



THE TIMES 100

BUSINESS CASE STUDIES

Teacher guide

Social influences - Logica

Where does the lesson fit?

This session would fit in a Business Environment or External Influences Module. It could follow a general introduction to external influences and be used alongside other sessions to explore the PEST factors in more detail.



Suggested resources & activities related to PEST Analysis and Logica...

- Full Logica case study
- External influences PowerPoint
- Political, Economic and Technological influences lesson resources
- Logica crossword
- Logica word search

Suggested timings for the session

10 mins	Starter e.g. Logica word search
5 mins	Use the External influences PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task – investigation
10 mins	What have you learned?

Answers to questions

1. What does PEST stand for?
 - Political (includes legal)
 - Economic
 - Social (includes environmental)
 - Technological



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2. Describe what is meant by the 'external environment'.
The external environment refers to those things outside of the operations of an organisation which impact upon it but over which the business has no control.

3. Explain what is meant by a diverse workforce.
Diversity is concerned with the complex ways in which people are different.
This includes:
 - Visible differences e.g. gender or ethnic origin
 - Less obvious differences e.g. religion, political beliefs, sexual orientation, education and social backgroundA diverse workforce is likely to include a mix of people of different ages, gender and ethnic origin, for example.

4. Analyse how Logica is working to encourage more women into its workforce.
Logica is attempting to encourage more women into its workforce by:
 - Supporting the Women's Empowerment Principles
 - Creating a Women's Mentoring Programme
 - Supporting IT clubs in schools near Logica's offices
 - Offering a range of different routes into the business
 - Making education more affordable, through its apprenticeship schemes and sponsored degree programmes
 - Providing exciting and desirable career development opportunities

What have you learned?

Expected learning is likely to include:

- Definition of the external business environment
- PEST factors
- Use of PEST analysis to develop marketing strategy
- How firms respond to external factors
- Social factors affecting businesses
- Examples of these factors