

GROUP PROJECT: Offering Green Solutions for Local Businesses or Organizations

I believe business is on the verge of such a transformation, a change brought on by social and biological forces that can no longer be ignored or put aside, a change so thorough and sweeping that in the decades to come business will be unrecognizable when compared to the commercial institutions of today. We have the capacity and ability to create a remarkably different economy, one that can restore ecosystems and protect the environment while bringing forth innovation, prosperity, meaningful work, and true security.

--Paul Hawken, *The Ecology of Commerce*

OVERVIEW: The group project, as described in chapter four of *Business Writing: A Guide to English 203 at the University of Kentucky*, requires you to work as part of a team. Most likely, this teamwork experience represents actual work you will do in the business world. We will focus on green business strategies, which—judging by the increase in college business programs with an eco-business emphasis or course requirement—represents a significant wave of the future business world, and this topic also gives us a useful link between our ethics unit and this project. Ranging from Paul Hawken’s *The Ecology of Commerce* (1993) to Daniel Esty and Andrew Winston’s *Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage* (2007), numerous sources on green business exist. Your group, which will consist of four members (or, in one case, five members), will serve as a consulting team and design a green business plan for a local business, organization, or campus unit.

DIRECTIONS: In this project, your group is to compose a formal proposal (following the guidelines in chapter 4 of *Business Writing*) for a local business that presents ways they can simultaneously make their business more ecologically sustainable and economically profitable. The idea of green business, as we have seen in Paul Hawken’s *The Ecology of Commerce*, is to be both ecologically and environmentally responsible while also being innovative and profitable. We will focus on businesses in or near the campus community, and each group will propose which business they want to consider. See directions for getting consent from a business on the course blog.

Though you may not actually present your proposal to the business you choose, your group will act as a consulting firm geared towards providing green business solutions. Your group should choose a business that you know something about, and—in whatever ways you can—you should collect information about this business. This research will require a mix of traditional library research and field research; you should go to the business and look for ideas, ask questions, and take notes. What types of resources do they use, and what are some ways they could save money by being more responsible? As our text suggests, you may not be able to find specific evidence and data applicable to your specific business, but you may find parallel situations and situations that you can apply to the business your group is writing about. Look for ways to apply principles of Green Business that you read about in Hawken or other sources to the business with which your group is working.

Specific project requirements are outlined below. Parentheses refer to page numbers in *Business Writing* where you can find more information on these specific project components.

Required Structural Components:

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|---|---|
| <input type="checkbox"/> Cover (51) | <input type="checkbox"/> Table of Contents (51) |
| <input type="checkbox"/> Title Page (51) | <input type="checkbox"/> List of Illustrations (52) |
| <input type="checkbox"/> Letter of Transmittal (51) | <input type="checkbox"/> Executive Summary (52) |

- ❑ Text (equivalent of at least 10 single-spaced pages) (52-55)
 - Text should include green business philosophy: Why green? Why now?
 - The text should be broken up into useful sections and make appeals to ethics and logic.
 - Text should include Body; Summary, Conclusions, and Recommendations Section; and Concluding Section.

- ❑ Endnotes/Works Cited/Bibliography (55)

Other Requirements:

- ❑ Proper Subject Headings
- ❑ At Least five Illustrations, the majority of which your group creates (graphs, charts, tables, etc.)
- ❑ At least eight well-selected sources, all of which are well integrated and introduced into the project
- ❑ Consistent use of a documentation style

FORMATTING GUIDELINES: Acceptable fonts: Helvetica, Times New Roman, News Gothic, or Arial; sizes 10-12 pt.

Projects that do not contain the above components and meet the above criteria will receive failing grades.

HELPFUL MODELS: Part 4 of the *St. Martin's Handbook* has good discussions of how to increase the visual impact of a paper. Appendix B of *Business Writing* shows a sample formal report by a UK student. Follow carefully the formatting guidelines in chapter 4 of *Business Writing*.

GROUP STRATEGY: During your first group meeting, you will elect/appoint a group leader. The group leader will be responsible for communicating with me on the group's progress.

It strikes me as a very good idea that you save all the work you do and save that work on compatible mediums so that you may easily share information with each other. Also it is probably a good idea to appoint one person near the end of the project to be an editor who will check for consistency in themes and transitions. Your group will be responsible for distributing work, appointing a group leader, and keeping track of work. Though your group should divide responsibilities, remember that your entire group is responsible for the quality and accuracy of the end product.

I will be happy to meet with you as a group, or I will meet with an individual if he or she has been selected by the group to talk with me. I am much less interested in meeting with you about any individual work you are doing within the group. Use your fellow group members to solve problems. This project offers you the chance to collaborate and learn to work well in a professional setting.

Your group is responsible for communicating outside of class and, if necessary, meeting outside of class time. Some class time will be dedicated for you to work with your group; however, your group is expected to meet outside of class and to coordinate group meetings and progress.

GRADE WEIGHT AND CRITERIA: Your group project will count 25% towards your final course grade. Remember, projects receiving below a C must be revised and resubmitted in accordance with the "C" or Above Policy. A failure to revise will result in a failing grade for the course.

Your group's grade will be based on the following criteria: (1) fulfillment of assignment, (2) content development, (3) organization, (4) style, (5) visual representation and formatting, and (6) GSP proficiency (grammar, spelling, and punctuation). I will further explain grading criteria in class. Also, please review the evaluation info on the course web site. You will not receive an individual grade; instead, each report will get a grade and each member of the group will get that grade for this project. However, notice in Syllabus Part One that if a member does not participate in the group project, then that student will receive an E for the project. Visual representation, formatting, and GSP will be emphasized in evaluation. Your group's proposal should appear professional and free of error.

PERFORMANCE APPRAISAL: After the group project is completed and turned in, you will write a description of what each member of the group contributed to the project including a description of what you yourself contributed. Your appraisal will count as a homework assignment in your final semester grade. If from the performance appraisals, I determine that you have done nothing at all on the project or that you have been a hindrance to your group, I will subtract points from your final project grade, conceivably all the way down to a failing grade.

PLAGIARISM: Plagiarists use someone else's words, images, ideas, or sentence structure without giving proper credit through documentation. Plagiarism will result in a failing grade for the project, and, in major cases, for the course.

UNIT 2 TENTATIVE SCHEDULE: This schedule does not include everything we will be doing in class, but it does outline our readings and major project due dates for project 2. Please be sure to have reading assignments read *for* the day they are listed on the schedule. Bring all books used for a day's reading/assignments to class with you on that day.

Abbreviations: *BW* = *Business Writing: A Guide to English 203 at UK*
SMH = *St. Martin's Handbook*

R	2/21	Introduction to group project. Group formation and meeting. Elect group leaders.
M	2/25	Due by email: Business/Organization/Campus Unit selection: Emailed by group leader or other selected representative. (Directions on Course Blog)
T	2/26	Read: <i>BW</i> - Chapter 3: "Report Illustrations and Headings" and Chapter 4: "Team Writing" (This chapter will help you understand what you have to accomplish in this project). (25 minutes of class will be reserved for group meeting)
R	2/28	Library Day: Class will meet in W.T. Young Library. Details to follow. Your group will be able to use this day to do necessary research and planning.
Su	3/2	Due by email (3:00 PM): Group Proposal (Directions on Course Blog)
T	3/4	Read: <i>SMH</i> - Chapters 4 and 23 Due: 2 group-generated visuals that you may use in your projects. Please bring them on a flashdrive or CD <i>or</i> email them to me at least 3 hours before class.
R	3/6	Read: Hawken - Chapters 7 and 12 Due: Group's Green Philosophy for your business or organization (Details on course blog) (25 minutes of class will be reserved for group meeting; be sure that you know what each group member is accountable for in preparation of our next class meeting, 3/18)

SPRING BREAK - NO CLASS. Come back safely. Your group needs you!

- T 3/18 Read: *SMH* – Chapters 42 and 45.
Due: Bring at least 5 pages of your group's rough draft so that we have text to work with on improving sentences.
(15 minutes of class will be reserved for group meeting)
- R 3/20 **Due:** Rough Draft (Should include all required parts of assignment).
Workshop Session
- T 3/25 **Workshop Session**
- R 3/27 **Due:** Group Project. **Presentations of Group Projects.**

EXTRA CREDIT OPPORTUNITY: Groups who present their proposals to the businesses or organizations they focused on will receive a one-half letter grade increase on their final project grade. Details on course blog.



"I hope this bullhorn will make this meeting a little less boring."