

YEAR 13 – Business

WEEK 7 (11th October to 15th October)

Work Sent to the students through Google classroom/ whatsapp group/ email/ Zoom

Chapter 45:- SWOT Analysis

Learning Objectives: WALT

- Understand the meaning of SWOT analysis
- Explore various ways to identify strengths, weakness, opportunities and threats
- Analyse the importance of SWOT analysis in strategic planning.

Lesson Outcome: Students will be able to

- Demonstrate an understanding of SWOT analysis
- Apply SWOT analysis to a number of business scenarios
- Assess how internal and external information can be used to support strategic planning
- Evaluate the use of SWOT analysis for a business

<p>Tuesday 1st and 2nd Period</p> <p>ZOOM</p>	<p><i>(Zoom meeting details to be sent to students via Google classroom)</i></p> <p><u>Resources:-</u> PPT, Text Books, Videos</p> <p><u>Teachers Activity</u> Lesson starts with a video in order to brainstorm students about the uses of gathered primary and secondary data. How can the internal and external info. Be used in strategic planning, leading to a explanation of SWOT analysis. Students will be helped with list of questions in order to identify each quadrant of the SWOT analysis.</p> <p><u>Students Activity:-</u> Students to perform swot analysis for any one business of their choice and give their judgement by considering following questions-</p> <p>How beneficial is conducting a SWOT analysis? What might it not tell you even with the data? What can be a problem with the information in it? What factors determine if it is useful in corporate planning?</p> <p>Judgement = do you believe firms would conduct these? Justify why,</p>
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