

**OL 326 Short Paper Guidelines and Rubric**

In this course, short papers will be used to explore the course content more deeply and to apply key concepts and theories learned in your readings. In each short paper, you are also asked to practice proper APA format.

**Module Three Short Paper: Drug Testing of Employees**

In the 1980s, the federal government required drug testing from government contractors. Since then, a number of companies have adopted policies regarding drug testing in the workplace. Companies believe they need to do drug testing to promote a safe and efficient work environment. Others believe it is an invasion of privacy and what a person does at home should have no bearing on employment. Write a paper addressing the following questions:

1. Do you think that companies should perform drug testing on employees? Explain your rationale and provide specific examples, where applicable.
2. Is the safety of employees and overall efficiency of the company or the privacy rights of employees more important? Explain your decision.

If you think drug testing of employees is appropriate, what human resource policies would you put in place to govern the drug testing? Explain. If you do not think that drug testing is appropriate, what obligation do companies have to make sure proper safety is maintained in the workplace?

**Module Five Short Paper: Five I's Strategic Analysis**

Facebook has been surrounded by controversy. In 2017 the company lost around 2.8 million U.S. users under the age of 25. The prediction for 2018 is not much better. Mark Zuckerberg, Facebook's CEO, has stated that due to the current controversy the amount of time users spend on Facebook has reduced by 50 million hours each day thus far in 2018.

A strategic analysis of Facebook using the Five I's can help you better understand the crisis as well as how the organization should manage it. In order to use the Five I's in a strategic analysis, it is significant for you to gain an understanding of the history of the company. This will help you determine how to strategically deal with stakeholders to avoid future public relations issues. Read pages 6-15 of "Facebook Fake News in the Post-Truth World," a *Harvard Business Review* case study.

In addition to reading the Facebook case study, learn about the Five I's strategic analysis stages by reviewing page 52 of your textbook, *Business, Society and Government Essentials*. Additional information on the Five I's can also be found in the module overview.

To complete this assignment, address the following items in your short paper:

1. Identify the issue Facebook is having based on the HBR article (p.6-15).
2. Determine (identify) stakeholders who are for or against the direction Facebook is taking to avoid the public relations issues.
3. Identify the incentives of stakeholders by answering the following five questions:
  - a. What responsibility does the company have to the stakeholders?
  - b. Can the stakeholder help or hurt the company performance?
  - c. Is quick action needed?
  - d. What is the cost/benefit of the company taking action?

- e. What action(s) the stakeholders take to help or oppose the public relations issue?
4. Identify the company objectives for what it wants to achieve in trying to reduce future public relations issues.
5. Identify interaction strategies that can be implemented in stages.

**Module Six Short Paper: Minimum Wage**

In February 2015, Walmart announced that it is increasing wages to just over \$10 an hour for all employees. This wage is now substantially higher than the federal minimum wage but still below the \$15 an hour rate recommended by many labor activist groups.

Review the following information on the recent wage changes:

- [In Letter to Associates, Walmart CEO Doug McMillon Announces Higher Pay](#)
- [What You Should Know About Walmart's Raise](#)
- [Walmart Lifts Its Wage Floor to \\$9 an Hour](#)

In a paper, respond to the following questions:

1. Do you think Walmart raised wages because of supply and demand in the labor market or because of the pressure of labor activist organizations? Explain your reasoning.
2. Do you think Walmart should raise wages to \$15/hour to match what labor activists are calling for? Why or why not?
3. Should the government raise the minimum wage and if so, to what level? Please support your answer.

Specifically, the following **critical elements** must be addressed in each short paper:

- I. **Main Elements.** You have addressed all of the questions in the assignment.
- II. **Inquiry and Analysis.** You show an in-depth understanding of the concepts covered in the assignment.
- III. **Integration and Application.** You have correctly applied the concepts discussed in the module corresponding with the assignment.
- IV. **Critical Thinking.** You have articulated a clear conclusion based on strong rationale.
- V. **Research.** You have incorporated at least two outside references into the assignment.
- VI. **Articulation of Response.** You show appropriate grammar, spelling, syntax, and organization.

### Rubric

**Guidelines for Submission:** Your paper must be submitted as a 2–3-page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and at least three sources cited in APA format.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
<b>Main Elements</b>	Meets “Proficient” criteria and supports explanation with clear and relevant examples using scholarly research when appropriate	Describes the main elements and requirements and cites examples to illustrate each element	Describes some of the main elements and requirements	Does not describe any of the main elements and requirements	20
<b>Inquiry and Analysis</b>	Meets “Proficient” criteria and supports explanation with clear and relevant examples using scholarly research when appropriate	Provides in-depth analysis that demonstrates complete understanding of concepts	Provides in-depth analysis that demonstrates complete understanding of minimal concepts	Does not provide in-depth analysis	20
<b>Integration and Application</b>	All of the course concepts are correctly applied	Most of the course concepts are correctly applied	Some of the course concepts are correctly applied	Does not correctly apply any of the course concepts	10
<b>Critical Thinking</b>	Meets “Proficient” criteria, and conclusions are thoroughly defended with evidence and examples	Draws informed conclusions that are justified with evidence	Draws logical conclusions but does not defend with evidence	Does not draw logical conclusions	20
<b>Research</b>	Incorporates many scholarly resources effectively that reflect depth and breadth of research	Incorporates some scholarly resources effectively that reflect depth and breadth of research	Incorporates very few scholarly resources that reflect depth and breadth of research	Does not incorporate scholarly resources that reflect depth and breadth of research	10
<b>Articulation of Response</b>	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	20
<b>Total</b>					<b>100%</b>