

Chapter 1

THE CONCEPT OF BUSINESS IN CONTEXT

LEARNING OBJECTIVES

At the end of this chapter you should be able to:

- Define and illustrate business as a broadly-based and varied activity.
- Identify and illustrate the key activities of business and the relationships between them.
- Identify the strategic, organizational and environmental contexts within which business operates.
- Articulate the complex interactions that operate within and between business activities and their contexts.
- Use the Business in Context model to analyse a variety of business situations and cases.
- Define systems and contingency theories as they apply to business and assess their contribution to an understanding of business.