Corporate Responsibility Quest

**Task**:

**You will create a PowerPoint presentation which addresses the following subjects and questions**

1. **Explain your topic in detail**
2. **What are the ethical issues surrounding your topic? Who are the stakeholders that this issue affects?**
3. **What are the legal issues, if any?**
4. **Suggestions for future changes to prevent these unethical practices or changes to the current practices to improve the ethical culture in these businesses.**

**Research topics**

1. Investors-Insider trading – Martha Stewart
2. Environment – Keystone Pipeline
3. Customers-neuromarketing
4. Workers – Sweatshops, outsourcing and downsizing
5. Society – The Walkerton Ontario E. Coli tragedy
6. B.P oil spill

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| CATEGORY  | **4 points** | **3 points** | **2 points** | **1 point** |
| clear **Subject Knowledge** | Student does not have grasp of information; student cannot answer questions about subject. | Student is uncomfortable with information and is able to answer only rudimentary questions. | Student is at ease with expected answers to all questions, but fails to elaborate.  | Student demonstrates full knowledge (more than required) by answering all class questions with explanations and elaboration. |
| clear**Amount of Information**  | All topics are addressed and all questions answered with at least 1 paragraph about each.  | All topics are addressed and most questions answered with at least 1 paragraph about each.  | All topics are addressed, and most questions answered with 3 sentences about each.  | One or more topics were not addressed.  |
| clear**Quality of Information**  | Information clearly relates to the main topic. It includes several supporting details and/or examples.  | Information clearly relates to the main topic. It provides 1-2 supporting details and/or examples.  | Information clearly relates to the main topic. No details and/or examples are given.  | Information has little or nothing to do with the main topic.  |
| clear**Sources**  | All sources (information and graphics) are accurately documented in the desired format.  | All sources (information and graphics) are accurately documented, but a few are not in the desired format.  | All sources (information and graphics) are accurately documented, but many are not in the desired format.  | Some sources are not accurately documented.  |
| clear**Mechanics**  | No grammatical, spelling or punctuation errors.  | Almost no grammatical, spelling or punctuation errors  | A few grammatical, spelling, or punctuation errors.  | Many grammatical, spelling, or punctuation errors.  |

Source: Rubystar.