

# YEAR 13 – Business

**WEEK 8 (18<sup>th</sup> October to 22<sup>nd</sup> October)**

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

## **Chapter 45& 46:- SWOT Analysis & PESTLE Analysis**

**Learning Objectives:** WALT

- Analyse the importance of SWOT analysis in strategic planning.
- Understand the usefulness of PESTLE analysis in analysing the impact of external influences on a business.

**Lesson Outcome:** Students will be able to

- Evaluate the use of SWOT analysis for a business
- Evaluate to what extent it will be helpful for a business to monitor and analyse the impact of political, economical, social, technological, legal and environmental factors.

<p><b>Tuesday 1<sup>st</sup> and 2<sup>nd</sup> Period</b></p> <p><b>ZOOM</b></p>	<p><i>(Zoom meeting details to be sent to students via Google classroom)</i></p> <p><b><u>Resources:-</u></b> PPT, Text Books, Videos</p> <p><b><u>Teachers Activity</u></b> Recap of explanation on SWOT analysis leading to a explanation on how SWOT analysis is useful for a business to. Further posing a question is SWOT analysis enough in itself for a business before taking any strategic decision leading to a discussion on PESTLE analysis</p> <p><b><u>Students Activity:-</u></b> Students to perform swot &amp; PESTLE analysis for any one business of their choice .</p> <p>Solve end of chapter case study.</p>
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