



# THE TIMES 100

Edition 14

## **UNISON: Use of PEST analysis at UNISON.**

### **Lesson plan**

#### **Content area**

- Political factors
- Economic factors
- Social factors
- Technological factors

#### **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:

Trade union; HRM; supervisors; migrant workers participation project; employees; private sector; public sector; exploited; rights; legislation; representation; internal factors; external factors; employment; direct influences; indirect influences; economy; technology; PEST - Political, Economic, Social, Technological; aims; objectives; strategy; tactics; immigration; workforce; allegations; tax receipts; population; health provision; government statistics; short term; medium term; long term; supply; demand; employment legislation; lobbying; TUC; minimum wage; working time directive; legal aid; wage; salary; standard of living; quality of life; GDP; labour market; skills; shortages; working conditions; hospitality; primary sector; secondary sector; tertiary sector; work ethic; competitive advantage; contract of employment; welfare; ONNS; ESOL; bargaining agenda; automation; online money transfers; international aid; health and safety.

#### **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 UNISON.



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## Questions

1. Who is UNISON?
2. How many members does UNISON represent?
3. Who are the members of UNISON?
4. What is the difference between the public and private sector?
5. What does PEST stand for?
6. Using the case study, explain how PEST analysis has been applied by UNISON.
7. When decisions need to be made in business, there are usually internal and external factors that need to be considered. What is the difference between internal and external factors?
8. Indirect and direct influences will also need to be considered when making a decision. What is the difference between direct and indirect influences?
9. Migrants get a lot of bad press in this country. In what ways do migrants contribute to the economy?
10. How have technological changes affected the workplace?

## Activities

- Migrants are good for the UK. Discuss.
- Using the case study, UNISON website and any other sources produce a leaflet promoting and educating potential readers about UNISON and the benefits that they can bring to potential members.
- Imagine that you want to go and work in another country for a considerable length of time. Research the requirements to work in that country of your choosing.

## 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--pest-analysis--166.php>  
<http://www.thetimes100.co.uk/theory/theory--external-influences--363.php>  
<http://www.thetimes100.co.uk/theory/theory--business-objectives-planning-stakeholders--321.php>
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