

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

YEAR 9 – Business (Week 3)-2021-2022

Subject	Business
Class/ Section	Year 9 DE
Week	12 th September to 16 th September
Work send to students by	Google Classroom/ In person
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
	Specific Learning objectives :
Lessons 1,2,3 –Live Zoom lesson	To understand How new business ideas come about:
along with face to face instruction for students present on a particular	Specific Intended Learning Outcomes:
day	Students will be able to explain: the reasons How new
-	business ideas come about
Work will be assigned in google classroom which will be matched to	Adapting existing products and services
the students ability.	Deciding whether to adapt
Tasks	Original ideas.
	lesson 1
	 Teacher recaps and distinguishes between 'why' and 'how' new business ideas come about and explains How by giving – examples of products that are original and those that are adapted from existing
	 Students will do case study success on a plate and complete how business adapt existing products and services
	Lesson 2 & 3
	 Students will do case study Easiphones and continue with

	how new business ideas come about ie Deciding whether to adapt
	To be able to apply knowledge and understanding to how new business ideas come about
	Learn the Key terms from the textbook on page 4,5 and 8
Assessment Criteria/ Essential questions	AO1- Demonstrate knowledge and understanding of business concepts and issues AO2 Describe what is meant by the phrase 'product adaptation'.
	AO3 Why might a fast –food restaurant offer different products
	in different countries?
Resources	Text book Business by Helen coupland smith, Internet, book,
	pen, Text book by hodder – Ian Marcouse