



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

YEAR 12 – Business (Week 4)-2021-2022

Subject	Business
Class/ Section	12
Week	19th to 23rd September
Work send to students by	Google Classroom
Total number of lessons per week	2
Unit/Topic	Theme 1: Marketing and People Lesson 2: Market Research
Key Vocabulary	Segmentation, Sample, Population, Focus groups, consumer panel, Sampling discrepancy.
Lessons 1,2 –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">• To understand the terms Qualitative Research, Quantitative Research and Test Marketing.• To identify and differentiate between Internal and External data.• To analyse and evaluate how the use of ICT in market research can help gain insight into consumer behavior.
Tasks	<u>Specific Intended Learning Outcomes</u> <ul style="list-style-type: none">• Students will be able to be able to discuss how a market orientated business may have several benefits over one which is more product orientated.• To be able to narrate what effect will taking a market orientated approach may have on a business.• To be able to provide examples of Market orientated and Product Orientated Businesses.

<p>Assessment Criteria/ Essential questions</p> <p>Resources</p>	<p>Recap of Market. Share the Learning Objectives and Lesson Outcomes with the students. A quick recap of the Market and Product Orientation covered in the previous chapter..</p> <p><i>Teacher Input:</i> Discuss and explain various terms and concepts related to the chapter. Initiate a discussion among students related to difference between Primary Research and Secondary Research by providing examples</p> <p><i>Homework:</i> Revise all the concepts taught and solve the review questions.</p> <p>.</p> <p>3.01 Marketing/Market Research Mock Paper Exam paper made up of past exam questions</p> <p>Case Study-Click and Collect Orders. AO1- Display knowledge and understanding of the key term/concept, AO2- Application of knowledge in context with a case study, AO3- Analysis of the situation/product according to the case study AO4- Evaluate the impact of economic growth with support.</p> <p>Relevant Resources will uploaded on GC, PPT slides and embedded videos, Text: Edexcel AS/A Level Business- by Dave Hall, Rob Jones etc. Fully charged electronic device, notebook and stationary.</p>
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