



مدرسة القديسة مريم الكاثوليكية الثانوية - دبي
ST. MARY'S CATHOLIC HIGH SCHOOL, DUBAI

YEAR 9 – Business (Week 3)-2021-2022

Subject	Business
Class/ Section	9
Week	12th September to 16th September
Work sent to students by	Google Classroom
Total number of lessons per week	3
Unit/Topic	1.1 Enterprise and entrepreneurship Lesson 1 : The dynamic nature of business
Key Vocabulary	Data, Demographic, adaptation, obsolete
Lessons 1,2,3 –Live Zoom lesson along with face to face instruction for students present on a particular day Work will be assigned in google classroom which will be matched to the students ability.	<u>Specific Learning objectives:</u> <ul style="list-style-type: none">• Illustrate ‘How’ new business ideas come about <u>Specific Intended Learning Outcomes:</u> Students will be able to explain: <ul style="list-style-type: none">• The reasons how new business ideas come about• Adapting existing products and services• Deciding whether to adapt• Original ideas. <u>Lesson 1</u> <i>Teacher directed focus:</i> Teacher recaps and distinguishes between ‘why’ and ‘how’ new business ideas come about and concludes the ‘how’ by giving – examples of products that are original innovations and those that are adapted from existing products. <i>Student-led Activity:</i> Students will do a case study ‘Success on a Plate’ and complete how businesses adapt existing products and services.
Tasks	

<p>Assessment Criteria/ Essential questions</p> <p>Resources</p>	<p><u>Lesson 2 & 3</u></p> <p><i>Student-led Activity:</i> Students will do a case study ‘Easiphones’ and continue deliberating during group discussion on ‘Deciding whether to adapt’ or bring in ‘original ideas’.</p> <p>They will brainstorm on how new business ideas come about</p> <ul style="list-style-type: none">• Describe what is meant by the phrase ‘product adaptation’.• Why might a fast –food restaurant offer different products in different countries? <p>Text book Business by Helen Coupland Smith, Internet, book, pen, Text book by hodder – Ian Marcouse</p>
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