Dear Students:

Our Final Project for this course is an extensive paper and to help you conquer it, we've broken it up in to three milestones to complete.  I want all of you to be successful with this project, and to that end, I'd like to give you some more in depth guidance and tips on how you can nail your final project!

Think of it this way - each section of the rubric should be it's own paragraph - the paragraph should include your analysis, your opinion (where called for), and research/cited sources backing up your statements.  So for this first milestone your paper should include the following:

1. Introduction - Introduce ITC and the paper - every paper starts with an introduction
2. Analysis of Strengths - what are ITC's strengths as an organization - not limited to CSR topics - Cite your sources!
3. Analysis of Weaknesses - what are ITC's weaknesses as an organization?  Cite your sources!
4. Identification of Primary CSR issue - Given your analysis of ITC's history, strengths, and weaknesses - what do you identify as their primary corporate social responsibility issue?

Some general tips:

* Don't forget to cite your sources within your writing at the end of where you include researched information.  Remember - you have to cite sources not only when direct quoting, but also if you are paraphrasing or including information you found from conducting research, even if you put it in your own words.  It's AWESOME and REQUIRED to include research, so I better see those citations!
* Make sure you follow the rubric for formatting as well - 1" margins, 12 point font in Times New Roman, a MINIMUM of three sources of information, double-spaced
* Make sure to spell and grammar check
* A good analysis of strengths and weaknesses will include more than one of each.