporate social
responsibility

There are at least two ways to find companies that are appropriate for this assignment.

1. Select companies that are well-known for their sustainability efforts. The Global 100 list of sustainable companies (<http://www.global100.org/>) is a good place to start. Select two companies in the same industry.
2. Choose an industry and review the Web sites of several companies in that industry. Select the two most promising for further evaluation.

* The Research Paper

Your objective should be to write the best paper that you can. This will require in-depth research. Your paper should show that you understand your topic and have thought critically about it.

* Content Requirements

1. The audience for your paper should be business professionals.
2. The primary focus of your paper must be environmentally sustainable operations.
3. Begin your paper with a thesis paragraph, which describes the purpose of your paper and gives supporting information that enables readers to understand why they should read your paper. This explanation must not exceed 15% of the paper, excluding your Works Cited section and any tables or figures that you create.
4. For each company, you must describe environmentally sustainable operations programs for at least two of the areas listed above under Sustainability in Operations Management. Between the two companies, at least three areas of sustainable operations management must be described. Include information about what the companies are doing, how they are doing it, and what the results have been. Results should include numerical data about the benefits of these sustainability programs. Examples include data on cost savings from sustainability efforts; percentage reductions in the use of materials, energy, or water; or data about waste reduction or emissions control.
5. Describe at least one social responsibility program in one of these companies. This is a program that benefits communities, helps to preserve sensitive environmental areas, or helps to restore an environmentally damaged area that was not damaged by the company. The benefits of the program should be clear.
6. At the end of your paper, describe at least three things that other companies should learn from the examples in your paper. Be as specific as possible.

Source Requirements

1. **You must cite at least five sources.** To do a good job, you may need more than five sources.
2. Every source in your Works Cited section must be cited in your paper. Sources that are not cited do not count toward your five sources.
3. If you use our textbook as a source, it will not count as one of the five. Any Web site that you use counts as one source, regardless of the number of pages used.

4. **You must have at least three sources, other than your textbook, that are not Web sites of the companies that you are discussing.**
5. In evaluating material potential sources, consider the possibility of bias or self-interest.
6. If you cannot identify either the author or publisher of a Web site, do not use the site as a source. If the Web site is published by a company, government agency, or non-profit organization, that organization is the publisher.
7. Do not use Wikipedia, Buzzle, research paper Web sites, or "homework help" sites as sources.
8. If you use a blog as a source, mention the author's credentials for writing about the topic.
9. All sources must be in English.

Guidelines for Writing Your Paper

1. Your paper will be graded on accuracy, clarity, completeness, consistency, business judgment, proper documentation of sources, grammar, and writing skill.
2. **Re-state as much information as possible in your own words.** Your ability to do this will be a significant factor in grading.
3. Quotations should be used only for emphasis, to gain credibility by quoting an expert, or to define concepts that we have not studied. If applicable, give a page number for the quotation.
4. Do not use a quotation that is longer than four lines.
5. When you use concepts that we have studied in MGMT 326, use them correctly.
6. If you use technical words that we have not studied, define or explain these words, and cite your source.
7. You can use our textbook for definitions or other background information, but do not use company examples from the textbook.
8. Do not include information that is not relevant to the purpose of the paper, such as water conservation tips for consumers, or information about a company's marketing strategies.
9. Do not use tables or figures from outside sources. If you construct your own tables or figures, number them and explain them in the text. Tables or figures should contribute to the meaning of the paper. They must be typed and attached after the Works Cited section.
10. There should be a logical flow of information throughout your paper, with effective transitions between paragraphs.
11. The length of the paper must be 3 – 4 double spaced pages. Three pages is the minimum length. Tables, figures, and the Works Cited section do not count toward the length of the paper. Papers that receive a grade of "A" or "B" are usually four pages long. However, a four-page paper does not guarantee a grade of "A" or "B".
12. The Turnitin Similarity Index must be 25% or less. "A" and "B" papers usually have a lower Similarity Index.

Citing and Documenting Sources

1. Your handling of information from your sources will be evaluated according to the guidelines in The Correct Use of Borrowed Information at <http://www2.winthrop.edu/wcenter/handoutsandlinks/plagiar.htm>) and Avoiding Plagiarism at <http://www2.winthrop.edu/wcenter/handoutsandlinks/dontplag.htm> .
2. You can find reliable information about documenting sources by doing a Web search for Purdue Owl, which provides information about the latest editions of MLA and APA style.
3. Use either MLA or APA documentation style. Word 2010 or Word 2013 will set up citations and Works Cited (bibliography) entries for you. However, you are responsible for the accuracy and completeness of your documentation.
4. All information from your sources must be cited as it is used (in-paragraph citation). Do not use footnotes or end notes.

5. You are encouraged to use the Winthrop Writing Center if you want to improve your writing or get help with citing and documenting sources. Writing Center tutors cannot tell you whether your paper meets or exceeds the requirements of the assignment.

Formatting and Typing Instructions

1. Use 12-point Times New Roman type. Use one-inch margins on all sides.
2. All information must be written in complete sentences. Paragraph your work appropriately.
3. Indent the first sentence of each paragraph 0.5 inches. Do not skip lines between paragraphs.
4. Do NOT use an outline form, bulleted list, or numbered list for any reason.

Using Turnitin

You can connect to Turnitin at <http://www2.winthrop.edu/dacus/resources/usingturnitin.htm>. If you have not previously used Turnitin, you must register as a new user. Even if you have used Turnitin before, you must enroll for each class where Turnitin will be used this semester. The Class ID and enrollment password for this class will be provided at least two weeks before the research paper is due.

For further information, see the Turnitin Student Training Page at http://www.turnitin.com/en_us/training/student-training.

1. As stated earlier, the Turnitin Similarity Index for your research paper must be 25% or less. The index will be computed with the bibliography included.
2. It is wise to submit your paper to Turnitin several days before it is due so that you can check the Similarity Index.
3. Contact the professor if you need help in reducing the Similarity Index.
4. If you submit the paper more than once, each version will overwrite the previous version. You will not be able to see the new Similarity Index for 24 hours.
5. If you have already submitted the paper, Turnitin will not accept your final version after the time that it is due.

The Turnitin class ID and password will be provided at least two weeks before the paper is due.