

Social Responsibility and Risk Final Assessment: Outline and Rubric

Competency Name: Social Responsibility and Risk

Competency Statement: Apply and understanding of how to integrate the theoretical concepts of social responsibility and risk throughout the supply chain.

Final Assessment Title: Social Responsibility, Sustainability, and Risk Comprehensive Research and Presentation

Competency Objectives:

1. Develop an understanding of principles and standards of ethical supply management conduct, principles of sustainability and social responsibility, and organizational policies.
2. Develop an understanding of ISM Principles of Sustainability and Social Responsibility and Audit.
3. Develop an understanding of the need for communication and training about sustainability and social responsibility to key stakeholders.
4. Develop an understanding of (1) financial risk; (2) operational risk; (3) brand/reputation risk; (4) legal risk; (5) environmental risk; and (6) technical risk.
5. Evaluate an organization's risk exposure with respect to the storage/disposal of hazardous/regulated materials and related documentation.
6. Develop an understanding of customer-driven requirements, laws and regulations related to documentation, storage, handling, transportation, and disposal ("cradle to grave").

Program Learning Outcome(s): N/A

Institutional Learning Outcome(s): N/A

Purpose of this Assessment

The final assessment for this competency is to apply the principles and standards of ethical supply management conduct, principles sustainability and social responsibility, organizational policies, and risk exposure throughout the supply chain by researching the sustainability and social responsibility efforts of two organizations and then comparing and contrasting these organizations' efforts PowerPoint presentation.

It is important to understand the underlying factors that constitute social responsibility in order to demonstrate a mastery of the interrelationships of ethics, sustainability, and risk adaptation. As you progress through this competency, the application of the principles and standards of ethical supply management will set the stage for a development framework encompassing various aspects, including management conduct, organizational policies, effective tools, measurement, audit, communication, types of risk and exposure, training, hazardous materials, and cradle to grave.

Items Required for Submission

1. A 10-12 page comprehensive research document for a Fortune 500 company of your choice.
2. A second 10-12 page comprehensive research document, for a different Fortune 500 company of your choice.

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1. A 14-20 slide presentation that draws examples from the research in comparing and contrasting the two companies you chose.

Step ONE: Preparation – Narrowing Exercise

The first part of the assignment is to identify and select two Fortune 500 companies to serve as case study examples. The method applied to narrowing the selection process is twofold: first, identify the current (within the last two years) 20 most profitable Fortune 500 companies; second, from this list of companies, identify two companies that are similarly aligned based on industry type. If you are unable to identify two companies from the same industry type, then choose two companies from this narrowed list that you find particularly interesting and that are in some way indirectly related.

Step TWO: Complete Item 1: Research Document for Each Organization

Using the 13 questions below, develop a comprehensive research document for each of the two companies selected. You should use a question and answer format. Because this document is unlike typical research papers with headings and expected sections, an example has been provided in the appendix to illustrate the appropriate formatting. APA formatting for citations and reference page should be followed. Each question should be addressed in a paragraph (three to eight sentences) or as otherwise directed. You should include one to two references per question, properly cited with a reference page at the end of the document. Note that:

- **Each of your two company choices will be developed independently of each other and in the form of separate documents.**
- **This part of the assignment is fact finding only and you should not form written opinions about either company.**

When you conduct your research, be thinking about your presentation. Carefully review the topics that you will need to cover in the presentation and make sure you collect the necessary information to completely address those topics. In addition to company websites, annual reports or other company publications, you will need to include at least ten academic, scholarly resources (outside company) to support your observations and the claims of the organizations to the fullest extent possible. Include a variety of different types of sources to include several facets of the companies under investigation.

For each organization:

- Describe in general terms the organization's approach to supply management and risk. What steps has the organization taken to achieve sustainability and social responsibility while addressing risk exposure?
- Identify two activities the organization conducts in terms of audit to ensure sustainable and socially responsible behavior in its supply chain.
- Briefly describe the organization's culture. Include in your description how the organization addresses sustainability and social responsibility as part of its culture.

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- How many audits has the organization conducted in the past five years? Provide two specific examples of audits conducted and identify the steps the organization took based on audit findings. Be sure to explain the relevance of the organization's actions.
- Describe the organization's use of transparency in its approach to audit, both within the industry and in terms of the public in general. Incorporate sustainability and social responsibility in your discussion.
- Identify whether the organization has a supplier code of conduct and, if so, how the organization uses it in the supply management system to ensure a sustainable and socially responsible outcome.
- Briefly describe how the organization approaches communication and training, both within the organization and throughout the supply chain.
- Using evidence from training and communication efforts, describe the philosophy of your organization with respect to people, planet, and profit. A short paragraph should enable you to succinctly make your point.
 - Identify your organization's corporate approach to risk management with respect to the following six risk categories: 1. Financial Risk; 2. Operational Risk; 3. Brand/Reputation Risk; 4. Legal Risk; 5. Environmental Risk; 6. Technical Risk. Limit your response to two sentences for each risk.
 - Does the corporation's attitude embrace a sustainable and socially responsible framework in addressing risk assessment?
- Identify one specific strategy the organization has adopted to meet customer-driven requirements and expectations for a sustainable and socially responsible supply chain. How does this strategy contribute to success in overall supply management?
- Does your organization deal with hazardous/regulated materials? If so, use outside sources such as the Wall Street Journal, Bloomberg, and The New York Times to complete the following items (a through c). If your organization does not currently deal with hazardous/regulated materials, choose one that might be an issue in the foreseeable future to complete the following items.
 - Identify one policy or law related to hazardous/regulated materials that affects the organization's supply management operations. Think about self-regulation, local jurisdictional requirements (could be state or federal policy), as well as international acts and laws that may have jurisdiction. Identify a risk associated with this policy or law; such as brand/reputation.
 - Identify one example of the organization addressing hazardous/regulated materials through its supply chain.
 - Identify one specific documentation requirement related to hazardous/regulated materials that affects supply management strategies for the organization.
- Briefly describe your organization's supply chain in the simplest context as it relates to the concept of cradle to cradle. For example, how does it approach "reverse supply chain management"?
- Summarize in a list the steps your organization has taken (a track record) to achieve sustainability and social responsibility and address risk.

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Step THREE: Develop your Presentation

The purpose of the presentation is to specifically compare and contrast your two selected organizations, based on the research you conducted. You should not be conducting new research but should be using the content of your research to complete the presentation.

Be sure to include all key information, but be succinct and graphically creative. Include at least seven visual representations in the form of pictures, tables, graphics, etc., to make your presentation more appealing, maintain audience interest, and easier for the audience to understand.

The language you use should be consistent throughout your presentation as well. For example, if the research document refers to company as “the organization,” then slides should not refer to the company as “the company” or “an organization.” The presentations should be between 14 – 20 slides long and follow the requirements below.

Specific requirements:

1. TITLE PAGE (one slide)
 - a. Title of your slide presentation
 - b. Attention-grabbing graphic
 - c. Your name and competency title
2. INTRODUCTION (two or three slides)
 - a. General overview of sustainability and social responsibility and risk throughout the supply chain (one slide)
 - b. An overview of your two organizations (one or two slides)
 - i. Compare and contrast the two organizations in terms of their achievements and track record.
 - ii. This slide(s) should be the lead-in to the presentation, clearly stating the two organizations’ respective sustainable and socially responsible attitudes. You will continue to support your position relative to this introduction as you move through the presentation. Make this your central theme or hypothesis.
3. CORPORATE SUSTAINABILITY AND SOCIALLY RESPONSIBLE INITIATIVES AND DIRECTIVES (one slide)
 - a. For each company, summarize from your research a recent initiative or a significant directive that is innovative, sustainable, and socially responsible.
 - b. Compare and contrast the initiatives with an emphasis on creativity and innovation.
4. THE ROLE OF AUDIT IN A SUSTAINABLE AND SOCIALLY RESPONSIBLE COMPANY (one slide)
 - a. Using a theory based on an accepted industry set of guidelines or policies (for example, BOP, triple bottom line, SCOR or TSCA, or others that may apply), compare how your organizations’ approaches to audit ensure a sustainable outcome.
 - i. Think about the purpose of conducting the audit.
 - ii. Think about organizational policies or initiatives as a result of the audit.
5. CORPORATE CULTURE (one slide)
 - a. Compare and contrast the corporate cultures of your two organizations.

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- i. Articulate how the organizations have embraced the triple bottom line throughout their supply chains.
 - ii. How do the organizations each view risk?
- 6. SUPPLIER CODE OF CONDUCT (one slide)
 - a. Compare and contrast your two organizations' overall strategies in managing their supply chains to ensure sustainable and socially responsible outcomes.
- 7. COMMUNICATION AND TRAINING (one slide)
 - a. Compare and contrast how the two organizations use communication and training as part of their commitment to ethical and socially responsible behavior within their supply chain.
 - i. Provide an example that clearly supports this commitment.
- 8. SIX RISK FACTORS COMPARED (one or two slides)
 - a. Compare and contrast in a side-by-side outline three of the six risk factors introduced in this competency.
 - i. Identify an example of each risk that both organizations share.
 - ii. Identify the strategies indicative of the organizations' response to the risk that reflect an innovative, sustainable, and socially responsible long-term solution.
- 9. CUSTOMER-DRIVEN REQUIREMENTS (one or two slides)
 - a. Clearly articulate the primary strategic differences between your organizations' customer-driven strategies.
 - i. How, in your opinion, have these strategies best served the customer?
 - ii. Are these strategies directed purposefully in the pursuit of sustainable and socially responsible best practices in terms of the whole supply chain?
- 10. HAZARDOUS/REGULATED MATERIALS AND DOCUMENTATION (one or two slides)
 - a. Compare and contrast the two organizations' approaches to hazardous/regulated materials and related documentation.
 - i. Cite one example of hazardous/regulated materials and related documentation that both companies share.
 - ii. Incorporate sustainable and non-sustainable strategies that are employed by each company.
- 11. CRADLE TO GRAVE AND BEYOND (one to two slides)
 - a. Compare and contrast your organizations' approaches to "reverse supply chain management."
 - i. Identify and share your opinion on which organization genuinely strategizes toward and embraces a "cradle cradle" supply management system.
 - ii. How does this approach influence risks?
- 12. CONCLUSION (two slides minimum)
 - a. Summarize your presentation.
 - i. Reference key points from your introduction.
 - b. Which organization manages its supply chain in a more sustainable and socially responsible way?
 - c. Which organization engages risk in a more proactive, sustainable, and socially responsible manner?

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Step FOUR: Complete Checklist for Submission

Before you submit, check to see if you have met the criteria noted below. Did you:

- ✓ Completely and accurately address the questions posed for both research documents by using at least two sources, appropriately cited?
- ✓ Provide comprehensive, detailed, and well-researched factual information for all required components, including least 10 scholarly sources as part of your research?
- ✓ Make sure that both research documents are logical, well-written, and of the required length? Check your spelling, grammar, and punctuation? Follow APA formatting standards as indicated?
- ✓ Demonstrate well-applied research efforts to the collection of highly relevant and varied information to address the integral issues of social responsibility and risk?
- ✓ Show sophisticated integration of social responsibility and risk issues with the comparison of your two chosen companies?
- ✓ Highlight the key points of the research documents according to the guidelines for your presentation?
- ✓ Includes at least seven relevant and descriptive visual components to aid audience interest and understanding.

Step FIVE: Submit your Social Responsibility, Sustainability, and Risk Comprehensive Research and Presentation

- Your completed files should be submitted through the Final Assessment page of your competency.
- Please note, for files smaller than 10MB (e.g., most Word documents), use the corresponding “+UPLOAD STUDENT FILE” button to upload your Final Assessment documents. For larger files of any type (e.g., voice over PowerPoint files, video presentations), please use the optional TEXT EDITOR to provide a URL where your tutorial faculty can download your file.
- How you create a download URL is up to you, but various free online providers, including Google Drive and Dropbox, offer this service. Please make sure that the URL you provide can be accessed by anyone with the link. For further instructions on how to create public links for uploaded files, consult the support pages for your chosen provider.

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Scoring Rubric for Final Assessment

Criterion	EMERGING (1)	DEVELOPING (2)	PROFICIENT (3)	EXEMPLARY (4)
Research Document 1	The research document provides limited responses to the questions posed by using some unreliable sources, with many errors in the citations, if provided.	The research document somewhat addresses the questions posed by using some research-type sources, with limited accuracy for citations.	The research document fairly completely and mostly accurately addresses the questions posed by using reliable, scholarly sources, appropriately cited.	The research document completely and accurately addresses the questions posed by using reliable, scholarly sources, appropriately cited.
Research Document 2	The research document provides limited responses to the questions posed by using some unreliable sources, with many errors in the citations, if provided.	The research document somewhat addresses the questions posed by using some research-type sources, with limited accuracy for citations.	The research document fairly completely and mostly accurately addresses the questions posed by using reliable, scholarly sources, appropriately cited.	The research document completely and accurately addresses the questions posed by using reliable, scholarly sources, appropriately cited.
Writing Mechanics	Either research document lacks clarity and may be confusing—too long or short. Numerous errors in spelling, grammar, and/or punctuation. Limited, if any, adherence to APA standards as indicated.	Both research documents are somewhat logical and well-written—too long or short. Some errors in spelling, grammar, and/or punctuation. APA standards are somewhat followed as indicated but with numerous errors.	Both research documents are logical, well-written, and of the required length. There may be one or two minor errors in spelling, grammar, and/or punctuation. APA formatting standards are followed as indicated with a few minor errors.	Both research documents are logical, well-written, and of the required length. Spelling, grammar, and punctuation are accurate. APA formatting standards are followed as indicated.
Knowledge Research (Documents and Presentation)	Demonstrates little research effort to the collection of information related to social responsibility and risk with less than seven scholarly sources as part of	Demonstrates some research efforts to the collection of general information to address the issues of social responsibility and	Demonstrates research efforts to the collection of relevant and mostly varied factual information to address the main issues of social responsibility	Demonstrates well-applied research efforts to the collection of highly relevant and varied factual information to address the integral issues of social responsibility

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	<p>your research. Shows little integration of social responsibility and risk issues with the comparison of the two chosen companies.</p>	<p>risk, including at least seven scholarly sources as part of your research. Shows some integration of social responsibility and risk issues with the comparison of the two chosen companies.</p>	<p>and risk, including at least 10 scholarly sources as part of your research. Shows adequate integration of social responsibility and risk issues with the comparison of the two chosen companies.</p>	<p>and risk, including at least 10 scholarly sources as part of your research. Shows sophisticated integration of social responsibility and risk issues with the comparison of the two chosen companies.</p>
Presentation	<p>Does not highlight the key points of the research documents. Presentation does not follow the same organization of the report. Includes less than seven appropriate visual components to aid audience interest and understanding.</p>	<p>Highlights some of the key points of the research documents. Presentation is lacking organization and/or some of the components are missing or are not covered sufficiently. Includes less than seven reasonable and appropriate visual components to aid audience interest and understanding.</p>	<p>Highlights most of the key points of the research documents. Presentation follows the same organization as the guidelines. Includes at least seven reasonable and appropriate visual components to aid audience interest and understanding.</p>	<p>Highlights the key points the research documents. Presentation follows the same organization as the guidelines. Includes at least seven relevant and descriptive, visual components to aid audience interest and understanding.</p>