

ASSIGNMENT AND GRADING RUBRIC

Assignment #1 – Innovation Fuel Podcast

Assignment Outcomes:

- Analyze the interface between business and society, and
- Evaluate business stakeholders.

Instructions:

1. Go to University Canada West's [Innovation Fuel Podcast](#) and listen to some podcasts/subjects that interest you – this is to inspire your choice of business to write about but **do not write about the guest speaker's business**.
 - For example, if the podcast featuring the Royal Bank of Canada (RBC) inspires you, you may choose any business within or that is related to the banking industry (such as another financial institution, alternative lending organizations, or perhaps an organization that provides banking industry specific services such as financial technology (fintech)), but you must not write your assignment on RBC itself.
2. Choose a Canadian business who **manufactures/sells products** that was inspired from one of the podcasts and submit your assignment in Word format - **this is the only acceptable format for this course unless otherwise indicated**.
3. Your assignment must include the following:
 - a) an introduction of the business (an abstract and table of contents is not required),
 - b) discuss two factors that influence the local society's attitude towards the business (hint: see Sixty chapter 1 and your week 1 discussion post),
 - c) identify a minimum of three internal direct, three external direct, and three external indirect stakeholders, identify a minimum of one stake/interest per stakeholder, and identify a minimum of one influence per stakeholder towards the business or the industry – **do not write about their roles or responsibilities**, and
 - d) conclusion.
4. Expectations
 - This is an essay except for c that is in table format; for the essay portions, students should not be answering questions or providing bullet points.
 - Write this paper for someone who may not understand these concepts.
 - If you provide an opinion, make sure that you state it is your opinion, and support your opinion with examples and research. If you want your opinion to be taken seriously, it must have conviction based on experience and fact.
5. Technical details
 - Your paper should be 1500 - 2000 words (6 to 8 pages) in written essay format in Microsoft Word. The word/page count is from the introduction to the conclusion only

and does not include the cover page, reference pages, or any appendices. Do not include any images, charts, tables, and graphics.

- 250 words = 1 page. **Written work after 8 pages will not be read or graded.**
- Double-spaced, 12 pt., Times New Roman font, and in APA 7. Here is an [APA formatting and style guide, with a sample paper in APA7 format](#) to utilize. Please utilize APA7 style template, as posted under University Level Writing.
- A minimum of three (3) references are required, with a minimum of one (1) peer-reviewed, scholarly sources. The best places for research are the [UCW Library](#) and [Google Scholar](#). Additional sources are encouraged however, blogs, social media sites, online tutoring sites, Wikipedia, and Investopedia are not acceptable sources.
- Maximum 20% similarities; **similarities do not include the title page, disclaimer, headings, references, or anything that is provided in the template for you.**
- Turnitin has been set to allow for 2 submissions prior to the due date, to check for similarities. The 3rd submission or whichever submission is in Turnitin when the due date and time has come, is the copy that will be graded.
- It is your responsibility to submit the correct file to Turnitin before the due date and time. The file that is in Turnitin as of the due date and time is the file that will be graded. It is not the professor's responsibility to delete your incorrect file so you can submit another file. Each deletion request will result in a 5% penalty on your assignment.
- Your submission **must** be in Word format; **any other format (e.g., PDF, PPT, etc.) will not be graded and will receive a zero grade with no chance for resubmission.**
- Students should utilize course theory and various ethical theories in their analysis, and must cite sources for all ideas, facts, and information used that are not their own – this includes any paraphrasing. Failure to properly cite and reference is considered as plagiarism, even if it was unintentional and inadvertent.
- File naming convention: **First Name, Last Name, Individual Assignment #1**

Grading Rubric					
	% of Grade	Poor 0-49%	Approaching Standards 50-59%	Meets Standards 60 to 84%	Exceptional 85-100%
Introduction and Conclusion Suggested length: 1 page each.	10	Missing both the introduction and the conclusion.	Missing either the introduction or the conclusion, or they are provided however they are vague, and both are less than one page each in length. Reader has several questions.	Proper introduction and conclusion that are detailed and one is less than one page in length. Reader has a few lingering questions.	Thorough introduction and conclusion, and both are one page each in length or longer, but both do not go over one and one-half pages each in length. Reader does not have any lingering questions.
Societal Attitude Suggested length: 2 to 3 pages.	25	Minimal to no discussion of one to two topics on society's attitude towards the business or its industry. Reader has many questions. Ideas presented are not supported by citations. All opinions are stated as fact.	Vague, high-level discussion of one to two topics on society's attitude towards the business or its industry. Reader has several questions. Not all ideas presented are supported by citations. Some opinions are stated as fact.	General discussion of one to two topics on society's attitude towards the business or its industry. Reader has a few lingering questions. Most ideas presented are supported by citations. Opinions are stated as opinions.	Thorough discussion of two topics on society's attitude towards the business or its industry. Reader does not have any lingering questions. Ideas presented are all supported by citations. No opinions generated.

Grading Rubric					
	% of Grade	Poor 0-49%	Approaching Standards 50-59%	Meets Standards 60 to 84%	Exceptional 85-100%
Stakeholder Analysis Suggested length: 2 to 3 pages	25	Identified less than 2 internal direct, 2 external direct, and 2 external indirect stakeholders to the business, and identified less than 1 stake or 1 influence for each stakeholder towards the business or industry. Limited to no analysis provided; leaves the reader with a limited understanding of the issues and its challenges. Ideas presented are not supported by citations. All opinions are stated as fact.	Identified less than 3 internal direct, 3 external direct, and 3 external indirect stakeholders to the business, and identified 1 stake or 1 influence for each stakeholder towards the business or industry. Analysis is lacking and leaves the reader with several questions on the issues and its challenges. Not all ideas presented are supported by citations. Some opinions are stated as fact.	Identified 3 internal direct, 3 external direct, and 3 external indirect stakeholders to the business, and identified 1 stake and 1 influence for each stakeholder towards the business or industry. Analysis missing a few important factors but still provides the reader with a good understanding of the issues and its challenges. Most ideas presented are supported by citations. Opinions are stated as opinions.	Identified 3+ internal direct, 3+ external direct, and 3+ external indirect stakeholders to the business, and identified 1+ stake and 1+ influence for each stakeholder towards the business or industry. Analysis is thorough and provides the reader with clear understanding of the issues and its challenges. Ideas presented are all supported by citations. No opinions generated.
Style and Mechanics	10	Multiple spelling, punctuation, and/or grammatical errors that makes it difficult to understand the written work. Frequently uses words that are inaccurate, informal, or not appropriate for the specific idea.	Many spelling, punctuation, and/or grammatical errors that may temporarily confuse the reader or impede the overall understanding. Some words used are inaccurate, informal, or not appropriate for the specific idea.	Some spelling, punctuation, and/or grammatical errors, but still understandable. Words used are mostly accurate and effective for the specific idea.	Almost entirely free of spelling, punctuation, and/or grammatical errors. Words used are accurate, effective, and appropriate for the specific idea.

Grading Rubric					
	% of Grade	Poor 0-49%	Approaching Standards 50-59%	Meets Standards 60 to 84%	Exceptional 85-100%
Organization and Flow	10	Paragraph and sentence structure are lacking, simple, or does not make sense. Sections are not clearly indicated; there are no flow of ideas.	Paragraphs and sentences are wordy; ideas are vague or confusing. Missing some sections of the paper; ideas do not logically flow from one to the next.	Most paragraphs and sentences are clearly written and structured. All sections of the paper are included, and ideas logically flow from one to the next.	Well defined paragraphs: sentences are clearly written and structured. All sections of the paper are included, and ideas logically flow from one to the next.
References	10	Sources are not appropriate for this paper; obvious that minimal research was conducted. Sources provided do not support the written content.	Some sources are appropriate for the purpose of this work with limited research demonstrated. Written content is supported by less than number of required academic sources.	Sources are from credible academic sources. Written content is supported the number of required academic sources.	Sources are appropriate for the written work and are credible academic sources. Written content is supported by more than the required number of academic sources.
APA7 – Citation and Reference Styles	10	Paper is not in APA7 formatting; citation and reference styles are not followed.	Some APA7 formatting with frequent errors in citation and reference styles.	Paper is mainly in APA7 formatting with minor errors in citation and reference styles.	Paper complies with APA7 formatting and style with no errors.
Bonus	2	0 to 3 pages	4 to 5 pages	6 to 7 pages or 9+ pages	8 pages
TOTAL	100%				