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| **ASSESSMENT 3** | |
| **Course Code:** | LSN 1113 |
| **Course Name:** | Introduction to Sustainability |
| **Group Members Names:** | This is basically an individual work but working in pairs might be allowed under certain circumstances. |
| **Task Title:** | Coursework – Sustainable Business Presentation |
| **Task Description:** | For **this assignment you will research a company operating in the UAE and ANALYSE how sustainable it is.**  You can choose a company that claims to be sustainable or a company that you like to support and would like to know more about.  For the presentation you should consider the three pillars of sustainability: **Environmental, social and economic.** |
| **Special Instructions:** | For each of the pillars of sustainability listed below, choose one sustainable practice to focus on **in depth**.  ***Remember environmental issues should always be kept in mind for each of the pillars e.g. if a business is profitable but doing a lot of damage to the environment it is not sustainable.***   * **Environmental considerations**. Is the company responsible regarding issues such as their carbon footprint, sourcing of raw materials, end of life of products? What is the impact on forests, waterways etc * **Social considerations**. Where are the company’s factories or where are the raw ingredients for the product sourced and what is the impact on people living there? Are people producing their goods working in a safe and healthy environment? Do they have policies on child labour? Are the ingredients sourced via fair trade? * **Economic considerations.** Is the business sustainably profitable? Are workers being paid a fair wage/minimum wage? Modern day slavery? Is the business providing jobs and improving the economy?   **Your presentation should include a maximum of 6 slides including the list of references (APA style)**  **In the first slide, introduction to your company: kind of products, services, where are they running, no of employees, etc.**  **In the second, third and fourth slides, you should describe a sustainable practice that is helping each pillar of sustainability**  **The fifth slide should give a conclusion in terms of strengths and weaknesses of your company and explain why you came to this conclusion**  **The sixth slide should contain a list of references (APA style)** |
| **Grading/Marking Criteria:** | See marking rubric below |
| **Weighting:** | 20% |
| **Due Date:** | **Week 9** (Date to be confirmed by teacher) |
| **Late Penalty:** | Unless special circumstances are agreed with the course teacher regarding late submission, work submitted 1 working day late will be deducted 10%, 2 days late 20%, 3 days late 30% and any work submitted more than 3 days late will get a zero mark. |
| **Academic Honesty:** | Breaches of Academic Honesty will be treated with the utmost seriousness. You are reminded the penalties for cheating or plagiarism include dismissal from the HCT. |

**GRADING/MARKING RUBRIC**

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| **GRADING/MARKING CRITERIA** | **ACHIEVEMENT INDICATORS** | | | | | | | | | | | | |
| *Achievement that does not meet requirements* | | | *Achievement that minimally meets the course requirements* | | | *Achievement that satisfactorily meets the course requirements* | | *Achievement that is significantly above the course requirements* | | | *Achievement that is outstanding relative to the course requirements* | |
| *Significantly below course requirements* | | *Below course requirements – achievement that narrowly does not meet the requirements* |
| *Assessment has not been submitted at all, is not-existent or not carried out* | *Clearly does not meet the requirements* |
| **Letter Grade** | **F** | | | **D** | **D+** | **C-** | **C** | **C+** | **B-** | **B** | **B+** | **A-** | **A** |
| **Percentage for Gradebook** | **0** | **30** | **31-59** | **60 – 63** | **64 – 66** | **67 – 69** | **70 – 73** | **74 – 76** | **77 – 79** | **80 – 83** | **84 – 86** | **87 – 89** | **90 - 100** |

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|  | **0-9.0** | | **9.3-17.7** | **18.0-20.70** | **21.0-23.0** | **23.10-26.0** | **26.10-30.0** |
| **1. Analysis** Examination and interpretation of information and/or resources | Little or no evidence of examination of source material | | Constituent elements may be incorrectly identified; analysis may be attempted but unjustified | Some key elements are identified, but may lack accurate interpretation, analysis or explanation | Generally, key elements are identified. Generally accurate interpretation, analysis or explanation | Key elements are identified. Accurate interpretation and evaluation show clear understanding with only occasional lapses | Key elements are identified. Accurate interpretation and complete evaluation show clear understanding |
| **/30** | | | | | | | |
| **2. Subject knowledge** Understanding and application of subject knowledge and underlying principles | Unable to evidence or articulate basic principles and knowledge related to the subject. Information may be irrelevant, incomplete and/or inaccurate. | | Limited knowledge of subject. Information may be significantly irrelevant, incomplete and/or inaccurate making information hard to follow logically. | Some evidence of understanding key aspects of the subject, but details are lacking. Some irrelevancies and inaccuracies | Generally accurate understanding of key aspects of the subject. Some irrelevancies and inaccuracies | Accurate extensive understanding of subject. Minor irrelevancies and inaccuracies | Complete and full understanding of subject. Extensive evidence of appreciation of the relative significance of all relevant aspects of the subject. |
| **/30** | | | | | | | |
| **3. Delivery/Performance** | | Unable to complete talk. | Unable to complete talk or has memorized script without engaging audience. Major problems with enunciation, portions of speech unheard or unintelligible. | Able to complete talk. Contains many mistakes. Voice and enunciation are ineffective. Little engagement with audience. Seldom attempts repair and recovery strategies. | Delivers adequately paced and rehearsed talk. Clear enunciation and use of voice is inconsistent. Engages and maintains audience some of the time. Attempts repair and recovery strategies. | Delivers well-paced and rehearsed talk. Contains a few mistakes. Clear enunciation and effectively uses voice most of the time. Engages and maintains audience. Occasional lapses in repair and recovery strategies. | Confidently delivers well-paced and extensively rehearsed talk. Contains few mistakes. Consistently uses clear enunciation and effectively uses voice. Engages and maintains audience throughout. Fully focused and skillfully demonstrates repair and recovery strategies. |
| **/30** | | | | | | | |
|  | | **0-3.0** | **3.1-5.9** | **6.0 – 6.9** | **7.0-7.6** | **7.7-8.6** | **8.7-10** |
| 1. **Spoken language**   **(**Fluency and coherence, Lexical resources, Grammatical range and accuracy, Pronunciation | | Speaks very slowly with poorly linked ideas. Frequently unable to convey message.   Only simplest vocabulary and sentence structures attempted. Inaccuracies cause serious misunderstanding.   Pronunciation problems cause speech to be often unintelligible. | Speaks slowly using simple connectives but with numerous pauses, repetitions and self-corrections. Some breakdown in communication.  Vocabulary limited to familiar topics and rare paraphrasing.  Sentence structures very limited in range and accuracy.  Errors and frequent mispronunciation cause difficulty for the listener. | Usually maintains flow of speech but with some areas of disfluency.   Sufficient vocabulary to talk about topics but with limited flexibility and only occasional paraphrase.   Mostly accurate in simple sentences.   Errors and mispronunciation can cause misunderstanding. | Usually maintains fluency, but with some correction, repetition or slower speech.   Reasonably wide range of vocabulary with some paraphrase.   Limited complex sentence structure and some mispronunciation, but can usually be understood. | Usually fluent and shows a range of discourse markers, topic vocabulary and paraphrase.   The range and control of simple and complex sentences and pronunciation features is reasonably accurate.   Message is always understood. | Fluent, flexible and coherent in use of discourse markers, topic vocabulary, style and paraphrase.   Accurate and flexible use of complex sentences and pronunciation features.  Easily understood. |
| **/10** | | | | | | | |
| *Grading/Marking Comments:* | | **Total = /30+/30+/30+/10=/100** | | | | | |