



# THE TIMES 100

Edition 14

## **Building Societies Association: The importance of effective communication Lesson plan**

### **Content Area**

- Communication process
- Communication media
- Communication networks
- Barriers to communication

### **Method**

This resource can be used for general classwork, homework or learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

### **First Activity:**

Using the case study and any other resources, define the following words:

Trade association; finance; mortgage; interest rates; savings ; loans; assets; liabilities; shareholders; stakeholders; base rates; monetary policy; trade cycle; limited company; limited liability; unlimited liability; collateral; loan repayments; dividends; return on investment (ROI); market price; inflation; shareholder / stakeholder concept; running costs; overheads; fixed costs; variable costs; retained profit; gross profit; net profit; legislation; lobbying; parliament; communities; sender; receiver; communication channels; media; public relations; text; email; financial accounts; mail shot; aims; performance; product range; financial statement; road show; promotion; target market; segmentation; cash flow; personal finance; philanthropy; ethics; social responsibility; private benefits, private costs; social benefits; social costs; charity; employer; employee; consumer; barriers to communication; formal communication; informal communication; grapevine; centralised; decentralised; service sector; jargon; noise.

### **Second Activity**

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of Building Societies Association.



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## Questions

1. It has been said that every mistake in the world that has been made has been caused by a breakdown in communication. To what extent do you agree?
2. Using the diagrams in the case study and explanations of the Chain, Wheel, Circle and Y networks, give examples how these types of communication can occur in your life?
3. Why will there always be a stakeholder versus shareholder concept / argument?
4. What is the difference between formal and informal communication?
5. List the different forms of communication that are in your school / college that you could use to get the message across. There are thinkers and doers. Which one are you? + to everyone.
6. From your list, choose three forms and write out the advantages and disadvantages for each.
7. In your classroom / study area how might there be barriers to communication?

## Activities

Using the various communication networks (chain, circle, wheel and Y) produce a role play for each of these with the view of trying to put across the same message in each e.g. lyrics to a song, school rules, latest share prices, interesting story etc. When finished, the advantages and disadvantages should be highlighted for each.

## Other resources

- MP3 download of the full case study
- Summary of the case study . 500 words
- Brief of the case study. for lower ability pupils
- Interactive online quizzes
- Revision theory . Communication  
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