

VAN LANG UNIVERSITY
FACULTY OF PUBLIC RELATIONS AND COMMUNICATION

COURSE ENDING EXAMINATIONS
CORPORATE CULTURE
3rd Semester (2021 – 2022)

Course code: 213_7XH0150

Course name: CORPORATE CULTURE

Class code Section: 213_7XH0150_01

Exam forms: **Essay**

1. Topic:

Hypothetical scenario: The owner of the business you are working for has promised to reward the football team for the 31st SEA Games championship trophy but has not/did not pay the prize. Many newspapers as well as social networking sites published on this issue, the name of the company and the owner was also made public.

Applying cultural knowledge, corporate culture, entrepreneurial culture, business ethics and corporate social responsibility, public relations and communication..., as an employee, write a newspaper analysis **of** negative impacts and incident consequences. Also, **outline** a solution to the problem.

2. Implementation Guide:

- Required content:
 - o 60% - 70% of articles: analyze the negative impacts of delay/non-fulfillment of promises to: corporate culture, image of entrepreneurs, stakeholders (employees, customers, investors...) and possible consequences for the company's business and brand.
 - o 30% - 40% of the lesson: outline a solution to the problem (minimize/remediate the impact/consequence)
- Other creative and optional content can be added.
- Citation of references (if any)

3. Presentation requirements:

- Font: Times New Roman
- Font size: 13
- Current stretch 1.3 or 1.5
- Essay: submit report in soft file, **file PDF** (with cover design and Table of Contents)

- Minimum 10 pages, maximum: 15 pages (use Word Count in MS Word, specify the number of pages at the end of the article). Note: Cover Page, Table of Contents and Group Self-Assessment are not included.

4. Report format :

- Essay without presentation
- Time to do the test (minutes/day): 7 days
- Upload the work file (word, excel, pdf...) and submit it on cte.vanlanguni.edu.vn
- An individual and group self-assessment sheet is attached:

STT	FIRST & LAST NAME	MSSV	MISSION	CONTRIBUTION RATE (%)

(*) Each member's score is based on the group's score and the individual's contribution rate to the group work and learning process.

5. Scoring criteria and scale - Rubric assesses:

Criteria	Good 8-10 VND	Rather 7d	Medium 5-6 VND	Least 0-4d
Good answer to the question posed. 60	Answer to the right focus; Reasonably, logically, with specific examples for the problem posed.	Answer to the point but the argument is not solid	Partially answered the problem but the content is still general, without specific examples	Off topic, can't answer the question posed
Style, expression 20	Short, concise, easy to understand sentences.	Short sentences, easy to understand	The sentence is still long, sometimes difficult to understand	Confusing sentences, difficult to understand
Spelling, grammar	The article is grammatically	The article has few	The article has some spelling	The article has many grammar

ten	correct, with no spelling errors	spelling and grammar errors	and grammar mistakes, but nothing significant	and spelling errors
Form of presentation ten	<p>ten</p> <p>- The presentation has a reasonable layout.</p> <p>- Sections and subsections have a uniform form.</p> <p>- Line up neatly, straight, bright, easy to see</p>	<p>- The presentation has a reasonable layout.</p> <p>- Sections and subsections have a uniform form.</p> <p>- There are still some places where the line is not straight</p>	<p>- The presentation has an unreasonable layout.</p> <p>- Sections and subsections have inconsistent forms.</p> <p>- There are still many places in the soup that are not in a straight line</p>	<p>- The presentation has an unreasonable layout.</p> <p>- Sections and subsections have inconsistent forms.</p> <p>- Standing is sloppy, not neat</p>

Compilation date: Ngày 20/06/2022

Lecturers prepare exam questions:



Trần Như Hải

Moderation date: 06/07/2022

Head (Deputy) Faculty/Department censors exam questions: TS. Lý Lê Tường Minh