

# YEAR 12 – Business

WEEK 42 (Term 2) (13<sup>th</sup> June 2021 to 17<sup>th</sup> June 2021)

Zoom link for the class will be shared on the Google classroom.

## Topic 44: Corporate Objectives

### Learning Objectives:

- To understand meaning of corporate objective
- To distinguished between aim and objectives
- To describe SMART objectives
- To understand the importance of a mission statement
- To understand the objective hierarchy

Lesson Outcome: will be able to

- Understand aims and objectives of the business
- Understand mission statement
- Explain SMART objectives
- Describe objective hierarchy

<p>Wednesday 1<sup>st</sup></p> <p>2<sup>nd</sup> Period</p> <p>(Zoom)</p>	<p><b>(Zoom meeting details to be sent to students via Google classroom)</b></p> <p><b>Resources:-</b>Text book, PPT, Worksheet</p> <p><b>Teacher’s Activity:</b> Teacher to outline through question and answer the difference between corporate aims and corporate objectives. During this time a number of corporate aims should arise, each with specific reference to a stakeholder. These objectives should be SMART and students should be given some idea that objectives are limited by time, the type of business in question and the products or services which are being sold.</p> <p><b>Student-led activity:</b> Teacher to outline through question and answer the difference between corporate aims and corporate objectives. During this time a number of corporate aims should arise, each with specific reference to a stakeholder. These objectives should be SMART and students should be given some idea that objectives are limited by time, the type of business in question and the products or services which are being sold.</p> <p><b>Solve questions</b></p>
--	---