

CUESTIONES UNIDADES 1 A 3

Unit 1

1. Difference between creativity and innovation and explain two types of business innovation
2. What is the entrepreneurial spirit and explain three differences between an employed worker and a self-employed.
3. Explain five characteristics of an entrepreneur
4. Explain how an entrepreneurial idea can arise and describe three changes in the market that can generate entrepreneurial ideas.
5. What is business risk and what are its components.
6. Explain briefly the relationship between innovation and economic development

Unit 2

7. Discuss three functional areas of the company and explain briefly a type of organizational chart.
8. Explain three objectives of a company
9. What is the specific environment of a company and explain three factors that make it up.
10. Describe what is the SWOT analysis and describe a strategy that can be adopted after carrying out this analysis.
11. Explain the elements of the corporate culture and define the corporate image
12. Explain what is Corporate Social Responsibility

Unit 3

13. Explain three criteria for choosing a suitable legal form for a company
14. Characteristics of the Sole proprietor
15. Describe three characteristics of a Limited Liability Company
16. Define:
 - a. Public Limited Company (Corporation)
 - b. Partnership
 - c. Labor Company
 - d. Co-operatives
17. Discuss two examples of procedures necessary to incorporate a Limited Liability Company.
18. Make a diagram with the general procedures that companies must carry out to start up before the Treasury, before the City Council and before the Social Security.