

## Assessment Brief

<b>Module Name</b>	<b>Social Responsibility and Impact</b>
<b>Level</b>	<b>7</b>
<b>Module Leader</b>	<b>Dr Chijioke Dike Uba</b>
<b>Module Code</b>	<b>STRMO75</b>

<b>Assessment title:</b>	<b>ES1 - Essay</b>
<b>Weighting:</b>	<b>50%</b>
<b>Submission dates:</b>	<b>Please see NILE (Northampton Integrated Learning Environment) under Assessment Information</b>
<b>Feedback and Grades due:</b>	<b>Please see NILE under Assessment Information</b>

Please read the whole assessment brief before starting work on the Assessment Task.

### The Assessment Task

Write a critical review of Milton Friedman's essay 'The social responsibility of business is to increase its profits'

### **Essay Word Limit – 2500 words (+/- 10%), excluding references**

This is a widely cited piece, often used by advocates of corporate social responsibility to persuade us of the weakness / irresponsibility of the shareholder model of capitalism. It is advised that you read the original version of the Friedman text (see reading list for article details/reference).

### Learning Outcomes

On successful completion of this assessment, you will be able to:

- Showcase extensive comprehension of the range of businesses' responsibilities and the CSR imperative to create positive impact (social value)
- Evidence originality in the integration and application of appropriate models and techniques in analysing the responsibility of firms for their impact on society.
- Critically analyse and evaluate dilemmas faced by business organizations in confronting their corporate responsibilities.
- Articulating effective evidence-based arguments in writing

Your grade will depend on how well you meet these learning outcomes in the way relevant for this assessment. **Please see the final page of this document for further details of the criteria against which you will be assessed.**

## **Assessment Support**

Specific support sessions for this assessment will be provided by the module team and notified through NILE. You can also access individual support and guidance for your assessments from Library and Learning Services. Visit the [Skills Hub](#) to access this support and to discover the online support also available for assessments and academic skills.

## **Academic Integrity and Misconduct**

Unless this is a group assessment, the work you produce must be your own, with work taken from any other source properly referenced and attributed. This means that it is an infringement of academic integrity and, therefore, academic misconduct to ask someone else to carry out all or some of the work for you, whether paid or unpaid, or to use the work of another student whether current or previously submitted.

For further guidance on what constitutes plagiarism, contract cheating or collusion, or any other infringement of academic integrity, please read the University's [Academic Integrity and Misconduct Policy](#). Other useful resources to help with understanding academic integrity are available from [UNPAC - the University of Northampton's Plagiarism Avoidance Course](#).

**N.B. The penalties for academic misconduct are severe and include failing the assessment, failing the module and even expulsion from the university.**

## **Assessment Submission**

To submit your work, please go to the 'Assessment and Submission' area on the NILE site and use the relevant submission point to upload the assignment deliverable. The deadline for this is 11.59pm (UK local time) on the date of submission. Please note that essays and text-based reports should be submitted as word documents and not PDFs or Mac files.

Written work submitted to TURNITIN will be subject to anti-plagiarism detection software. Turnitin checks student work for possible textual matches against internet available resources and its own proprietary database.

When you upload your work correctly to TURNITIN you will receive a receipt which is your record and proof of submission. If your assessment is not submitted to TURNITIN, rather than a receipt, you will see a green banner at the top of the screen that denotes successful submission.

**N.B Work emailed directly to your tutor will not be marked.**

### **Late submission of work**

For **first sits**, if an item of assessment is submitted late and an extension has not been granted, the following will apply:

- Within one week of the original deadline – work will be marked and returned with full feedback and awarded a maximum bare pass grade.
- More than one week from original deadline – grade achievable LG (L indicating late).

For **resits** there are no allowances for work submitted late and it will be treated as a non-submission.

Please see the [Assessment and Feedback Policy](#) for full information on the processes related to assessment, grading and feedback, including anonymous grading. You will also find [Guidance on grades and resit opportunities from the main University website](#). Also explained there are the meanings of the various G grades at the bottom of the grading scale including LG mentioned above.

### **Extensions**

The University of Northampton's general policy about extensions is to be supportive of students who have genuine difficulties in meeting an assessment deadline. It is not intended for use where pressures of work could have reasonably been anticipated.

For full details please refer to the [Extensions Policy](#). Extensions are only available for first sits – they are not available for resits.

### **Mitigating Circumstances**

For full guidance on Mitigating circumstances please go to [Mitigating Circumstances](#) where you will find information on the policy as well as guidance and the form for making an application. Please also see [Extensions & Mitigating Circumstances guide 22\\_23](#) that compares your options.

Please note, however, that an application to defer an assessment on the grounds of mitigating circumstances should normally be made in advance of the submission deadline or examination date.

### **Feedback and Grades**

These can be accessed through clicking on the "Gradebook" on NILE. Feedback will be provided by a rubric with summary comments.

RUBRIC					
	NO SUBMISSION	FAIL	PASS	MERIT	DISTINCTION
Grading Criteria	Work submitted is of no academic value / nothing submitted	Evidence included or provided but missing in some very important aspects	Clearly demonstrates evidence of achieving the requirements of the learning outcomes	Of high quality, demonstrating evidence which is rigorous and convincing, appropriate to the task or activity	Of very high quality, demonstrating evidence which is strong, robust and consistent, appropriate to the task or activity
LO 1 - Articulating the theoretical underpinning (i.e. Friedman's thesis and other relevant academic articles and other sources of theory), evidencing extensive comprehension of key arguments on business responsibilities	Does not meet the threshold of the required outcome	Some relevant theoretical discussions included but missing some very important aspects	Satisfactory application of relevant theories, demonstrating knowledge and understanding of Friedman's thesis and the wider key arguments on CSR	High quality application of theories, demonstrating rigorous and convincing knowledge of Friedman's thesis and the wider key arguments on CSR	Very High-quality application of relevant theories, demonstrating knowledge and understanding of Friedman's thesis and the wider key arguments on CSR
LO 2 – Provides a critical analysis of Friedman's thesis on CSR using relevant theories (E.g., TBL, Stakeholder, Shared Value) and logic/scholarly articulation consistent with Level 7		Provides a critical analysis of Friedman's thesis on CSR using relevant theories and scholarly articulation appropriate to Level 7, but missing some very important aspects	Critical analysis of Friedman's thesis on CSR using relevant theories and scholarly articulation appropriate to Level 7 is satisfactory	Critical analysis of Friedman's thesis on CSR using relevant theories and scholarly articulation appropriate to Level 7 is of high quality	Critical analysis of Friedman's thesis on CSR using relevant theories and scholarly articulation appropriate to Level 7 is of very high quality
LO- 3 Draws sensible conclusions from your arguments which answer the question (i.e., critically reviews Friedman's thesis		Draws sensibly from the arguments but misses some very important aspects	Draws sensible conclusions which answers the question in a satisfactory manner	Draws sensible conclusions in a manner that demonstrates high-quality, rigorous and convincing	Draws sensible conclusions in a manner that demonstrates very high-quality, strong and robust

<p>on CSR using relevant theories/models and logic).</p>				<p>understanding of Friedman's views and critiques these in a manner that makes a strong evidenced-based case for business social responsibility.</p>	<p>understanding of Friedman's views and critiques these in a manner that makes a strong evidenced-based case for business social responsibility</p>
<p>LO 4- Academic Quality (Writing Style, Referencing and thought expression)</p>		<p>Poor command of academic / professional conventions appropriate to the discipline</p>	<p>Satisfactory command of academic / professional conventions appropriate to the discipline</p>	<p>Rigorous command of academic / professional conventions appropriate to the discipline</p>	<p>Authoritative command of academic / professional conventions appropriate to the discipline</p>