Lesson plan

Level 3 Certificate/Extended Certificate in Applied Business

Unit number: 2

Unit name: Business dynamics

Assessment or performance outcome: PO1 (P1)

Tutor name:

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| **Group or cohort** |  |
| **Week no.** | 1 |
| **Date** |  |
| **Guidance notes**Business markets, vision and aims play a key role in understanding the central themes of this unit. In order to consider business advantages, competitive position and potential, the meaning of market opportunities and the purpose of vision statements and aims should be understood. The purpose of this lesson is to develop an understanding of the meaning of business markets, vision and aims.This will need to be followed on by a further lesson where learners will investigate the ways in which businesses exploit market opportunities.**Length –** 1 hour**Resources**• Learner access to flip chart paper and pens• Learner access to Internet• Tutor access to Internet and projector/monitor to display/interact with the following websites:o [http://www.nextplc.co.uk](http://www.nextplc.co.uk/)o [http://www.oxfam.org.uk](http://www.oxfam.org.uk/)**Links to other assessment or performance outcomes:** central concept within the unit and supports all POs |

**Lesson objective**

At the end of this lesson the learners will be able to:

• Understand the meaning of business markets, vision and aims

**Activities**

(5 mins) Tutor outline broad content of the Business Dynamics unit and to link this to content from the Financial Planning and Analysis unit

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|  | (5 mins) Tutor to introduce business contexts (ie Next and Oxfam) and to illustrate each business’s vision. Tutor to outline the difference/relationship of vision statements to aims.(20 mins) Learners work in groups (3 to 4 learners in each group). Learners provided with a standard definition of a market. Each group tasked with gathering web pages relevant to describing the markets that Next and Oxfam operate within(15 mins) Learners to use flip chart paper to contrast the vision, aims and markets of Next and Oxfam. Tutor to review learner understanding(15 mins) Tutor uses completed flip chart papers to carry out whole class discussion of the meaning of vision statements, aims and markets. Tutor to introduce context for learners portfolios, if whole class, or discuss possibilities for portfolio businesses. |
| **Synoptic assessment**The learners will be able to draw from their knowledge, skills and understanding from the following units to support the learning within this lesson:• Unit 1 – Financial Planning and Analysis(AO1) | **Stretch and challenge activities?**The businesses selected by the tutor will present different degrees of challenge in terms of markets, vision and aims |
| **Transferable skills and/or soft skills opportunities**The following transferable skills are embedded into the research activity:• Research skills in gathering and interpreting key information | **English and maths**None. |
| **Assessment**Assessment of learning having taken place will be based on:• Observation of learner during research exercise• Evidence collected for P1 in preparation for completing report on factors affecting |

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**a business's form of ownership and organisation of functional activities (P01: all criteria)**