



THE TIMES 100

BUSINESS CASE STUDIES

Teacher guide

External stakeholders - BT

Where does the lesson fit?

This session would follow a general introduction to stakeholders and internal stakeholders.



Suggested resources & activities related to external stakeholders and BT.

- Full BT case study
- External Stakeholders PowerPoint
- Internal stakeholders lesson resources
- BT crossword
- BT word search

Suggested timings for the session

5 mins	Starter e.g. BT crossword
5 mins	Use the External Stakeholders PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
30 mins	Task . investigation
5 mins	What have you learned?

Answers to questions

1. How does an external stakeholder differ from an internal stakeholder?

External stakeholders are outside the business e.g. customers and suppliers, whereas internal stakeholders are part of the business.

2. List the main external stakeholders of a business.

- Customers
- Government and industry regulators
- Suppliers
- Partners
- Community
- Financiers



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3. Explain why it is important for firms like BT to support the community.
 - The operations of a business can have negative impacts on the community as well as positive
 - Negative publicity can damage a company's reputation
 - Potential employees may come from the local community
 - To comply with Corporate Social Responsibility (CSR) policies
4. Analyse the impacts that the government has on businesses like BT

The government can have both positive and less positive impacts on business.

For example it:

- can provide support through such things as training, grants and easier planning procedures in certain areas
- provides licenses to trade and supply goods/services
- sets regulations and legislation with which businesses must comply
- imposes taxes
- sets technical standards.

What have you learned?

Expected learning would include:

- Stakeholders are groups or individuals that affect or are affected by a business. They have an interest in the decisions made by the business.
- External stakeholders are outside the organisation.
- External stakeholders include customers, community, government, suppliers, financiers etc.
- Each stakeholder group will have different interests in and expectations of the business e.g. customers want value for money.
- Businesses will also have different expectations with regard to their stakeholders e.g. suppliers to conform to ethical and environmental guidelines.