

GRADE	11	SUBJECT	BUSINESS STUDIES	LESSON PLAN	WEEK 3
TOPIC	CHALLENGES OF BUSINESS ENVIRONMENTS				
TERM 1					
2024 ATP	- The challenges of the micro (internal), market, and macro business environments - Challenges of the microenvironment (e.g., difficult employees, lack of vision and mission, lack of adequate management skills, unions, strikes, and go-slows, etc.) - Challenges of the market environment (e.g., competition, shortages of supply, changes in consumer behaviour, demographics and psychographics, socio-cultural factors, etc.) - Challenges of the macro environment (e.g., changes in income levels, political changes, contemporary legal legislation, labour restrictions, micro-lending, globalisation/ international challenges, social values and demographics, socioeconomic issues, etc.)				

Lesson objectives

At the end of this lesson you should be able to:

- Outline/Name/Discuss/Explain the challenges of the micro-environment.
- Outline/Name/Discuss/Explain the challenges of the market environment.
- Recommend ways in which businesses can overcome competition in the market
- Outline/Name/Discuss/Explain the challenges of the macro environment.
- Give examples of contemporary legislation that may affect business operations.
- Identify the challenges of the THREE business environments from given scenarios/statements. Motivate your answer by quoting from scenarios/statements.

1 CHALLENGES OF THE BUSINESS ENVIRONMENTS

Challenges of the micro environment	Challenges of the market environment	Challenges of the macro environment
- Difficult employees. - Lack of vision and mission - Lack of adequate management skills - Unions - Strikes and go slows - Skills shortages among employees - High employee turnover - Employee absenteeism	- Competition - Shortage of supply - Changes in consumer behaviour - Demographics and psychographics - Socio-cultural factors	- Change in income levels - Political changes - Contemporary legislation - Labour restrictions - Micro lending - Globalisation/international challenges - Social values and demographics - Socio economic issues - Socio economic challenges.

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