

## Teacher guide

### Mission, aims and objectives - TNT

#### Where does the lesson fit?

This session would be useful as an introductory business studies session to familiarise students with the purpose behind business activity. It could also be used in an Objectives and Strategy module, followed by learning about business strategy.



#### **Suggested resources & activities** related to missions, aims and objectives and TNT

- Full TNT case study
- Mission, aims and objectives PowerPoint
- Business strategy TNT lesson resources
- TNT crossword
- TNT word search

#### **Suggested timings for the session**

10 mins	Starter e.g. TNT word search
5 mins	Read the case study
10 mins	Questions
25 mins	Task . research activity looking at aims, objectives and mission statements for a firm
10 mins	What have you learned?

#### **Answers to questions**

1. What is the difference between an aim and an objective?  
An aim is a long term goal of a business. Objectives are the stepping stones to reaching those aims and are often short or medium term.



## **THE TIMES 100**

### **BUSINESS CASE STUDIES**

3. Explain the purpose of a mission statement.

There are several purposes of the mission statement, including:

- Communicating the purpose and aims of the business to the different stakeholders
- To motivate employees
- To build an appropriate image for the business
- To attract and retain loyal customers

4. Analyse why businesses set objectives at different levels within an organisation.

Reasons why organisations set objectives generally include:

- To provide direction and focus for business activities so that corporate aims may be met.
- To motivate the workers.
- To give set deadlines for achieving targets.
- To control and monitor performance and take alternative action if necessary.
- To co-ordinate the resources and activities throughout the business.

Businesses may set companywide objectives, but equally may set objectives for different divisions, departments or individuals. This makes the objectives more meaningful for the workers.

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

Expected learning would include:

- Aims are the long term goals of an organisation . they show where a business wants to be in the future.
- Objectives are the shorter term stepping stones for achieving these aims.
- Objectives should be SMART . specific, measurable, achievable, relevant and timed.
- Objectives can motivate, help to co-ordinate resources and activities, and provide a tool for control and monitoring.
- A mission statement is a written statement of the overall purpose and aims of the business.
- The purpose of a mission statement is to communicate to stakeholders, develop an image, motivate employees and create loyal customers.