

Unit 3

Influences on Business





Real-World Business and Career Profile

Preview

Jenzabar provides e-learning products, services, and Web-based software to colleges and universities. At the end of this unit, you will learn about Jenzabar® founder Ling Chai and how she achieved her success.

Decision Making What decisions do you think will be most important for you to make as you enter the business world?



Unit 3

Thematic Project Preview

Community Outreach and Service Learning

After completing this unit, you will research how businesses come together for the good of the community, and how students and volunteers can help.

Project Checklist As you read the chapters in this unit, use this checklist to prepare for the unit project.

- ✓ Think about how a business can help a community.
- ✓ Look for ways you and your friends might volunteer to help with a community project that a local business is sponsoring.
- ✓ Reflect on how a business benefits by helping the community.
- ✓ Consider how you benefit by volunteering to help a business with a community project.