



THE TIMES 100

BUSINESS CASE STUDIES

Aims and objectives lesson suggestions & activities

(Anglo American)

Learning outcomes

Students should...

- Know types of aims and objectives (AO1) giving relevant examples (AO2)
- Understand the purpose of setting objectives (AO1)
- Analyse the influences on business objectives (AO3)

Starter activities

- **Aims and Objectives Diamond 9** . students are given 9 diamond shaped cards each showing a different aim or objective. They position the cards into a larger diamond shape, with the aims/objectives they consider to be most important at the top of the diamond, working down to the ones they consider least important at the bottom.

Use student responses to stimulate a discussion about aims and objectives . the types of aims and objectives, their purpose and the fact that different organisations will have different priorities and objectives.

- **Anglo American word search** of the key terms

Delivery ideas

- Use the **Aims and Objectives PowerPoint** to introduce the topic and apply theory in the context of a real organisation . Anglo American
- Objective setting activity . using the **Anglo American case study** for guidance, students write aims, SMART objectives, strategies and tactics for the organisation in the scenario given. They should explain why they have chosen these.

To differentiate this activity to provide additional stretch and challenge, perhaps for ~~A~~ level students, a second set of SMART objectives can be written that would be more appropriate one year later. They should justify the changes they have made (*resource attached*)

- **Aims and objectives worksheet** (*resource attached*)



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Plenary activities

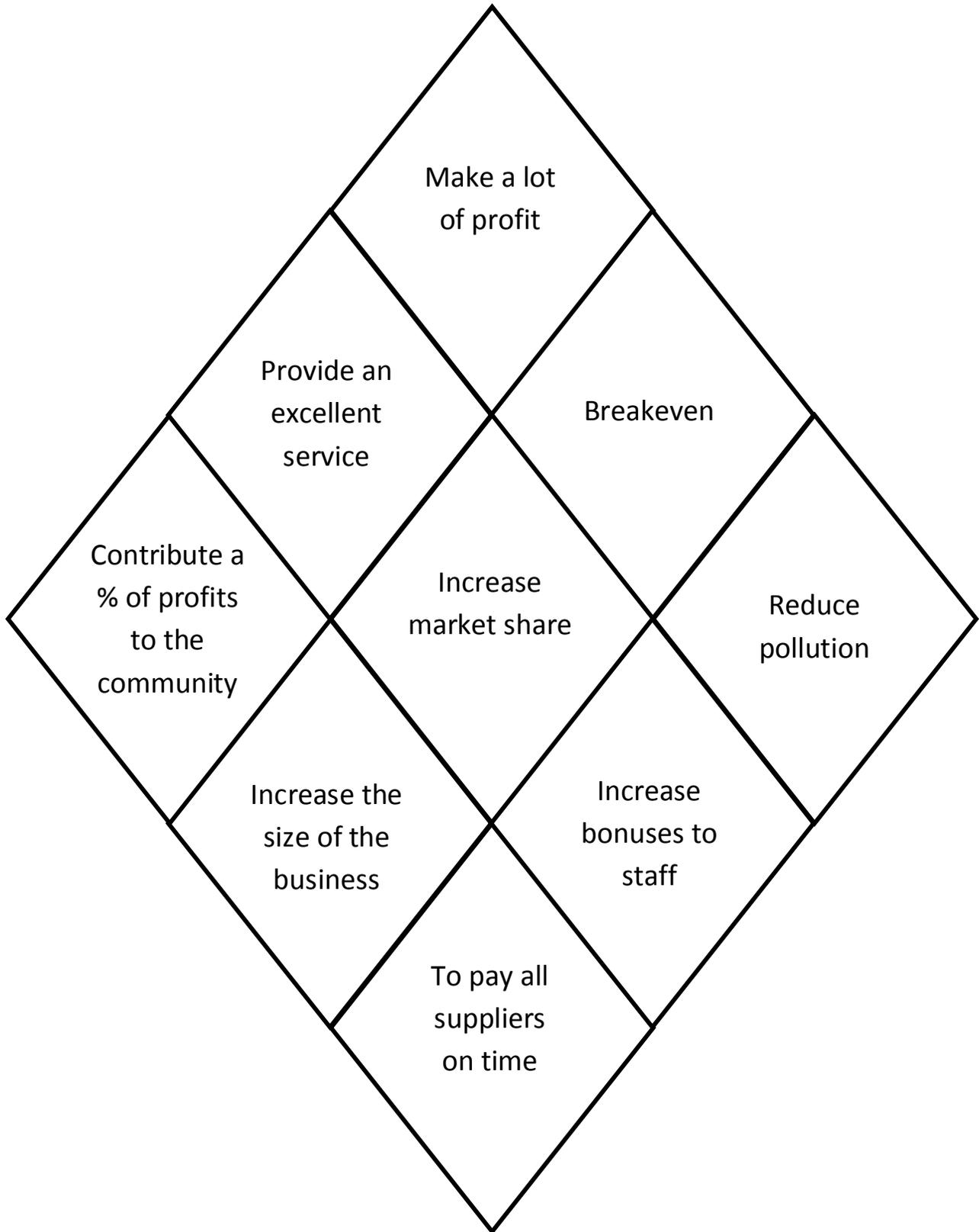
- Mini-plenary - **matching activity**. Students match the most appropriate objectives to a range of businesses (*resource attached*).
- **60 second challenge**. Students split into pairs and one of the pair is nominated to go first. They must talk for 60 seconds, without stopping or hesitating, about what they have learned in the lesson. After 60 seconds is over, the second in the pair has to talk for 30 seconds without repeating something the first person had said. To make this easier, students can be given preparation time or be allowed to refer to their notes/text book.
- **Anglo American crossword**



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Aims and Objectives Diamond 9





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Aims and objectives activity

Scenario:

Petra has a track record as a successful businesswoman. She has owned and managed a large firm in the construction industry for the last 14 years and prior to that she worked as a project manager for a mining firm in Australia. She has recently acquired a piece of land in South America. Tests have shown that there are significant copper deposits in the area and she intends to develop a copper mine. She has been liaising with the local government and it looks likely that she will be granted the license she would require to start operations.

- Using the Anglo American case study to guide you, write suitable aims and SMART objectives for Petra for her first year in the copper mining industry. Devise a suitable strategy and possible tactics for meeting these aims and objectives.
- Social and sustainability considerations should feature in your aims and objectives.
- Explain the reasons why you have decided upon these aims and objectives.

Stretch and challenge:

- Develop a new set of SMART objectives for Petra's second year.
- Analyse the reasons why these would be different from the first year.



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Aims and objectives worksheet – Anglo American

What's in it for me?

I am learning...

- the main aims and objectives of organisations
- the purpose of setting objectives

I am developing my skills as...

- an *independent enquirer* by analysing and evaluating information given and judging its relevance

Task 1

Read through the **Anglo American case study**. Use the glossaries to help you understand and learn the terms and definitions.

Task 2

Using the **Anglo American case study**, complete the following table by giving definitions of aims, objectives, strategies and tactics, then adding as many examples of each that you can find in the case study.



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	Definition	Anglo American examples
Aims		
Objectives		
Strategies		
Tactics		



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Matching activity

Match the organisation with the most appropriate objectives

An NHS health centre	Increase market share
An entrepreneur just starting their own business	Survival
A large organisation that has just become a public limited company	Provide a good service
An organisation in a very competitive market	Reduce environmental impact
A firm that has recently suffered from unwanted media coverage about river pollution	Provide a good return for shareholders