Define and explain the following terms.
1. MBO
2. BCG Matrix
3. Managerial Grid
4. Porter's Five Forces Competitive Model
5. Diversification Strategy

1. How can you help your college or university assess its fit with its environment? Please apply SWOT analysis to find out your suggestions for your school.
2. Please define “motivation” and describe several theories of motivation.
3. Define and explain why efficiency and effectiveness are important to management.
4. Some researchers have chosen to look at management by focusing on an organization's people. The field of study that researches the actions of people at work is called “organizational behavior” (OB). Please describe the contributions of the OB to the field of management and explain how today’s managers use the behavioral approach.
5. Define corporate social responsibility (CSR) and explain how organizations are responsible to their stakeholders.