

Business & Society

Students, please view the "Submit a Clickable Rubric Assignment" in the Student Center.

Instructors, training on how to grade is within the Instructor Center.

Assignment 1: Social Performance of Organizations

Due Week 4 and worth 290 points

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. Use the Internet to research Apple. Use a tablet, smartphone, laptop, desktop, or traditional video recorder to record a maximum of a five to seven (5-7) minute dynamic video on the topics detailed below. Alternatively, you may submit a four to six (4-6) page paper instead of the video submission.

Note: If you are using a tablet or smartphone you will need to email the video file to yourself, then save it to a computer in order to upload to Blackboard. You may want to upload your video to a file sharing service, such as Dropbox, if your email will not let you send a large video file. Dropbox is accessible from all smartphones and tablets from the Dropbox app.

Once you are ready to upload your video to Blackboard, view the Kaltura video tutorial found in your online course shell (Week 4).

Please use the following naming convention in the popup window for your video once it is finished uploading:

- **Title:** Your First Name, Your Last Name – Social Performance of Organizations
- **Tags:** BUS475, Social Performance
- **Description:** First Name, Last Name – BUS475 Assignment 1 (Date Uploaded ex. 11-14-2014)

Prepare and present a video that is a maximum of five to seven (5-7) minutes **OR** write a four to six (4-6) page paper in which you:

1. Specify the nature, structure, and types of products or services of Apple, and identify two (2) key factors in the organization's external environment that can affect its success. Provide explanation to support the rationale.
2. Suggest five (5) ways in which the primary stakeholders can influence the organization's financial performance. Provide support for the response.
3. Specify one (1) controversial corporate social responsibility concern associated with Apple.
4. Submit a reference page with at least four (4) quality references that you have used for this presentation / paper. **Note:** Wikipedia and other Websites do not qualify as academic resources.

If you choose the written paper, your assignment must follow these formatting requirements:

- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

The specific course learning outcomes associated with this assignment are:

- Analyze the relationship between business and society, and the ways in which they are part of an interactive system.
- Recommend ways stakeholders can influence the destiny of both business and society.
- Analyze the various primary and secondary stakeholder groups, their roles, and relationships.
- Compare and contrast the concepts of corporate social responsibility and citizenship.
- Analyze ways ethical challenges affect the multiple functions of business.
- Use technology and information resources to research issues in business and society.
- Write clearly and concisely about business and society using proper writing mechanics.

Click [here](#) to view the grading rubric for this assignment.

Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

Points: 290 Assignment 1: Social Performance of Organizations					
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
1. Specify the nature, structure, and types of products or service of Apple, and two (2) key factors in the organization's external environment that can affect its success. Provide explanation to support the rationale. Weight: 35%	Did not submit or incompletely specified the nature, structure, and types of products or service of Apple, and two (2) key factors in the organization's external environment that can affect its success. Did not submit or incompletely provided explanation to support the rationale.	Insufficiently specified the nature, structure, and types of products or service of Apple, and two (2) key factors in the organization's external environment that can affect its success. Insufficiently provided explanation to support the rationale.	Partially specified the nature, structure, and types of products or service of Apple, and two (2) key factors in the organization's external environment that can affect its success. Partially provided explanation to support the rationale.	Satisfactorily specified the nature, structure, and types of products or service of Apple, and two (2) key factors in the organization's external environment that can affect its success. Satisfactorily provided explanation to support the rationale.	Thoroughly specified the nature, structure, and types of products or service of Apple, and two (2) key factors in the organization's external environment that can affect its success. Thoroughly provided explanation to support the rationale.
2. Suggest five (5) ways in which the primary stakeholders can influence the organization's financial performance. Provide support for the response. Weight: 25%	Did not submit or incompletely suggested five (5) ways in which the primary stakeholders can influence the organization's financial performance. Did not submit or incompletely provided support for the response.	Insufficiently incompletely suggested five (5) ways in which the primary stakeholders can influence the organization's financial performance. Insufficiently provided support for the response.	Partially incompletely suggested five (5) ways in which the primary stakeholders can influence the organization's financial performance. Partially provided support for the response.	Satisfactorily incompletely suggested five (5) ways in which the primary stakeholders can influence the organization's financial performance. Satisfactorily provided support for the response.	Thoroughly incompletely suggested five (5) ways in which the primary stakeholders can influence the organization's financial performance. Thoroughly provided support for the response.
3. Specify one (1) controversial corporate social responsibility concern associated with Apple. Weight: 20%	Did not submit or incompletely specified one (1) controversial corporate social responsibility concern associated with Apple.	Insufficiently specified one (1) controversial corporate social responsibility concern associated with Apple.	Partially specified one (1) controversial corporate social responsibility concern associated with Apple.	Satisfactorily specified one (1) controversial corporate social responsibility concern associated with Apple.	Thoroughly specified one (1) controversial corporate social responsibility concern associated with Apple.

4. Writing Mechanics, Grammar, and Formatting / Oral Communication. Clarity and Coherence of Writing / Presentation Weight: 10%	Serious and persistent errors in grammar, spelling, punctuation, or formatting / oral communication. Information is confusing to the reader and fails to include reasons and evidence that logically support ideas.	Numerous errors in grammar, spelling, and punctuation, or formatting / oral communication. Information is somewhat confusing with not enough reasons and evidence that logically support ideas.	Partially free of errors in grammar, spelling, punctuation, or formatting / oral communication. Information is partially clear with minimal reasons and evidence that logically support ideas.	Mostly free of errors in grammar, spelling, punctuation, or formatting / oral communication. Information is mostly clear and generally supported with reasons and evidence that logically support ideas.	Error free or almost error free grammar, spelling, punctuation, or formatting / oral communication. Information is provided in a clear, coherent, and consistent manner with reasons and evidence that logically support ideas.
9. Appropriate use of APA in-text citations and 4 reference provided Weight: 10%	Lack of in-text citations and / or lack of reference section.	In-text citations and references are given, but not in APA format. Does not meet the required number of references, and / or references are of poor quality.	In-text citations and references are provided, but they are only partially formatted correctly in APA style. Meets the required number of references; some or all references poor quality choices	Most in-text citations and references are provided, and they are generally formatted correctly in APA style. Meets number of required references; all references high quality choices.	In-text citations and references are error free or almost error free and consistently formatted correctly in APA style. Exceeds number of required references; all references high quality choices.