

TRƯỜNG ĐẠI HỌC VĂN LANG

ĐƠN VỊ: KHOA QHCC-TT

**ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM**

**THI KẾT THÚC HỌC PHẦN**

**Học kỳ 2, năm học 2023-2024**

**I. Thông tin chung**

Tên học phần:	Trách nhiệm xã hội của doanh nghiệp		
Mã học phần:	72CORS40562	Số tin chỉ:	2
Mã nhóm lớp học phần:	232_72CORS40562_01		
Hình thức thi: Dự án	Thời gian làm bài:	10	ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
<i>Quy cách đặt tên file</i>	<i>Mã lớp HP_Mã nhóm _Bài thi cuối kỳ</i>		

**II. Các yêu cầu của đề thi nhằm đáp ứng CLO**

<b>Ký hiệu CLO</b>	<b>Nội dung CLO</b>	<b>Hình thức đánh giá</b>	<b>Trọng số CLO trong thành phần đánh giá (%)</b>	<b>Câu hỏi thi số</b>	<b>Điểm số tối đa</b>	<b>Lấy dữ liệu đo lường mức đạt PLO/PI</b>
<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6)</b>	<b>(7)</b>
CLO2	Coordinate in group work to implement proper plans during event organization and management	Group Assignment	20%		2	PI 4.5,A
CLO3	Coordinate ideas creation techniques, event management, design, risk handling, implementation... planning in event organization according to themes.	Group Assignment	30%		3	PI 7.1,A
CLO4	Integrate communication techniques, budgeting, coordination skills... in managing production and implementing event management in practice	Group Assignment	30%		3	PI 7.2,A
CLO5	Demonstrate self-control and responsibility to comply with goals for career development.	Group Assignment	20%		2	PI 10.2,A

### **III. Nội dung câu hỏi thi**

#### **1. Topic:**

Choose one organization that you're impressive their CSR Campaigns or their products.

1. Propose a strategic CSR plan for the coming fiscal year 2024-2025 that fits the different perspectives, a purpose statement,

2. Propose Communication strategy for CSR activities above

Budget for Project: VND3 billion

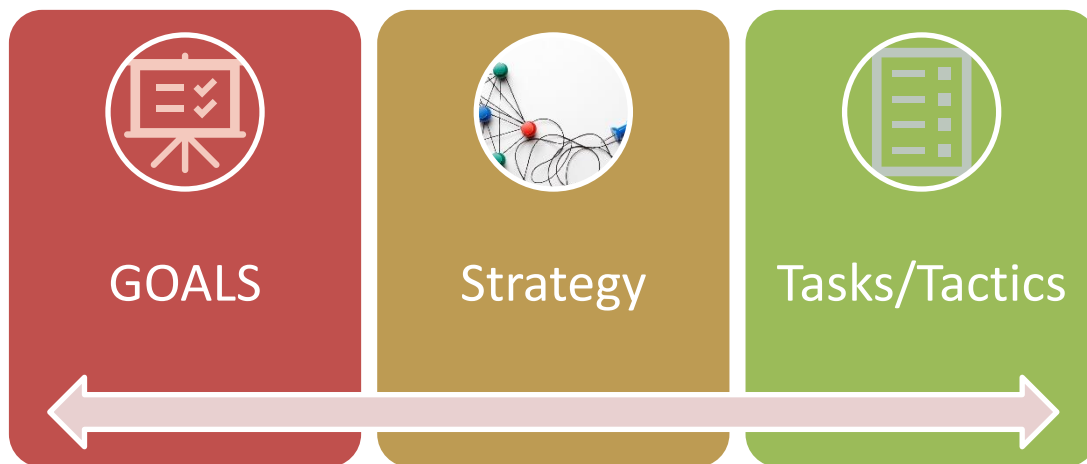
#### **2. Guidelines for submission:**

1. Propose a strategic CSR initiative.

- RESEARCH AND ANALYSIS BENCHMARKING, STAKEHOLDERS AND ISSUES (reference from key stakeholders' theories, stakeholder perspectives, sustainable perspectives, and strategic perspectives)

- Company Vision, Mission, Values, and a purpose statement

- Develop CSR Initiatives aligned with sustainable development report form UN, the Europe or famous global report, etc.
- 2. Propose Communication Strategy for CSR initiatives above.
  - Communication Goals/ Objectives: What & Why
    - o Goals: What do you want to achieve after completing this project?
    - o Objectives: Specific and measurable targets for each goal for what you want to achieve.
  - Desired Outcomes?
  - Key Stakeholders Analysis for CSR Campaign
  - Target Audiences
  - Key Messages?
  - Strategic Communications Plan? (What, Why, How, Where, When)



**What, Why**

**How**

**Where, When**

(For your reference about Goals, Strategy, Tactics)

**Appendix:**

- Sample Press Release
- Sample PR Editorial/Advertorials (if any)
- Story angles for social media

**4. Rubric**

Criteria	Weight (%)	Excellent 7.6-10	Good 5.1-7.5	Adequate 4.0-5.0	Weak 0-3.9
<b>Group participation</b>	5	All members join presentation.	With missing member(s).		Not participating
<b>Presentation style</b>	30	Confident, on time, members coordinate well.	Confident, up to 3 mins over time, members	Not confident, 3-5 mins over time, members	No confident, extended overtime, no

			coordinate not very well.	coordinate not well.	coordination among members.
<b>Q&amp;A</b>	10	Problems clarified	Problems solved with some missing information.	Problems not solved clearly.	Not able to solve problems.
<b>Report content</b>	35	Develop a crisis communication plan that is strategic, suitable and reasonable. Include sample content for the plan. Good flow, complete, clear, and coherent content.	Flow can be improved, content is missing some key information or incorrect.	Flow can be improved, incomplete or incorrect information throughout.	Unreasonable flow, the information shows lack of thought.
<b>Report presentation</b>	10	Present clearly and coherently. No grammar, typo or format errors.	With a few points unclear and/or few grammar, typo or format errors.	With major errors and/or noticeable grammar, typo or format errors.	Assignment not submitted.
<b>Report punctuality</b>	10	Assignment submitted on time.		Assignment submitted more than 24 hours late.	
<b>Teamwork</b>		Group members grade each other			

*TP. Hồ Chí Minh, ngày 25 tháng 3 năm 2024.*

**GIẢNG VIÊN RA ĐỀ**



**ThS. Lê Thị Thùy Trang**