Shareholders make a financial investment in the corporation, which entitles those with voting shares to elect the directors. Shareholders do not normally have any rights to be involved directly in company management. Their connection to company management is typically via the Board of Directors. If shareholders are not satisfied with the performance of the directors, they may remove the directors or refuse to re-elect them.

The role of directors is one of stewardship. Directors are responsible for managing, supervising the management of the corporation. If the Board of Directors is dissatisfied with company management, its recourse is through the company's CEO. If the CEO is not performing as expected, the Board may replace him.

Chief Executive Officer (CEO) is the highest ranking executive in a company, and their primary responsibilities include making major corporate decisions, managing the overall operations and resources of a company, and acting as the main point of communication between the board of directors and corporate operation. CEO is the responsible for leading the development and execution of the Company’s long term strategy with a view to creating shareholder value. The CEO’s leadership role also entails being ultimately responsible for all day-to-day management decisions and for implementing the Company’s long and short term plans.

Marketing plays an important role in establishing relationships between customers and the organizations offering to the market. It gives us the confidence to want to try a new product in the market as opposed to situations where the products enter the market without publicity. This makes the marketing function critical in every organization irrespective of whether the organization is a profit or non-profit centred. Marketing shapes the image of the organization, how people associate the organizations products or services and indeed give people the confidence about their products or services.

Operations management (OM) is the business function responsible for managing the process of creation of goods and services. It involves planning, organizing, coordinating, and controlling all the resources needed to produce a company’s goods and services. Because operations management is a management function, it involves managing people, equipment, technology, information, and all the other resources needed in the production of goods and services. Operations management is the central core function of every company. This is true regardless of the size of the company, the industry it is in, whether it is manufacturing or service, or is for-profit or not-for-profit.

Finance serves an essential role to any company, because it has to do with a business’s funds. Business finance departments are in charge of monitoring all the financial activities within the company, and act as the floodgates when money comes in and goes out. Since money is the backbone and propeller of business maneuvers, companies would be stagnant without people to manage the business’s finances.

The role of Administrator involves a great deal of multitasking. You will work with teams, oversee the operations within your company, manage groups, coordinate with management and engage in planning according to the needs of your company. If there are office resource or administrative issues, you will be the person expected to deal with them.

List of typical administrator duties:

* Management of office equipment
* Maintaining a clean and enjoyable working environment
* Handling external or internal communication or management systems
* Managing clerical or other administrative staff
* Organizing, arranging and coordinating meetings
* Sorting and distributing incoming and outgoing post

There can be a tendency within some organizations for business units to transfer risk to their legal teams by encouraging or placing pressure on the general counsel (GC) to make commercial decisions. The role of legal counsel is to understand the pressure points, strategy and objectives of the business and effectively communicate the risks and legal issues involved in any decision to management. This enables management to make informed strategic choices within an acceptable legal risk profile

A Corporation’s Legal Officer exact duties depend on what the company wants from her, but some responsibilities are common, including:

* Advise the executives and employees on changes to the laws affecting the company.
* Investigate if the company or a staff member does not comply with the law.
* Oversee lawsuits, possibly acting as chief litigator.
* Ensure the company fills out and submits all its legal paperwork.

In addition to being top legal counsel, the CLO is also part of the corporation's management. Part of her duty as a manager is to increase the firm's profitability and shareholder value. That can create a conflict with her duty to call out illegal or noncompliant actions. If the CLO sides with management, she may not be able to fulfill her watchdog responsibilities; if she aggressively monitors the corporation's legal conduct, she may find herself isolated from other officers.