

Chapter Review

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Objectives, Policies and Organisational Ethics

Objectives...

- 3 identify and discuss the application of ethics to managerial decision making and business conduct
- 4 explain what is meant by corporate social responsibility and the reasons organizations pursue CSR strategies
- 5 appraise how organizations create business plans
- 6 apply the SWOT framework to support strategy
- 1 discuss the role of corporate objectives in strategy and management planning
- 2 review the role of policy in strategy implementation

Key Terms

Business ethics	the accepted principles (beliefs and values) of right or wrong governing the conduct of business people
Business model	the organization's essential logic for consistently achieving its principle objectives- explains how it consistently makes money, highlights the distinctive activities and approaches that enable the firm to succeed—to attract customers and deliver products and services profitably
Business Plan	a document that summarizes how an entrepreneur will organize a firm to exploit an opportunity, along with the economic implications of exploiting that opportunity
Corporate social responsibility	a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on all stakeholders, including the environment
Objectives	Objectives are statements of specific outcomes that are to be achieved
Policy	A guiding principle designed to influence decisions, actions, etc
SWOT analysis	summarises the key issues from the business environment and the strategic capability of an organisation both of which are most likely to impact upon strategy development

30. Business planning at the corporate/strategic level is a continuing process by which the long-term objectives of an organisation may be formulated, and subsequently attained, by means of long-term strategic actions designed to make their impact on the organisation as a whole. Corporate planning also involves deciding the policies, or code of conduct, of the organisation in pursuit of its objectives. Thus business aims and ethical considerations are brought together. The typical planning process adopts a contingency perspective and is based upon analysis of the environment. However, the process is not entirely mechanical and rational/ economic and there is plenty of scope for choices to be made that are influenced by the values and beliefs of managers and other stakeholders.

