Topic Lesson Plans

Topic: Business Context

Each Topic starts with an introduction, designed to help introduce the content and encourage students to start to explore more about the topic.

There then follows a Topic Lesson Plan. Topic Lesson Plans are designed to be used by you to deliver the teaching and learning for the topic. Collectively, they should form a small scheme of work with a selection of student activities to bring the topic to life.

Each Topic Lesson Plan includes 3 or 4 activities that are designed to support the learning of the topic to your students, enabling them to develop the Knowledge, Understanding and Skills and provide an opportunity for formative assessment.

The Topic Lesson Plans should be used in conjunction with the following documents:
- Business Context Introduction PowerPoint
- Business Context Industry Links
- Links to Assessment

Introduction to the topic: Business Context
The business environment changes rapidly and often is subject to outside influences. The main aim of this topic is to look at the key aspects of an organisation and how digital solutions can be implemented within its departments. The main areas of an organisation being: • Human Resources • Research, design and development • Logistics • Marketing • Finance • Management • Sales This topic will also cover how digital technology supports the needs of a business and how it can help deliver and improve services or products to generate profits and improve engagement with customers. We shall explore how digital technology is used to develop and ensure quality products or services and how to understand customer needs.

Introduction to the Topic Lesson Plans
These lesson plans start by looking at types of organisations and how they are structured and managed. This then leads on to looking at the types of departments and how they work together. The lesson plan then focuses on the needs of users/ customers and the approach some organisations take to identify their customer needs. Finally, the activities focus on ways in which digital is used to add value to an organisation's processes and practices.

Topic Lesson Plan No: 1	
Title	Business Departments and Sectors
Aim and objective	Develop an understanding of both the key departments in an organisation and the sectors organisations work in
How long will this Topic Lesson Plan take to deliver	135 minutes
What knowledge, understanding and skills will students develop?	5.1.1 Understand the purpose of different types of organisations in a range of sectors 5.1.2 Understand the key areas of organisations and how digital is used to support them
Self-study activities	N/A
Activity 1:	
Title	Organisation structure Post-its
How long will this activity take to deliver?	15 minutes
Instructions	Ask students to write down on Post-it-Notes factors that could affect the way that organisations are structured. Divide them into small group and give each an example of an organisation (i.e. Asda) and ask them to identify why the organisation is structured in the way it is. Once all groups have completed their Post-its, ask them to present their findings back to the class.
Worksheets /	NA

templates	
English, maths and digital skills	E1 Convey technical information to different audiences. E2 Present information and ideas. E3 Create texts for different purposes and audiences.
Industry Links	https://www.lucidchart.com/blog/types-of-organizational-structures#hierarchical https://www.tutorialspoint.com/tourism_management/tourism_management_business_departments.htm

Activity 2:	
Title	Organisational Structures – Case Study
How long will this activity take to deliver?	60 minutes
Instructions	Using the presentation in the link below. Deliver the PowerPoint to ensure students understand organisational structures and then answer the specific tasks related to SpecSavers.
Worksheets / templates	https://slideplayer.com/slide/10377822/
English, maths and digital skills	E1 Convey technical information to different audiences. E2 Present information and ideas. E3 Create texts for different purposes and audiences. D2 Design, create and edit documents and digital media. D3 Communicate and collaborate.
Industry Links	N/A

Activity 3:	
Title	A Digital Organisation
How long will this activity take to deliver?	60 minutes
Instructions	The below links will direct you to several organisation case studies.

	Ask your students to choose one and identify challenges the organisation faced that could be resolved by technology. Ask the students to provide an overview of the organisation, the challenges they faced and how they overcame them/ could have overcome them using technology.
Worksheets / templates	https://mitsloan.mit.edu/LearningEdge/strategy/Pages/default.aspx
English, maths and digital skills	E1 Convey technical information to different audiences. E2 Present information and ideas. E3 Create texts for different purposes and audiences. D2 Design, create and edit documents and digital media. D3 Communicate and collaborate.
Industry Links	N/A

Topic Lesson Plan No: 2	
Title	Supporting an Organisation
Aim and objective	Develop an understanding of how digital systems and changes can benefit an organisation.
How long will this Topic Lesson Plan take to deliver?	180 minutes
What knowledge, understanding and skills will students develop?	5.1.3 Understand the how digital supports the business needs of organisations 5.2.1 Understand the importance of digital within organisations, and ways in which digital is used to add value to a company
Self-study activities	N/A
Activity 1:	

Title	Hype Cycle
How long will this activity take to deliver?	60 minutes
Instructions	Using the Gartner Hype Cycle take an upcoming technology and identify risks, constraints and dependencies that would be a part of it, as well as any benefits and drawbacks to a business for implementing the technology.
Worksheets / templates	N/A
English, maths and digital skills	E1 Convey technical information to different audiences. E2 Present information and ideas. E3 Create texts for different purposes and audiences. D2 Design, create and edit documents and digital media. D3 Communicate and collaborate.
Industry Links	https://www.gartner.com/en/newsroom/press-releases/2019-29-08-gartner-identifies-five-emerging-technology-trends-with-transformational-impact

Activity 2:	
Title	Online Collaboration Tools
How long will this activity take to deliver?	40 minutes

Instructions	You work for Gomez Design Ltd. They create innovative designs for sportswear and have been forced to work online due to the Covid19 epidemic. You have been tasked with looking at ways of maintaining strong employee communication and encouraging collaboration as staff work from home. Search online for two collaborative tools and do a benefit and drawback analysis of each prospective business tool (e.g. MS Teams/Slack/Google). Present your findings and suggestions to senior management on the most appropriate collaborative tool for a product design company.
Worksheets / templates	NA
English, maths and digital skills	E1 Convey technical information to different audiences. E2 Present information and ideas. E3 Create texts for different purposes and audiences. E4 Summarise information/ideas. E5 Synthesise information. D1 Use digital technology and media effectively. D2 Design, create and edit documents and digital media. D3 Communicate and collaborate
Industry Links	https://www.techradar.com/uk/best/best-online-collaboration-tools

Activity 3:	
Title	Marketing Design
How long will this activity take to deliver?	60 minutes
Instructions	Advertisements are just one element of marketing, other examples include; product placing, pricing, and promotion. As a class, identify 3 different well-known organisation and discuss the following: • What marketing approaches do they use? • What marketing do they never use? Why? • What colours/fonts/design details do they use? • Do they use deals and promotions often? Why? In pairs, the students to think of a new fictional digital product and ask them to create a marketing plan for their

	new product. How will they promote it? Ask them to consider costs and other factors and present back their approach.
Worksheets / templates	NA
English, maths and digital skills	E1 Convey technical information to different audiences. E2 Present information and ideas. E3 Create texts for different purposes and audiences. E4 Summarise information/ideas. E5 Synthesise information. D1 Use digital technology and media effectively. D2 Design, create and edit documents and digital media. D3 Communicate and collaborate
Industry Links	https://www.yodiz.com/blog/8-types-of-marketing-strategies-and-definition/

Activity 4:	
Title	Exhibition
How long will this activity take to deliver?	20 minutes
Instructions	Set up an exhibition hall by having each pair of students host a table where they present their digital product advertisement to prospective customers, then allow students to "shop" for each other's products. Give each student 100 "tokens" (could be monopoly money, tokens, or even paper clips). One member of each team stays at their station and answers questions from potential customers. The other students circulates and "buys" products by leaving money at the station for the product(s) they choose. When they buy a product, they must also fill out a Shopper's Choice Slip that explains why they chose that product. At the half way point ask the students to switch roles to allow both to buy and sell. When everyone has finished shopping, have each team tally their "income". Regroup and discuss who made the most money and why.
Worksheets /	NA

templates	
English, maths and digital skills	E5 Synthesise information. D1 Use digital technology and media effectively.
Industry Links	N/A

Topic Lesson Plan No: 3	
Title	Digital Services and Designing for users
Aim and objective	Design and develop services and products for users, whilst understanding user needs.
How long will this Topic Lesson Plan take to deliver	180 minutes
What knowledge, understanding and skills will students develop?	5.1.4 Understand the factors that can determine the feasibility of a digital project. 5.1.5 Understand how digital is used meet user needs and ensure quality of product/service. 5.1.6 Understand the how the characteristics of end users affect the use and characteristics of digital technologies to access a service or product
Self-study activities	N/A
Activity 1:	
Title	Creating User Personas
How long will this activity take to deliver?	40 minutes
Instructions	Your company has been given a contract for an app to help users of a gym use its service, especially in light of changes due to Covid19. Create 3 user personas for possible clients of the gym who would use the app for the gyms services.
Worksheets / templates	Xtensio Tool https://xtensio.com/how-to-create-a-user-persona User Personas https://venngage.com/blog/user-persona-examples
English, maths and digital skills	E1 Convey technical information to different audiences. E2 Present information and ideas. E3 Create texts for different purposes and audiences. E4 Summarise information/ideas. E5 Synthesise information. D1 Use digital technology and media effectively. D2 Design, create and edit documents and digital media.
Industry Links	https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them

Activity 2:	
Title	Risk Assessment
How long will this activity take to deliver?	60 minutes
Instructions:	Using the case study in the section below complete a risk assessment on the project. Think-pair-share with your partner in order to see what other elements have been identified and compare your answer with theirs.
Worksheets / templates	Case Study: https://www.apm.org.uk/resources/find-a-resource/case-studies/case-study-smart-city-os-hull-s-journey-to-becoming-a-programmable-city/ Risk Assessment Guidance https://knowhow.ncvo.org.uk/organisation/strategy/internalanalysis/how-to-complete-a-risk-assessment-1
English, maths and digital skills	E2 Present information and ideas. E3 Create texts for different purposes and audiences. E4 Summarise information/ideas. E5 Synthesise information.
Industry Links	https://www.cmswire.com/digital-workplace/the-role-of-technology-in-change-management

Activity 3:	
Title	Designing for Users
How long will this activity take to deliver?	60 minutes
Instructions:	In order to better understand your customers, you need to flesh out their stories. You can start with an Epic. An 'Epic' is a big, sketchy, coarse-grained story. It is typically broken into several user stories over time—leveraging the user feedback on early prototypes and product increments. Starting with epics allows you to sketch the product functionality without committing to the details. This is particularly helpful for describing new products and features: It allows you to capture the rough scope, and it buys you time to learn more about how to best address the

	needs of the users.
	Keep your Stories Simple and Concise. Write your stories so that they are easy to understand. Focus on what's important and leave out the rest.
	As <persona> , I want <what?> so that <why?>.
	Identify 2 new companies and create the Epic and user personas for these companies.
	Present your Epic and Stories back to the class.
Worksheets / templates	N/A
English, maths and digital skills	E1 Convey technical information to different audiences. E2 Present information and ideas. E3 Create texts for different purposes and audiences. E4 Summarise information/ideas. E5 Synthesise information. D1 Use digital technology and media effectively. D2 Design, create and edit documents and digital media.
Industry Links	https://productcoalition.com/how-to-write-epics-and-user-stories-best-practice-1de5b983900