



# THE TIMES 100

## BUSINESS CASE STUDIES

### Aims and objectives teacher guide (Anglo American)

#### Aims and objectives activity

Independent enquirers	Team workers	Effective participants	Self managers	Reflective learners	Creative thinkers
✓			✓		✓

E-D students are likely to recommend some aims, objectives, strategies and tactics for Petra in the context of a new mining firm. Some explanation of the recommendations should be given

C-A students are likely to recommend appropriate and thorough aims and SMART objectives as well as appropriate strategies and tactics for reaching these aims and objectives. Well developed justification of the recommendations should be given.

#### Aims and objectives worksheet

E-D students are likely to include correct definitions of the terms with some examples from the case study

C-A students are likely to include correct definitions as well as providing examples of all of these in relation to Anglo American

#### Matching activity

There is no definite right answer, as long as students can justify their decisions. However, a suggested answer is below:

An NHS health centre	→	Increase market share
An entrepreneur just starting their own business	→	Survival
A large organisation that has just become a public limited company	→	Provide a good service
An organisation in a very competitive market	→	Reduce environmental impact
A firm that has recently suffered from unwanted media coverage about river pollution	→	Provide a good return for shareholders