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| Objective | Topic | |
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| This lesson aims to help students understand the concept of the enterprise and its role in the economy.<br><br>By the end of this lesson, students will be able to:<br><br>• Understand what an enterprise is.<br>• Identify different types of enterprises.<br>• Know the role of enterprises in the economy.<br>• Recognize the main activities of an enterprise.<br>• Understand basic management functions (planning, organizing, directing, controlling).<br>• Distinguish between internal and external environment.<br>• Learn simple business vocabulary in English.<br>• Answer questions based on the text.<br>• Express ideas in a simple and clear way. | **The Enterprise as an Economic Organization and Its Environment** | **The Fourth Activity** |

## The Text:

An **enterprise** is an economic organization that combines human, material, and financial resources in order to produce goods or provide services. It is considered a fundamental unit of economic activity in any economy. Through its activities, an enterprise contributes to the creation of wealth and the satisfaction of various needs in society.

Enterprises can be classified according to several criteria. Based on ownership, they may be private when owned by individuals or groups of individuals, public when owned by the state, or mixed when ownership is shared between public and private actors. According to the size of the enterprise, they may be small, such as workshops and farms, medium-sized enterprises with a more structured organization, or large multinational corporations operating in different countries. In terms of the nature of activity, enterprises can be agricultural, industrial, commercial, or service-oriented depending on the type of goods or services they provide. They can also be distinguished according to their legal form, such as sole proprietorships, partnerships, or corporations, each characterized by different levels of responsibility, capital structure, and legal obligations.

To operate effectively, an enterprise carries out several coordinated activities that ensure the transformation of resources into goods and services and their delivery to the market. These activities include producing goods or services, studying market needs and ensuring product distribution, managing financial resources and investment decisions, organizing and

developing human resources, securing raw materials and managing storage, as well as improving products and processes through innovation and continuous development.

The proper functioning of the enterprise also depends on a set of managerial processes that guide and coordinate all activities. These processes involve setting objectives and planning future actions, organizing resources and tasks within the enterprise, directing and motivating employees to achieve common goals, and controlling performance by comparing results with objectives and making necessary corrections.

An enterprise does not operate in isolation but within a complex environment that influences its performance. Internally, it is shaped by its employees, management, organizational structure, available resources, production capacity, technology, and organizational culture. These elements determine the internal strengths and weaknesses of the enterprise. Externally, it is influenced by economic conditions, competition, customers, suppliers, technological changes, legal frameworks, and social and cultural factors. These external elements represent opportunities that the enterprise can benefit from and threats that may hinder its development.

Beyond its economic role, an enterprise also pursues several objectives. Economically, it seeks profitability, growth, and efficiency. Socially, it contributes to job creation, improving living standards, and responding to the needs of society. Culturally, it may promote innovation, knowledge development, and professional training. In addition, enterprises may also pursue environmental and ethical objectives such as sustainability, responsible production, and respect for regulations and social responsibility. All these objectives together reflect the multidimensional role of the enterprise in modern economies.

## Questions:

### Part One: Reading Comprehension Questions:

**1.** Define the enterprise.
**2.** Classify enterprises according to different criteria mentioned in the text.
**3.** Explain the importance of enterprises in the economy.
**4.** Identify from the text the main objectives of an enterprise.
**5.** Explain the role of enterprises in society.
**6.** Identify from the text the functions of the enterprise, including operational activities.
**7.** Identify from the text the management functions of an enterprise.
**8.** Distinguish between the internal and external environment of an enterprise.
**9.** Explain how the internal environment reflects the strengths and weaknesses of an enterprise.
**10.** Explain how the external environment creates opportunities and threats.
**11.** Identify the different types of objectives of an enterprise (economic, social, cultural, environmental, ethical).
**12.** Write a summary of the text in your own words.

## Part Two: Vocabulary Task:

**A. Synonyms (find words from the text):**

| Company | Workers | Money | Development | Goods | Durability | Monitoring | Aim |
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**B. Antonyms (find words from the text):**

| Internal | Weakness | Loss | Smal | Traditional | Individual | Poor | Local |
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## Part Three: Conceptual Definitions:

### Define the following concepts:

- Investment;
- Strategic planning;
- Human resources management;
- Supply management;
- E-marketin;
- Start-up companies.