

Teachers' Guide

Curriculum involved: HKAL Business Studies
 Unit 2: Business Objectives and Forms of Ownership
 Element 2.1 Objectives of running a business
 Element 2.4 Problems of setting up a business

Learning Outcomes

Students are expected to be able to

- formulate a set of objectives for a business
- list and explain the internal and external factors affecting the setting up of business
- study and gather information on how to develop objectives for a business

Teaching Resources

- Suggested websites related to
 - a) objectives building at <http://www.lowe.org>
 - b) framework for setting up Business at <http://www.tdctrade.com>
- Article of “Planning & Goal setting for small business” is available at <http://www.lowe.org>
- Sample objectives of Business Firm
- Observation guide & Student worksheet

Suggested No. of Periods: 3

Classroom Activity

Students are form as a group to complete worksheet & present the results in next lesson.
 (Refer Student Worksheet)

Assessment guidelines

1.	Assessment of Performance of Duties	20%
2.	Assessment scheme for worksheet	50%
3.	Group Presentation assessed by teachers and students	<u>30%</u>
		<u>100%</u>

Assessment scheme for performance of duties

Teacher is required to observe the performance of students during the time of handling the task by giving marks according to the following:

	Marks
1. Professional attitude of students	/5
2. Willingness to accept responsibility	/5
3. Relations with other students	/5
4. The abilities in computer application	/5
	<u>Total: 20</u>

Assessment scheme for worksheet

Teachers have to assess student’s performance by giving marks according to the following:

	Marks
1. Complete a worksheet & formulate a set of objectives for a business	/10
2. Objectives were expressed in specific and measurable terms	/10
3. Written statements are constructed for each department	/10
4. Completeness: sufficient materials are provided	/10
5. The writing is clear, concise, and fluent	/10
	<u>Total:50</u>

Assessment scheme for group presentation

Teachers and other group of students have to assess presentation group’s performance by giving marks (maximum 3) according to the following:

	Assessment criteria	Marks
1.	Students well-prepare their presentation materials for the audiences	/3
2.	Students systematically organize their presentation	/3
3.	Presentation slides or transparencies are easy to read, well organized and designed	/3
4.	Students clearly explain business objectives, action, results required, target date and constraints	/3
5.	Students clearly explain the elements of driving force	/3
6.	Students properly behave during their presentation	/3
7.	Students show an ability to answer questions and to justify the points	/3
8.	Students show an ability to convince the audience	/3
9.	Students’ presentation skill is good	/3
10.	Cooperative, supportive, good time control	/3
		<u>Total: 30</u>

Student Worksheet

Level: HKAL Business Studies

Task: Develop Business Objectives for a business

Objectives: Students should be able to

- formulate a set of objectives which are expressed in specific and measurable terms for different departments of a business
- identify constraints that may be anticipated for each objective
- give a suggested solution to limit the problems anticipated for each objective being set for different departments

Activity: Surfing on the Internet, Group Discussion & Group Presentation

Procedure:

You are required to search from the internet to find relevant information to indicate an effective objective for different departments. Followed by that, you will be given two periods to discuss and formulate business objectives for your business. A group presentation will be conducted in next lesson.

Here are some examples of objectives and a sample of a written statement is constructed for your reference:

<i>Department.</i>	<i>Action</i>	<i>Results required</i>	<i>Target date</i>	<i>Constraints</i>	<i>Solution</i>
Purchasing	To speed up	Delivery process within one day after packages are received	By May 20	No expertise to run the program	Conduct training workshop to employees before the program goes into effect
Administration	To reduce	Wastage in the office by 1%	By April 30	Without increase in number of staff	Offer Bonus scheme to motivate staff to work initiatively

Written statement for Purchasing Department:

To speed up delivery process within one day after all packages are received. Because employees may have difficulty meeting the new deadlines, the work plan should include necessary steps to teach the new procedures before the program goes into effect.

Your Turn:

Write an objective that are applicable for your department on the format given below & prepare a written statement of each objective for your business.

<i>Department.</i>	<i>Action</i>	<i>Results required</i>	<i>Target date</i>	<i>Constraints</i>	<i>Solution</i>
Administration					
Human Resources					
Accounting					
Purchasing					
IT					
Sales & Marketing					

