



# THE TIMES 100

Edition 14

## London 2012

### London 2012 - achieving the vision Lesson plan

#### Content area

- Vision
- Values
- Aims and objectives
- SMART objectives.

#### Method

This resource can be used for general classwork, homework or learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

#### First Activity:

Using the case study and any other resources, define the following words:

Olympic games; paralympic games; bid; autocratic; democratic; laissez faire; critical path analysis; decision trees; project management; public sector; private sector; economy; private costs; private benefits; social costs; social benefits; sponsorship; merchandising; return on investment; multiplier effect; LOCOG; stakeholders; shareholders; vision; mission statement; aims; objectives; strategy; tactics; time line; contingency planning; interdependent; logistics; supply chain; communication; job creation; spending; legacy; management style; leadership style; SMART objectives; grassroots; infrastructure; key performance indicators; opportunity cost; technology; education.

#### Second Activity

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of London 2012.



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## Questions

1. When and where were the first Olympics held?
2. How much money needs to be raised in order for the Olympics and Paralympics to take place?
3. What is a stakeholder?
4. How many athletes will the London Games bring together?
5. How many countries will the London Games bring together?
6. What is the difference between a vision and an aim?
7. What does the acronym LOCOG stand for?
8. List LOCOG's values.
9. How might autocratic and democratic management styles be used during the running and preparation of the London 2012 Games?
10. Why is LOCOG keen to set SMART objectives to all its stakeholders?
11. What are key performance indicators and why are they used?

## Activities

Using the case study and the London 2012 website, find out about the Get Set Network and see if there are any events in your area.

LOCOG have highlighted their Values and Vision. Produce a poster of your Values and Vision. Create an advertising campaign in your school/ college generating interest for the London 2012 games.

## Other resources

- MP3 download of the full case study
- Summary of the case study . 500 words
- Brief of the case study. for lower ability pupils
- Interactive online quizzes
- Revision theory :
- <http://www.thetimes100.co.uk/theory/theory--business-objectives-planning-stakeholders--321.php>
- <http://www.thetimes100.co.uk/theory/theory--aims-objectives--361.php>
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