

CHRISTINA POULTER

INVESTIGATING BUSINESS

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Investigating Business

Christina Poulter





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*To my mother
and those who have been patient
during the construction of this book,
David, Richard, Cathryn and Matthew*

About the author

Christina Poulter is an experienced teacher of business and related subjects. For six years she was Head of Business and Economics at St Edmund's School in Portsmouth. Prior to this she was a business studies lecturer at the Isle of Wight College of Arts and Technology. She is currently manager of the Prison Education Service at the Isle of Wight College.

Preface

A constantly changing world is motivated by the need for individuals to survive economically. In this context, trade or business is part of the central social structure. Any analysis of the business needs to move beyond the concept of the quest to purely maximise profit to a deeper understanding of businesses objectives and their operation in a wider social context. Businesses are part of society, and so are responsible for and accountable for their actions.

Businesses operate in a dynamic environment and are pushed into action by external forces beyond their control. Successful business students need to be able to absorb and apply the established theory to an ever-changing scene. They need to be aware of issues and be able to respond to events, using their skills and knowledge to analyse and evaluate business opportunities.

This book encourages students to be proactive. Each chapter covers the essential text whilst the Focus articles challenge, question and evaluate topical issues. Their role is to stimulate discussion and debate and initiate further research. An active response is required for the practical application and critical analysis tasks whilst the case studies challenge the students' ability to apply their skills and make informed decisions. Integrated case studies are set at intervals throughout the book which involve the student in the business process.

The use of IT as a tool for business is encouraged and facilitated throughout and can be effectively used to set coursework assignments in which the student's business skill is applied. It also encourages a cross-curricular approach.

CHRISTINA POULTER

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Section 1
**Business
Organisation**

