

Pro-study Booklet

Unit 7.1 – Mission, corporate objectives, functional objectives and strategy

INDEPENDENT STUDY

PRO-STUDY

Prepare - Arrive at the lesson equipped with knowledge of the topic by completing weekly pro-study tasks, such as note-taking, watching video tutorials, or listening to a podcast

Process and reflect - on learning and fill gaps. Apply it to homework.



2A Business A Level 2024/25

3.7 Analysing the strategic position of a business (A-level only)

3.7.1 Mission, corporate objectives, functional objectives and strategy

Content	Additional information
Influences on the mission of a business	
Internal and external influences on corporate objectives and decisions	Influences on corporate objectives should include the pressures for short termism, business ownership, the external and internal environment.
The links between mission, corporate objectives and strategy	
The distinction between strategy and tactics	
The impact of strategic decision making on functional decision making	
Internal and external influences on functional objectives and decisions	
The value of SWOT analysis	

Task 1 & 2 – Due w/c 16th of September

Completed

Task 1: Business Objectives and Strategy (Spec: 7.1.1)

Key terms for this topic: mission, corporate objective, aim, strategy, mission statement, vision statement, strategic decisions, shareholder returns, did we dance, short termism, culture, tactics, functional decisions, SWOT analysis, (strength, weaknesses opportunities & threats).

Pro-study activities are designed to get you familiar with the topic before we get into the detail in class.

All pro-study tasks will have some questions to do and something to bring to class as proof that you have done it and so that we can judge your progress.

Make notes from the textbook: Surridge and Gillespie Year 2 Chapter 25 p325-339



Q1. Find out three businesses mission statements and consider why they set that as the mission.

Q2. Read and sum up below what the business theorists Drucker said in his book about objectives - Drucker



scan

Also complete the following questions.

1. What is meant by the term 'functional areas'?

2. Why is it important that objectives should be: a) measurable? B) timebound?

3. Are the following good or bad corporate objectives? Briefly explain your reasoning.
 - a) To boost our share of the fruit juice market from the current level of 22.3%

 - b) To become the best pizza restaurant business in Britain.



Task 2: SWOT Analysis

Create a SWOT analysis for DWS Ltd. (This is in your resource pack). You can find a copy here:



Strengths	Weaknesses
Opportunities	Threats

Challenge work: ‘Weak leadership can wreck the sound is strategy.’ Sun Tzu, Chinese general an author of the art of war, around 500BC. Do you agree with this statement? And have you ever experienced weak leadership? Why are they weak in your view and what was the impact on the business/organisation.

Bring your answers, notes and any questions you might have to class.





