

CHAPTER OVERVIEW

5: Module 1- Role of Business

- 5.1: Why It Matters- Role of Business
- 5.2: Introduction to What Is Business?
- 5.3: Getting Down to Business
- 5.4: Introduction to For-Profit vs. Nonprofit
- 5.5: Profits and Purpose
- 5.6: Introduction to Factors of Production
- 5.7: Factors of Production
- 5.8: Introduction to Functional Areas
- 5.9: Functional Areas of Business
- 5.10: Introduction to Stakeholders
- 5.11: What Is a Stakeholder?
- 5.12: Introduction to External Forces
- 5.13: External Forces That Shape Business Activities
- 5.14: Putting It Together- Role of Business
- 5.15: Discussion- The Stakeholders of Salty Pawz
- 5.16: Discussion- External Factors = Internal Pressure
- 5.17: Assignment- What Does a Business Look Like?
- 5.18: Assignment- What Is Killing Our Business?
- 5.19: Assignment- Functional Areas of Business

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