

## Teacher guide

### Technological influences - Logica

#### Where does the lesson fit?

This session would fit in a Business Environment or External Influences Module. It could follow a general introduction to external influences and be used alongside other sessions to explore the PEST factors in more detail.



#### Suggested resources & activities related to PEST Analysis and Logica...

- Full Logica case study
- External influences PowerPoint
- Political, Economic and Social influences lesson resources
- Logica crossword
- Logica word search

#### Suggested timings for the session

10 mins	Starter e.g. Logica crossword
5 mins	Use the External influences PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task – mind map
10 mins	What have you learned?

#### Answers to questions

1. What does PEST stand for?  
PEST stands for:
  - Political (includes legal)
  - Economic
  - Social (includes environmental)
  - Technological



## **THE TIMES 100**

### **BUSINESS CASE STUDIES**

2. Describe what is meant by the 'external business environment'.  
The external environment refers to those things outside of the operations of an organisation which impact upon it but over which the business has no control.
3. Explain why Logica needs "a dynamic and innovative working environment for its highly skilled employees".  
Logica's workers not only need to have the skills to develop products required, they also need to be able to generate the innovative ideas and solutions to meet their clients' needs. Hence, the working environment should foster and encourage this dynamism and innovativeness.
4. Analyse how technological advancements can improve sustainability.  
Logica can use technological advancements can be used to help businesses:
  - Reduce waste
  - Be more energy efficient
  - Cut carbon emissions e.g. the emission monitors for Ford
  - Increase recycling

#### **What have you learned?**

Expected learning is likely to include:

- Definition of the external business environment
- PEST factors
- Use of PEST analysis to develop marketing strategy
- How firms respond to external factors
- Technological factors affecting businesses
- Examples of these factors