



THE TIMES 100

BUSINESS CASE STUDIES

SLEPT analysis lesson suggestions & activities (IPO)

Learning outcomes

Students should...

- Demonstrate an understanding of external factors - social, legal, economic, political and technological (AO1)
- Assess the effects of external factors on organisations (AO2/3)
- Evaluate the responses of organisations to changes in the external environment (AO3/4)

Starter activities

- **Sorting activity** . students sort different factors affecting organisations into internal factors and external factors (*resource attached*)
- **Intellectual Property Office word search** of the key terms

Delivery ideas

- Use the **SLEPT Analysis PowerPoint** to introduce the topic and apply theory in context (Intellectual Property Office)
- GCSE . using the **IPO case study** for guidance, pairs or small groups of students research one of the SLEPT factors and find examples in the context of intellectual property. When they have researched and fully understand their factor, they explain it to another of the groups. By teaching another group, levels of understanding and recall should be increased.
- AqLevel . using the **IPO case study** for guidance, students develop a SLEPT analysis of external factors that a business with which they are familiar might face over the next two years. This might be for a business they have already studied, a local or family business or just one they are interested in e.g. a football club or car manufacturer. They are likely to need to carry out some research to support this activity.
- **SLEPT analysis worksheet** (*resource attached*)



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Plenary activities

- Mini-plenary . **In exactly thirteen words**...students write down something they have learned about external factors or SLEPT analysis.
- **Mind-mapping** . student create a mind map of external influences and SLEPT analysis (*mind mapping rules attached*)
- **Intellectual Property Office crossword**



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Sorting activity

Students sort the following statement cards depending on whether they are under the control of an organisation or outside its control.



Level of training provided to employees	The ageing population
Recession	Quality of the workforce
Anti-discrimination legislation	Marketing campaigns
Quality of leadership and management	Trend for healthier lifestyles
The growing use of the internet	Effectiveness of communications



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SLEPT analysis worksheet (IPO)

What's in it for me?

I am learning...

- the external factors affecting organisations
- the impacts of these external factors on organisations and the possible responses to these factors

I am developing my skills as...

- an *independent enquirer* by exploring issues and problems from different perspectives and analysing information to judge its relevance and value

Task 1

Read through the **Intellectual Property Office** case study. Use the glossaries to help you learn the relevant terms and definitions.

Task 2

1. What is meant by the term ~~external influences~~?

2. What does SLEPT stand for?

3. Firms and their intellectual property are affected by external influences. What are the four main categories of intellectual property (IP)?



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Task 3

Using the IPO case study and your own research, complete the table below by:

- Adding the name and definition of each of the elements of SLEPT
- Explaining how firms and their intellectual property are affected by the SLEPT factors
- Showing how IPO and firms respond to these factors

External influences	Impact on firms & their intellectual property	Response by firms and the IPO
S		
L		
E		
P		
T		



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Mind mapping guidelines

Adapted from Tony Buzan's mind mapping rules

- Start in the middle of the page with an image of the topic
- Use images, symbols and codes throughout the mind map
- Select only the key words
- Each word or image should be on its own line
- Lines must connect and radiate from the middle image. Central lines should be thicker, becoming finer as they get further from the centre.
- Lines should be the same length as the word or image
- Use colours to encode the work and to create visual prompts
- Keep words as upright as possible