SHS LEARNING ACTIVITY

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: **Business Beyond Profit Motivation**
Learning Target: To explain the business-beyond-profit motivation concept
References: *(Author, Title, Pages)*
1) (web) www.stockerpartnership.com, Retrieved Oct. 17, 2017
2) M.D.R. Oclarit, CVIF Learning Activities

Profit is an output, not a purpose. The main objective of doing business should not be that of making money. In fact, a company that would post a multi-billion year-end net income does not automatically earn the title of being a great company.

Seeking profit as a primary business purpose is comparable to building a house of cards or building a house on sand – sooner or later it will collapse. Profit is too temporary to serve as a guide for a business. A business built solely for profit will lead to a lack of strategic direction for a long-term sustainability.

The following are the major reasons why profit should not be a primary purpose.

- Profit is an output and a temporary indicator of success, not the cause.
- One needs more purpose than profit to make it through and survive.
- Profit does not motivate the salaried staff who are instrumental in the success of the business.
- Customers are increasingly focusing on values and contributions to society when choosing who to do business with.

The core purpose of a business is the most fundamental reason for its being. Every company must be driven by a vision and mission that unifies and motivates. In essence, to discover the real core purpose of a business, one must give it a deep thought and reflect on answering the question "Why does this business exist?"

Exercises:

1. In your own opinion, what makes a company earn the title of being a great company?
2. Elaborate on this statement: *A company whose primary purpose is to seek profit is comparable to a house built of cards or a house built on sand.*