

Commentary on candidate evidence

The candidate evidence has achieved the following marks for each section of the project.

Candidate A – Introduction

AIM - What is the impact on Mackie's CSR on itself and its stakeholders

The candidate was awarded **(5 marks)**.

- ◆ Clearly stating the aim of the report.
- ◆ Describing the core activities of the organisation.
- ◆ Giving three detailed reasons why the report is appropriate.

Full marks are achieved at this stage.

Candidate A – Analysis and Evaluation (extracts)

AIM - What is the impact of Mackie's CSR on itself and its stakeholders?

Note - the candidate has used sub-headings to structure their analysis. This is good practice and should be encouraged.

In the 'Arboretum' paragraphs, the candidate was awarded **(5 marks)** for strong examples of analysis and development:

- ◆ Improved mental health (for employees and the community).
- ◆ Heart health (for employees and the community).
- ◆ Lower absenteeism (for Mackie's).
- ◆ Less spending on overtime (for Mackie's).
- ◆ The opportunity cost of the arboretum (for Mackie's).

In the 'New Refrigerator' paragraphs, the candidate was awarded **(1 mark)** for a good example of evaluation:

- ◆ Comparing costs and profits when sourcing finance for capital expenditure (for Mackie's).

In the last 'New Refrigerator' paragraph, the candidate should have avoided straying into marketing when doing the CSR topic. The fridge was not purchased for marketing purposes and customers would not know about it unless they searched specifically for this information.

In the 'Limited Edition Flavours' paragraphs, the candidate was awarded **(2 marks)** for a good example of analysis and development:

- ◆ Improved health outcomes (for the community)

- ◆ Closer to achieving goals (for the charity)

Candidate A – Conclusions and Recommendations (extracts)

AIM - What is the impact on Mackie's CSR on itself and its stakeholders?

In the 'Employees' paragraph, the candidate was awarded **(1 mark)** for an example of a good conclusion which draws together two elements of analysis:

- ◆ Namely employee health and wellbeing caused by helping others.

In the 'Charity' paragraph, the candidate was awarded **(2 marks)** for an example of a good recommendation and development:

- ◆ Justifying a recommendation based on a finding that has been analysed.
- ◆ Developing the recommendation to show an additional benefit to Mackie's.

Candidate A – Bibliography

AIM - What is the impact on Mackie's CSR on itself and its stakeholders?

The sample shows a good example of a bibliography based on wide and up-to-date research.

Note that projects should be current. This gives a 2-3 year limit on research evidence.

Candidate B – Analysis and Evaluation (extract)

AIM – What impact does Levi Strauss and Co’s ethics have on the success of its business, and potentially have on the environment?

The extract gained **(0 marks)**

Surveys must have over 100+ responses in order to be valid. Candidates are strongly discouraged from using field research at Advanced Higher level. (See the ‘Using sources of information’ section of the course assessment task document.)

Irrespective of the number of respondents used, the questions in the Levi’s survey are about marketing and not ethics, which is the aim of the project.

Candidate C – Analysis and Evaluation (extract)

AIM – The impact of L’Oréal’s CSR

The extract gained **(0 marks)**.

The sub-heading of the extract is ‘CSR in relation to China’, however the text is about ethics and not CSR and therefore cannot gain marks.

Candidate D – Analysis and Evaluation (extracts)

AIM – Explore the impact CSR (Corporate Social Responsibility) has on Amazon’s stakeholders.

Paragraph 1 – the extract gained **(0 marks)**.

The aim of the project is the impact of CSR on stakeholders, however the text is about the impacts on the organisation itself and can therefore not gain marks.

Paragraph 2 – the extract gained **(0 marks)**.

The aim of the project is the impact of CSR on stakeholders, however the text is about unethical business practice and not CSR and can therefore not gain marks.

Paragraph 3 – the extract gained **(0 marks)**.

The aim of the project is the impact of CSR on stakeholders, however the text is about unethical business practice and not CSR and can therefore not gain marks.

Candidate E – Analysis and Evaluation (extracts)

AIM – Investigate McDonald’s business ethics and the impacts of those on the organisation and its stakeholders including the environment.

The aim above is a good example of a title as it incorporates both unethical business practice and CSR. It also allows for impacts on the organisation itself, its stakeholders, and the environment.

Paragraph 1 - the extract gained **(0 marks)**.

Sustainable sourcing does not necessarily mean high quality. Quality and ethics are not inherently linked. This is a common error among candidates.

Paragraph 2 – the extract gained **(3 marks)**.

The candidate was awarded marks for examples of analysis and development:

- ◆ Motivation of employees.
- ◆ Leading to staff retention.
- ◆ Leading to reduced recruitment costs.

Candidate E – Conclusions and Recommendations (extracts)

AIM – Investigate McDonald’s business ethics and the impacts of those on the organisation and its stakeholders including the environment.

Paragraph 1 – the extract gained **(1 mark)**.

The candidate was awarded a mark for an example of a good conclusion which draws together 2 elements of analysis:

- ◆ namely using recycling packaging and using renewable energy.

Paragraph 2 – the extract gained **(0 marks)**.

The candidate drew on only one element of analysis. A conclusion requires at least 2 elements of analysis to be drawn together to gain a mark.

Candidate E – Bibliography (extract)

The candidate has sited ‘corporate.macdonalds.com’ six times in this extract. An organisation’s website is counted as one source.