



Assignment Grading Rubric

Course: GB590

Unit: 4

Instructions

Find an article no older than 2006 on a company that faced an ethical dilemma. Develop a 800-1000 word personal essay that addresses the following:

1. Briefly describe the dilemma.
2. Discuss how the dilemma was resolved.
3. Provide a critique of the decision, examining the interests of all stakeholders.
4. Reflect on how their decision affects their company or brand image from your perspective.

Develop this paper as a 800-1000 word essay. Citations to the article are required. Provide additional citations to support other information you provide, being sure to use more than your personal opinion to gauge the answer to question three. While this paper is a personal reflection, do not use first or second person in your writing. Follow APA guidelines, providing a cover and reference sheet as well. Submit your paper via the Unit 4 Assignment Dropbox.

Rubric

		Weighting	Possible Points	Points Earned
Grammar and Spelling	<ul style="list-style-type: none">• Proper use of grammar and punctuation• Proper spelling	20%	20	
Style and Coherence	<ul style="list-style-type: none">• Sentences are complete in thought• Sentences are concise, eliminating unnecessary words or phrases• Sentences vary in structure• Sentence transitions are present• Words used are precise, unambiguous and used properly• There is an appropriate tone for the assignment			
Organization	<ul style="list-style-type: none">• There is clear structure to the paper• There is a central theme or thesis• It is written for the appropriate audience• Logical flow of ideas• Appropriate introduction to the paper or topics being covered• Logical conclusion that results from the thesis			
Format	<ul style="list-style-type: none">• Orderly presentation of materials, following			

Assignment Grading Rubric

Course: GB590

Unit: 4

	<p>general format requirements (Margins, header, footer, font size, general amount of work)</p> <ul style="list-style-type: none"> Use of headings, italics, and other aids (e.g., appendices, tables of contents, when appropriate) to improve the flow of the paper 			
	<ul style="list-style-type: none"> Proper citations and references to resources, following APA. 			
Content/Analysis	<p>Overall:</p> <ul style="list-style-type: none"> Purpose of the paper is clear All questions/requirements of the assignment are answered in a substantive manner Major topics/theories are stated clearly and are supported by details and analysis Content is comprehensive, accurate, and/or persuasive Integration of theory and practice Research is adequate and up-to-date <p>Specifically:</p> <p>Find an article no older than 2006 on a company that faced an ethical dilemma. Develop a 800-1000 word personal essay that addresses the following:</p> <ol style="list-style-type: none"> Briefly describe the dilemma. Discuss how the dilemma was resolved. Provide a critique of the decision, examining the interests of all stakeholders. Reflect on how their decision affects their company or brand image from your perspective. 	80%	80	
		Total: 100%	100 Possible Points	[] Points Earned
Additional Instructor Comments:				