Unit 3 - Outcome 1

Business Foundations

**CHAPTER 2**

**Key knowledge**

• Characteristics of stakeholders of businesses including their interests, potential conflicts between stakeholders, and corporate social responsibility considerations.

• Corporate culture, both official and real, and strategies for its development

1. A stake holder is …

2. Internal Environment is …

3. External - Operating Environment is …

4. External - Macro Environment is …

**5. Complete the following table**

|  |  |  |
| --- | --- | --- |
| Stakeholder | Interests & issues | Business Environment |
|  |  |  |
|  |  |  |
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**Key Knowledge**

* Corporate culture, both official and real, and strategies for its development

6. Corporate Culture is …

7. Corporate Culture is made up of

*
*
*
*

8. **Describe** “Official” and “Real” Corporate Culture. **Compare** the similarities and differences between the two.

Official Corporate Culture

Real Corporate Culture

Similarities

Differences

9. **List and Briefly explain** the STRATEGIES used to develop Corporate Culture

1 - -

2 - -

3 - -

4 - -

5 - -

6 -

7 -

8 -