**5BUS1152: Professionalism in Accounting for Direct Entrants**

**Assignment 1 – Semester A 2016/17**

**Part 1**

**Essay on Corporate Social Responsibility – 50%**

Write an essay of ***1200 words*** on the following topic.

Corporate social responsibility (CSR) is an increasingly common feature of business which seeks to meet public expectations of ethics. Using Tesco plc as a case study, explore how far the aspiration for companies to be ethically responsible is being realised.

In particular, consider:

-The background development of CSR citing key theorists (Friedman, Mintzberg, Carroll, Elkington, Wood)

-The specific performance of Tesco plc in relation to corporate social responsibility

-The significance of CSR as a means to enhance reputation and brand

It is essential to present a clear conclusion on your research and evaluation of CSR in relation to Tesco plc.

***Marking Scheme:***

*Organisation and presentation - all sections including cover page, and reference list* ***10 marks***

*Use of language – accurate grammar and spelling, academic vocabulary, formal tone* ***10marks***

*Argument and conclusion – understanding of CSR topic and case study, logical thinking, use of voice* ***15 marks***

*Evidence of appropriate research – academic sources, use of recent and relevant data* ***10 marks***

*Use of Harvard reference system – accurate and appropriate use of in-text citation and reference list* ***5 marks***

**Part 2**

**Reflection on Skills Development (20%):**

Write a reflection of ***350 words*** on your learning experience to date at UH. To complete this task, you must attend three CASE workshops.

In particular, consider:

-What knowledge and skills you brought to the module from previous study

-What challenges you faced and how difficulties were addressed

-How your experience relates to reflective theories (Kaizen, Kolb, Gibbs)

-What skills you need to focus on for your academic purposes

-What strategies you need to facilitate your learning and skills development.

***Marking Scheme: 5 marks in each category***

*Understanding and awareness of own skills development*

*Application of theories of reflection*

*How Case workshops used*

*Appropriate targets and strategies for future skills development*