DE MONTFORT UNIVERSITY DUBAI

Faculty of Business and Law
Assignment Brief

Module Title	Business and Sustainability	Assignment Number	1
Module Code	CORP2550	**Assignment Title**	Evaluating Unilever's Sustainability Performance
Module Leader	Dr Shilpi Banerjee	**Assignment Weighting**	100%

Submission Date/Time	**28th April 2023 (12 noon)**
Assignment Return Date/Time	19th May 2023(12 noon GMT/BST)

Assessment Information What you need

You are required to write a **2250-word** individual essay evaluating the sustainability strategy and performance of **Unilever**. You must also provide a **400-word** personal reflection (note this is not included as part of the essay's 2250 word count).

There are **five** parts to this assessment. Please make sure you address every part.

PART 1. Introduction

PART 2. Overview of Unilever and its Sustainability Approaches (approx. 350-400 words)

PART 3. Evaluation of Unilever's Sustainability strategy and performance

You are strongly recommended to look at the lecture and seminar materials to help you answer and expand on the questions in this part.

3a. The first two questions are compulsory (all students must answer)

1. Definition. How does Unilever define "sustainability" and discuss how this is linked to theoretical perspectives in Business & sustainability? Approximately 200-250 words.
2. *Stakeholder engagement and management*. Which stakeholders does Unilever engage with and why (what reason(s) do they give), and what type of approach (to stakeholder engagement/management) does this represent? Approximately 300-350 words.

3b. Pick two questions from the following areas (approximately 300-350 words for each question)

3. What are the reasons for Unilever to commit to sustainability (what reason(s) do they give)? Incorporate the theoretical perspective on what type of motivation you think this is?

    4.   *Creating shared value (CSV).* Identify one sustainability issue that Unilever has identified as relevant to them and how is this related to business strategy and consider what type of strategy this is and why they have adopted this approach (what reason(s) do they give)? What reason(s) do they give for recognising and addressing this issue? Identify one sustainability issue that Unilever has not recognised and outline why you think they should address this issue.

5. *Sustainable Development Goals (SDGs).* Discuss why Unilever recognises the SDGs (what reason(s) do they give), and identify one SDG the company has effectively contributed towards, and one they have not adequately addressed and could improve their contribution towards

6. *Corporate governance and implementation.* What are the main corporate governance and implementation mechanisms that Unilever uses for realising its sustainability commitments in practice? Highlight one strength and one weakness in how Unilever implements and embeds sustainability.

7. *Reporting performance.* How does Unilever report its sustainability performance and what reason(s) do they give for this approach? Highlight one strength and one weakness in how Unilever reports its sustainability practices.

PART 4. Conclusion (approximately 400-450 words)

• For the conclusion you should (a) summarise the key points of your evaluation (as outlined in part 3), and (b) use Maon et al.'s (2010) stages of CSR development to locate the company's overall commitment to sustainability. Briefly explain why you have positioned them in this stage and cultural phase.

PART 5. Reflective commentary (400 words max - note this is not included in the word count for parts 1-4)

• For the reflective commentary, you should outline what you have learnt during the course of this module and/or as a result of this assessment (e.g. about yourself, Unilever and/or companies in general), and discuss how this knowledge will/can influence your personal behavior/ attitude towards sustainability and/or professional practice.

Criterion – How will you be marked

This essay will be marked according to the criteria below. This takes into account, and aligns with, DMU's undergraduate marking descriptors (available here). For more information about what each criteria entails please refer to the rubric (provided separately). Note that the lecture and seminar in weeks 25-27 will look at the assessment task, including the marking criteria/rubric, in more detail.

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	Assessment Marking Criteria	
1	Overview of Unilever and its Sustainability approach	20%
2.	Evaluation of Unilever's sustainability strategy / performance	40%
3.	Conclusions	15%
4.	Personal reflection	15%
5	Structure, coherence, clarity and presentation	10%

This assignment is designed to assess the following learning outcomes:

1. Recognise and explain the broader historical context in which debates about the responsibility and sustainability of business have emerged.
2. Appreciate the importance and significance of sustainability for the business sector as well as for society.
3. Demonstrate a critical understanding of the core principles of sustainability and their application in the business context.
4. Identify and examine the institutional, organisational, and individual pressures and drivers for corporate sustainability and their impact on the nature and scope of business' economic, social and ecological responsibilities.
5. Debate, discuss and analyse the key sustainability issues facing the business sector and critically examine strategies and approaches companies have used to address these.

Assessment Details

Your submission must meet the following requirements.
- Submit your report to Turnitin under the folder named '**Assessment 1: Unilever'** by 12:00 noon (GMT/BST) on 28 April 2023. Please include your P number in the file name.
- The front page must include **your P number**, module title and code. You must not include your name anywhere in the document as your report will be marked anonymously.
- The maximum word limit for the individual report (Part 1-4) is **2500 words**, and an additional **400** words for the personal reflection. Anything over these word limits will not be considered.
- Your personal reflection should go at the end of your report, after the list of references.
- The title page, list of references, tables / diagrams, executive summary / abstract, and appendices are not included in the word count.
- You can only submit one file to Turnitin, so you should include all parts in one file (the personal reflection cannot be submitted as a separate document).
- Please use **Arial** font size **11 or 12** and at least **1.15** line spacing.
- Both **Microsoft Word** and **PDF** files are acceptable.
- For citation of references, you are required to use DMU's Harvard referencing system called "*Cite Them Right*" available here.
- Please note that you can submit your assessment to Turnitin multiple times. A new Similarity Report will be generated each time; however, after three submissions, you will need to wait 24 hours to see a new similarity report.
- Make sure you keep the submission **email receipt** as proof that you have submitted.

How to Submit your assessment

The assessment must be submitted by **12 noon (GMT/BST) on 28/04/23**. No paper copies are

required. You can access the submission link through the module web.

- Your coursework will be given a zero mark if you do not submit a copy through Turnitin. Please take care to ensure that you have fully submitted your work.

- Please ensure that you have submitted your work using the correct file format, unreadable files will receive a mark of zero. The faculty accepts Microsoft Office and PDF documents, unless otherwise advised by the module leader.

- All work submitted after the submission deadline without a valid and approved reason will be subject to the University regulations on late submissions.
- If an assessment is 1-10 university working days late the mark for the work will be capped at the pass mark of 40 per cent for undergraduate modules or 50 per cent for postgraduate modules
- If an assessment is submitted beyond 10 university working days late the work will receive a mark of zero per cent
- The above applies to a student's first attempt at the assessment. If work submitted as a reassessment of a previously failed assessment task is submitted later than the deadline work will immediately be given a mark of zero per cent
- If an assessment which is marked as pass/fail rather than given a percentage mark is submitted later than the deadline, the work will immediately be marked as a FAIL.

- The University wants you to do your best. However, we know that sometimes events happen which mean that you can't submit your coursework by the deadline – these events should be beyond your control and not easy to predict. If this happens, you can apply for an extension to your deadline for up to two weeks, or if you need longer, you can apply for a deferral, which takes you to the next assessment period (for example, to the re-sit period following the main Assessment Boards). Please note that you must apply before the deadline, and, unlike last year, module leaders and programme leaders no longer approve these requests. This is now carried out centrally. For more information about extensions and deferrals, and how to apply, please see click here.

- Students MUST keep a copy and/or an electronic file of their assignment.

- Checks will be made on your work using anti-plagiarism software and approved plagiarism checking websites

Return of marked work

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You can expect to have feedback returned to you on **31/05/2023 AT 12:00 (GMT/BST)**. If for any reason there is a delay, you will be kept informed. Marks and feedback will be provided online via BB. It is important that you access the feedback you receive as this will help to make improvements to your later work. You can request a meeting with your Seminar Tutor, Module Leader or Personal Tutor to discuss your feedback in more detail. Marks will have been internally moderated only and will therefore be provisional; your mark will be formally agreed later in the year once the external examiner has completed their review. More information on assessment and feedback CAN BE FOUND HERE.

Academic Integrity

In submitting a piece of work for assessment it is essential that you understand the University's requirements for maintaining academic integrity and ensure that the work does not contravene University regulations. Some examples of behaviour that would not be considered acceptable include plagiarism, re-use of previously assessed work, collusion with others and purchasing your assignment from a third party. For more information on academic offences, bad academic practice, and academic penalties, please read chapter four of our academic regulations.

Academic Support and Your Well-being

Referencing is the process of acknowledging other people's work when you have used it in your assignment or research. It allows the reader to locate your source material as quickly and easily as possible so that they can read these sources themselves and verify the validity of your arguments. Referencing provides the link between what you write and the evidence on which it is based.

You identify the sources that you have used by citing them in the text of your assignment **(Called citations or in-text citations**) and referencing them at the end of your assignment (called the **reference list or end-text citations**). The reference list only includes the sources cited in your text. The main referencing guide can be found here which includes the basics of referencing and information about the good academic practice. It also has tabs for the specific referencing styles depending on whether you require Harvard style used in business or OSCOLA style used by the Law school.

The University has a wealth of support services available to students; further information can be obtained from Student Gateway, the Student Advice Centre, Library and Learning Services and, most importantly, your Personal Tutor. If you are struggling with your assessments and/or deadlines, please do seek help as soon as possible so that appropriate support and guidance can be identified and put in place for you. More information can be found on the Healthy DMU pages.