

**1.1.5 Practice: Analyzing Business Culture**

Practice

Computer Applications

Points Possible: 30

Name: _____

Date: _____

Reflect (5 points)**On your assignment sheet, answer the questions about business culture.**

1. In terms of business goals, what is the difference between a profit and non-profit business structure?
(1 points)

2. Describe the following trends in business. Give an example of what you can do to maintain a productive business environment that supports each trend.

a. Social responsibility (1 point)

b. Green business (1 point)

c. Globalization (1 point)

d. Technology (1 point)

Analyze (10 points)

1. Read and then analyze the following scenario:

Since that time, none of the employees have received their scheduled evaluations. Additionally, all employees were notified that their hours would be changing. For the time being, employees are expected to work longer than their scheduled shifts to meet deadlines and sales quotas. In an effort to save money, new management has also informed employees that some departments will have to take a pay cut and annual raises will not be given until further notice.

The new management also directs employees to advertise the company's products as not tested on animals and made with all natural materials because they know this is something customers today are looking for. However, none of these claims are true.

A few employees try to schedule a meeting with management to discuss their concerns. However, each manager tells them to contact one of the other managers. Weeks later, no meeting has yet been set to address employee concerns.

a. Recall what you have learned about positive culture and business practices in this lesson. With an understanding that some things must change with Company X, discuss ways in which Company X can still focus on making changes but also focus on keeping positive culture practices while these changes are being made. (1 point)

b. Some of Company X's new practices and systems are unethical. Business ethics is a set of codes about how a business should conduct itself. In what ways is Company X not applying ethical practices? (1 point)

2. Company Z has experienced a decrease in sales in the last quarter. Additionally, their customer surveys have shown that customer satisfaction has also decreased by 30%. Customers often complain about lack of parking, high prices, and slow response times to customer concerns. Determine the practical steps Company Z can use to improve sales by using the Decision Making Process steps highlighted in this lesson.

Here are the five steps of the Decision Making Process:

- State the problem
- List the options
- Determine the pros and cons
- Choose the best option
- Evaluate the decision/choice

a. Start the Decision Making Process by stating the two obvious problems that apply to Company Z. (1 point)

b. Company Z understands that their business is at risk. How can they use step two in the Decision Making Process to reach their end goal of increasing sales and customer satisfaction? (1 point)

c. Now that Company Z has a list of options for improvements, how can they use step three and four of the Decision Making Process to solve some of their problems? (1 point)

- d. The final step of the Decision Making Process is very important. What does this step offer for Company Z once they have made decisions and implemented them? (1 point)
3. You work for a small store called Home Grown Goods that sells organic snack foods and sustainably manufactured items. The job requires you to interact with customers both in person and on the phone, run a cash register, and sometimes lift heavy items. You also have to be on your feet for hours at a time.
- a. What would be appropriate footwear for you to wear to work? (1 point)
- b. The stock room in the back has many items stored on very tall shelves. Some of these items weight more than 40 pounds. What safety measures can you take to maintain a safe work environment? (1 point)
- c. Imagine a customer comes in to the store while you are busy setting up a display. Your only other co-worker on the floor is busy with another customer at the register. How should you address the new customer? What comes first, the display you need to finish quickly or the customer? (1 point)

d. Sometimes customers will call in to the store to ask questions or request a certain product. One customer calls to ask, "I know you carry sustainably manufactured merchandise, but does that include organic food items?" How would you answer the phone at work? How would you respond to the customer's question? (1 point)

Synthesize (15 points)

1. Imagine that you work for a non-profit that is called Care Free Earth. Your organization creates, plans, and develops many different types of community service projects in your local area. Your supervisor has assigned you as project manager for a clothing donation drive and let you know that you will be working with the following team members:

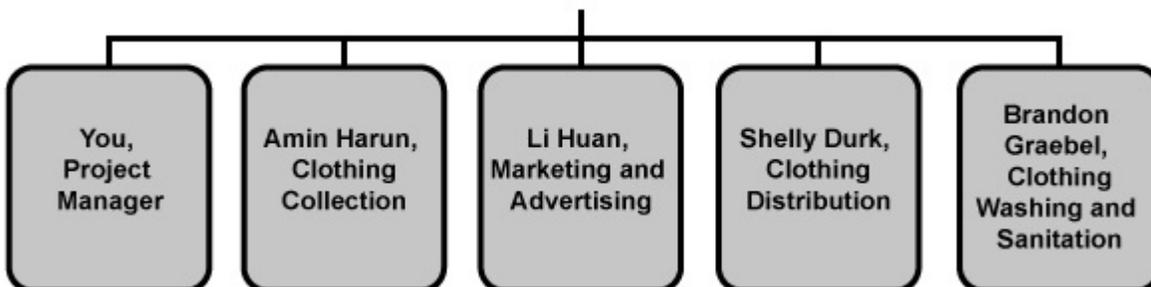
Amin Harun

Li Huan

Shelly Durk

Brandon Graebel

You want everyone to feel an equal sense of responsibility on the project, so you come up with the following organizational structure:



a. What problems might arise from having the team organized in this structure? (1 point)

b. Revise the organizational structure to be more effective for your team. (1 point)

c. Why are organizational charts important for companies? (1 point)

2. Now, you will take what you've learned from this scenario and apply it to real life. Your teacher will assign you to a group with four other students. In your group you will complete a small project, such as coordinating a volunteer clean-up or clothing drive.

Before you begin, complete the following:

a. Assign roles and design an organizational structure for your project group. (2 points)

b. Based on what you've learned in this lesson, describe the type of culture you want to create in your group. Think about business standards, such as effectiveness, accountability, and teamwork, and how your group can work towards these standards as you complete this project. (2 points)

c. Briefly describe the goal and plan for your project. Create a checklist of criteria for measuring success to help you meet your goal and complete your plan. (2 points)

Once you have completed your project, answer the following questions:

d. Evaluate the effectiveness of the organizational structure you created with your group. Did the structure allow you to operate effectively as a team? (2 points)

e. Were you able to create and maintain the culture you envisioned for your group? (2 points)

f. Were you able to achieve the goal of your project? (2 points)

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