

YEAR 13 – Business

WEEK 9 (25th October to 29th October)

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

Chapter 46:- PESTLE Analysis

Learning Objectives: WALT

- Understand the usefulness of PESTLE analysis in analysing the impact of external influences on a business.

Lesson Outcome: Students will be able to

- 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>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> Recap of explanation on SWOT analysis 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><u>Students Activity:-</u> Students to perform swot & PESTLE analysis for any one business of their choice .</p> <p>Solve end of chapter case study.</p>
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