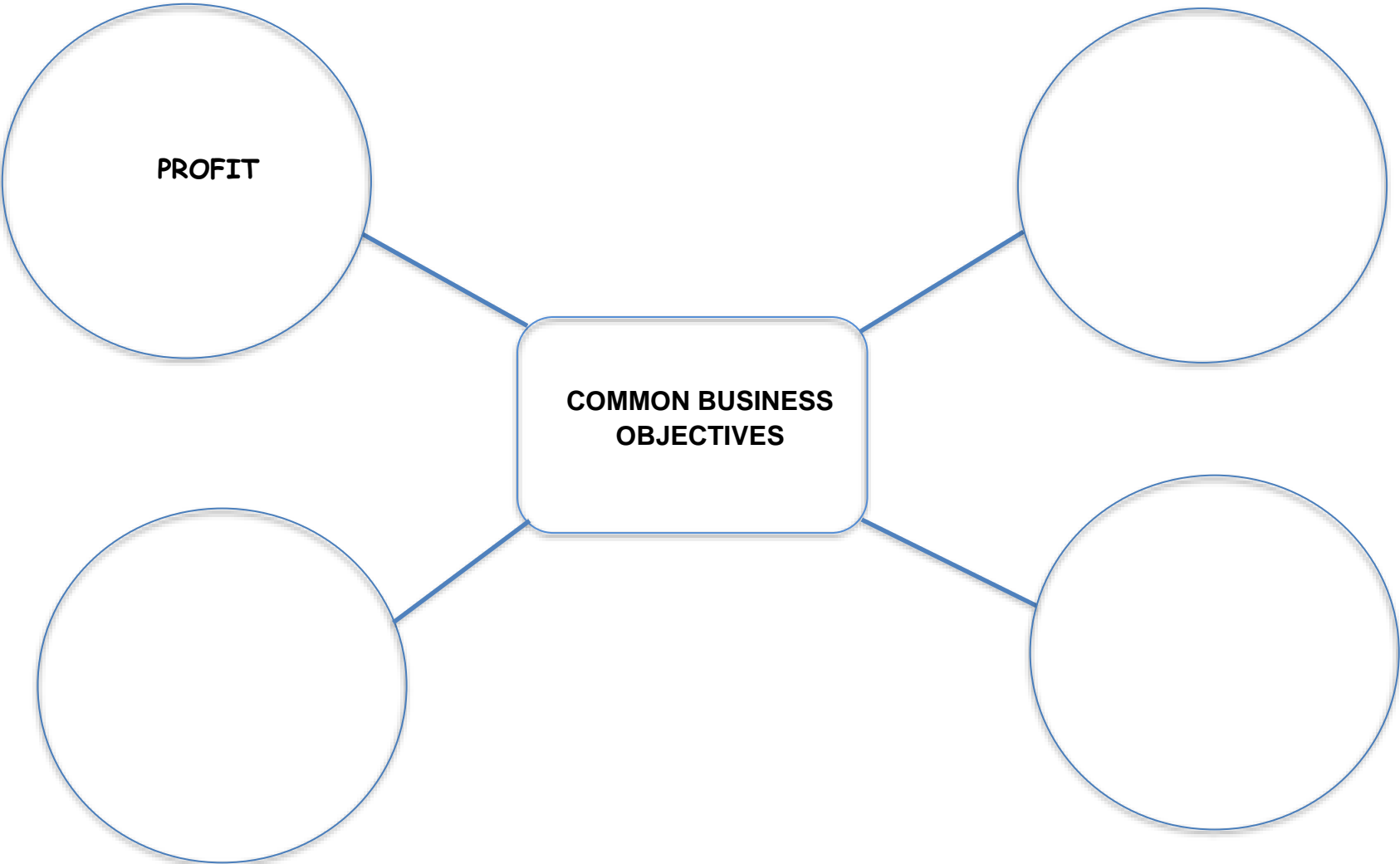


DP BUSINESS MANAGEMENT - UNIT 1 INTRODUCTION TO BUSINESS MANAGEMENT  
 1.3 ORGANIZATIONAL OBJECTIVES  
 COMMON BUSINESS OBJECTIVES

	<b>Who determines them?</b>	<b>Time-frame</b>	<b>Risk (high/medium/low)</b>	<b>Investment needed (large / small)</b>	<b>Easy to change?</b>	<b>Examples</b>
<i>Objectives:</i>						
Strategic objectives	Senior Management	Medium to long-term goals	High risk	large	They are not easy to change	Improving Customer satisfaction
Tactical objectives						



<i>Corporate Social responsibility:</i>				
<p><b>Benefit of having a strong CSR policy.</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <u>Improved corporate image</u>-acting ethically responsible way enhances the corporate image of Timpson, which is arguably good for its sales revenues and profits in the long run.</li> </ul>			
<p><b>Drawbacks of having a CSR policy</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <u>Stakeholder conflict</u>-Not all stakeholders are keen to adopt CSR policies. Shareholders and investors may be more interested in short term profits than the firm's long-term ethical stance</li> </ul>			