ASSESSMENT SUMMARY

Research-based Individual Report

Word count: 2,500 words

100% weightage

**Due date: 15 June 2020, 23.50pm (midnight)**

**ASSESSSEMENT DESCRIPTION**

This assessment aims to assess a student’s key learning obtained from this course. Each student is required to do a Research-based Individual Report, conducting research drawn from relevant academic literature including recommended books, journal articles and practical cases to demonstrate their understanding of the given assessment.

**ASSESSENT INSTRUCTIONS**

1. Select **Starbucks** in Singapore and prepare a research-based individual report

Note: you are suggested to refer to the following report structure template and learning outcomes, as listed below.

LEARNING OUTCOMES

This assessment specifically aims to assess your achievement in the following learning outcomes.

LO1: Build a systemic framework including both internal and external factors to identify/examine their impacts to a business’ social responsibility

LO2: Critically evaluate various models of corporate social responsibility and apply to international examples and practical cases

LO3: Identify key social responsibilities related to international businesses and global organisations today in terms of marketing, business, environment and society and elaborate alternatives

LO4: Critically evaluate business practices to articulate debates concerning social responsibilities and response to ethical dilemmas

LO5: Critically review approaches for engaging stakeholders in social responsibility and sustainability programmes

**REPORT STRUCTURE TEMPLATE**

