LEARNING AS ONE NATION
Expanded Project

Ethics_24

S H S L E A R N I N G A C T I V I T Y

Name: _____ **Score/Mark:** _____
Grade and Section: _____ **Date:** _____
Strand: ☐ STEM ☐ ABM ☐ HUMSS ☐ ICT (*TVL Track*)
Subject: ***Business Ethics and Social Responsibility***
Type of Activity: ☐ Concept Notes ☐ Skills: Exercise/Drill ☐ Illustration ☐ Performance Task ☐ Essay/Report ☐ Others: _____

Activity Title: **Purpose Beyond Profit: The True North Star**

Learning Target: To write an essay on one's perception on the concept of "purpose beyond profit" of a business organization

References:
(Author, Title, Pages)
1) (web) www.businessmodelsbeyondprofit.com, Retrieved Oct. 17, 2017
2) M.D.R. Oclarit, CVIF Learning Activities

A business organization must have other reasons to exist beyond that of making money. Profit cannot be the goal or the vision of an organization. Seeking profit as a primary business purpose is like building a house of cards or building a house on sand that will sooner or later collapse.

The North Star is a very bright star that can be seen in the northern part of the sky. It is used as a guide in navigation. When used in a business context, it means the **highest goal**.

Today, you are tasked to write an essay entitled "The True North Star of a Business Organization." It should consist of at least two paragraphs with a minimum of five sentences for each paragraph.