

Example Assessment Brief: Vulnerable to AI

Module: Introduction to Business Ethics

Assessment: Individual Essay

Weighting: 100% of module grade

Word Count: 2,500 words

Submission: Via Turnitin by 23:59 on Friday Week 12

Assignment Task

Write a 2,500 word essay addressing the following question:

"Critically evaluate the role of corporate social responsibility (CSR) in modern business practice. To what extent do organisations genuinely pursue ethical objectives, and to what extent is CSR primarily a marketing exercise?"

Your essay should:

- Define corporate social responsibility and outline its key components
- Analyse at least two theoretical frameworks relevant to CSR
- Evaluate real-world examples of CSR initiatives from multinational corporations
- Present a balanced argument considering multiple perspectives
- Draw conclusions based on evidence

Assessment Criteria

Criterion	Weighting
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Critical analysis and argumentation	30%
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Use of academic sources and referencing	25%
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Structure and coherence	20%
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Understanding of key concepts	15%
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Written expression and presentation	10%
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Submission Requirements

- Submit as a single PDF or Word document
- Use Harvard referencing style
- Include a reference list (not included in word count)
- Submitted via Turnitin

Academic Integrity

This is an individual assignment. You must complete this work independently. The university's academic integrity policy applies.