

Corporate Sight

Taken from *Leadership for the 21st Century*

(http://www.doe.virginia.gov/instruction/leadership/leadership_curriculum.pdf)

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.