



# THE TIMES 100

Edition 14

## **Davis Service Group: Managing firms throughout the business cycle Lesson plan**

### **Content area**

- Business Cycle
- Recession
- Recovery
- Boom

### **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:

Economic activity; spending; saving; lending; borrowing; internet; purchasing; European Union; globalisation; international markets; imports; exports; exchange rate; foreign currency; interest rate; inflation; trade cycle; boom; recession; upturn; downturn; mortgages; business loans; operating companies; textiles; processing plant; profit centre; cost centre; forecasts; green shoots; GDP; primary sector; secondary sector; tertiary sector; product life cycle; Ansoff matrix; mature markets; emerging markets; plant and equipment; decline; cutbacks; layoffs; redundancies; outsourcing; textiles; re-allocation; capacity utilisation; decision trees; stakeholders; shareholders; dividends; disposable income market confidence; skilled labour supply and demand; specialist.

### **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 Davis.



# THE TIMES 100

## Questions

1. What type of business is Davis?
2. Who are Davis's customers?
3. What is the difference between a cost centre and a profit centre?
4. What is a business cycle?
5. What are the stages of the business cycle?
6. How is economic activity measured?
7. Why does the business cycle fluctuate?
8. How has Davis adapted to the changes in the Business cycle?
9. What are the effects of the recession on an economy?
10. What are the differences between emerging markets and mature markets?

## Activities

- Using newspapers and any other resources annotate a business cycle using articles to highlight each stage.
- Using case studies and any other sources available, find at least 2 different approaches that businesses may use to weather a recession.
- Produce an up-to-date map of all the members of the EU.

## 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:  
<http://www.thetimes100.co.uk/theory/theory--how-businesses-are-affected-by-government-policy--342.php>  
<http://www.thetimes100.co.uk/theory/theory--the-external-environment--236.php>  
<http://www.thetimes100.co.uk/theory/theory--government-eu-influences-on-business-activity--161.php>  
<http://www.thetimes100.co.uk/theory/theory--influences-on-businesses--390.php>  
<http://www.thetimes100.co.uk/theory/theory--inflation--330.php>
- **Subscribe to the weekly newsletter:** Keep up-to-date with current business including lesson plans and activity ideas. [www.thetimes100.co.uk](http://www.thetimes100.co.uk)