

Corporate objectives The objectives of a medium to large-sized business as a whole.	Oligopoly A market dominated by a few large businesses.
Corporate Social Responsibility (CSR) A business assessing and taking responsibility for its effects on the environment and its impact on social welfare. It involves the idea that businesses bear a responsibility that stretches beyond their shareholders.	Organic growth A business growth strategy that involves a business growing gradually using its own resources.
Corporate strategy The plans and policies developed to meet a company's objectives. It is concerned with what range of activities the business needs to undertake in order to achieve its goals. It is also concerned with whether the size of the business organisation makes it capable of achieving the objectives set.	Organisational change A process in which a large company or organisation changes its working methods or aims, for example in order to develop and deal with new situations or markets.
Correlation The relationship between two sets of variables.	Organisational, organisation, corporate or business culture The values, attitudes, beliefs, meanings and norms that are shared by people and groups within an organisation.
Correlation coefficient A measure of the extent of the relationship between two sets of variables.	Payback period The amount of time it takes to recover the cost of an investment project.
Critical path The tasks involved in a project which, if delayed, could delay the project.	Penetration Using tactics such as the marketing mix to increase the growth of existing products in an existing market.