Through this activity, students will learn the importance of corporate vision in the business world.

**Steps to Complete the Activity**

Have students

- Brainstorm the type of corporation they would like to create. The corporation must be a for-profit operation. Decide on the product that the corporation will produce and identify the departments that will be needed (e.g., administration, production, human resources, advertising).
- Write the vision of the corporation. Be sure to include the goals of the corporation and the relationship the corporation wants to have with the customer and the community.
- Break into small groups based on the departments created. Each group should create goals that are in line with the corporate vision.
- Present to the class the ideas of the small groups and evaluate the effectiveness of each department’s goals in terms of the overall goals of the corporation.
- As a larger group, discuss the structure of the corporation they have created. Does the structure reflect the vision? Make any changes to the corporation that are needed.

**Discussion**

At the conclusion of the activity, the teacher should ask students about the relationship between the corporate vision and the practical aspects of turning a profit.

- Which is more important—profit or vision?
- How is the vision changed by the pressures of the need for profit?
- How can the vision reflect concern for the environment? Is that important?
- Can a corporation truly care about its customers?
- Can a corporation have a conscience?

**Resources**

Students may want to consult business publications, the Internet, or local libraries for information about existing corporations.

**Ideas for Differentiation**

- Discuss the meaning of a for-profit corporation for students needing to activate that prior knowledge.
- Review the roles of each of the departments listed (i.e., human resources).
- Project or post questions so that students can see them during the discussion.