Assessing Sustainability Performance of a Canadian Company (Term Project and Presentations)

* Weight 25% of the final grade (20% for group project and 5% for Group Presentation)
* Due dates each of the parts are mentioned below. The submissions should be no later than 11:00 p.m. on Sunday of Units mentioned below:
  + Part 1: Learning Team Agreement (LTA) (Ungraded) – Unit 2
  + Part 2: Planning, Research and Data Collection (Ungraded) – Unit 7
  + Part 3: Analysis and Write-Up – Unit 10
  + Part 4: Presentations – Unit 11

Objectives

The goal of the group project will be to assess the degree to which a company participates in a sustainable business practice. Students will be required to determine whether the application of principles related to sustainable business practices in a company creates competitive advantage for that company. Why or why not? Does the business's adoption of these principles affect customer behaviour, and if so, how does this contribute to the overall environmental impact of the business?

The deliverables for this include:

* an academic paper (Deliverable I, worth 75% of the overall assignment grade) and
* a creative PowerPoint Pitch (Deliverable II, worth 25% of the overall assignment grade).

Deliverable I: A Report (worth 75% of the assignment grade)

The first deliverable will be a formal academic paper, a report using APA style formatting, 15-20 pages in length. It will include a background on the industry, key business characteristics and processes of the selected company. The students will assess the degree to which the company has adopted sustainable business practices. The students will be required to determine whether the application of principles related to sustainable business practices in the company create competitive advantage for the company. Why or why not? Does the business's adoption of these principles affect customer behaviour, and if so, how does this contribute to the overall environmental impact of the business? The analysis of the impact of sustainability on local and global performance of the company should be included. The report should be well researched. Refer to the company’s website, its sustainability report, its annual report, review performance mentioned in newspapers, by analysts, etc. The references should be included in APA format.

Deliverable II: A PowerPoint Pitch (worth 25% of the assignment grade)

The second deliverable will be a more creative venture where you imagine your team must pitch your company’s sustainability efforts to the CEO of the company and so you must develop a slick, visually appealing, informative, and engaging package that gives a concise overview. This package should be in the form of a PowerPoint slideshow with no more than 20 slides containing an assortment of media from text, photos, illustrations, graphs, even audio and video as suits the presentation and skills of the team. Remember that flashier is not necessarily better – the goal is to grab a CEO’s attention and quickly communicate your plan most effectively. Note that for this project you will not be required to actually make the pitch, but simply create the PowerPoint for it, and so it must stand on its own.

Instructions

Students will work in teams to select a major Canadian company working - to be approved by the Professor in Part 1 below). The team will review the sustainability performance and efforts of the company. In so doing they will need to do a careful case analysis of the company, including

* what it produces,
* the resources it uses,
* the customer’s use of the product, and
* its impact on social and environmental aspects at both a local and global level.

The assignment will be developed over 4 parts as follows:

Part 1

1. The professor assigns each student to a project team with key milestones to be delivered by the team each unit.
2. Teams will select and submit their choice of company by end of Unit 1.
3. Teams will complete and submit a [Learning Team Agreement](https://courses.yorkvilleu.ca/iSpring/BBA/Common_Files/Learning_Team_Agreement.docx) (LTA) by end of Unit 2.
4. The LTA will identify individual group member responsibilities (including the team member responsible for submissions)

Part 2

1. Teams will complete the Planning, Research and Data Collection details.
2. The report should clearly outline the primary sources they will use in their research of their company and the industry.
3. The team will conduct an analysis of the sustainability initiatives of the company based on reporting done for that company. This part will use information from the following resources:
4. Annual Report of the company
5. Sustainability Report of the company
6. Any other related external resources – like newspapers, research papers, etc.

Part 3

1. Students will work according to the Learning Team Agreement (LTA), meeting as necessary, to:
2. develop the final report for deliverable I and
3. complete references and submit the report in Unit 10.

Part 4

1. Students will work according to the Learning Team Agreement (LTA), meeting as necessary, to
2. create the PowerPoint pitch for Deliverable II.
3. PowerPoint Pitch (Deliverable II) will also be graded as part of this assignment. After each presentation, there will be 5-10 minutes for students to ask questions about the reports and findings.

Each phase’s submission is mandatory and subject to late penalties (applied to final assignment grade), and will have professor feedback. However, only the final submission is graded.

Late Submission Policy

* This assignment is subject to the Late Submission penalty policy, namely 5% per day for three days.
* This page will close and will not allow further submissions after this Late Submission period has expired.
* In the event of an emergency situation preventing you from submitting within this time frame, special permission must be obtained from your instructor. Documentation substantiating emergency is required. In such a circumstance, if the extension is granted, the professor will reopen the submission function for you on an individual basis. Please do not email your submissions to your professor, either before or after the due date; all coursework should be submitted through the online course (Moodle) course.

Evaluation and Feedback

Group Report and Presentation will be marked in its entirety out of 100. The following rubric indicates the criteria students are to adhere to, and their relative weights to the assignment overall.

**Peer Evaluation Form**

* Please submit your [Peer Evaluation Form](https://courses.yorkvilleu.ca/iSpring/BBA/Common_Files/Peer_Evaluation_Form.docx)for the "Group Report and Presentation."
* Due 11:00 p.m. on Sunday of Unit 11

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|  | Activity/Competencies Demonstrated | % of the final grade |
| Deliverable I: Report (75%) | |  |
|  | 1. Provides an Executive Summary which is comprehensive and summarises the findings of the research | /10 |
|  | 1. Thorough analysis of the activities of the company and the outcomes achieved. | /30 |
|  | 1. Accuracy of the content including integration with the relevant theoretical models | /15 |
|  | 1. Quality of the Research - Uses academic and relevant non-academic references. | /10 |
|  | 1. Strength, precision, and clarity of writing and references to APA standards. | /15 |
| Deliverable II: PowerPoint (25%) | |  |
|  | PowerPoint Pitch |  |
|  | 1. Success in summarizing complex argument. | /10 |
|  | 2. Organization and focus. | /10 |
|  | 3. Effectiveness of the media selected to make key points. | /5 |
|  | Total | /100 |