



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

**YEAR 9 – Business (Week 5)-2021-2022**

<b>Subject</b>	<b>Business</b>
<b>Class/ Section</b>	<b>9</b>
<b>Week</b>	<b>26<sup>th</sup> September to 30<sup>th</sup> September</b>
<b>Work sent to students by</b>	<b>Google Classroom</b>
<b>Total number of lessons per week</b>	<b>3</b>
<b>Unit/Topic</b>	<b>1.1 Enterprise and entrepreneurship Lesson 2 : The role of business enterprise</b>
<b>Key Vocabulary</b>	<b>Stakeholder, ethics, unique selling point, values, loyalty, market share, economy.</b>
<b>Lessons 1,2,3 –Live Zoom lesson along with face to face instruction for students present on a particular day</b>  <b>Work will be assigned in google classroom which will be matched to the students ability.</b>	<b><u>Specific Learning objectives:</u></b> <ul style="list-style-type: none"><li>• Introduce the key terms in context with business</li><li>• Identify the purpose of business activity</li><li>• Illustrate the role of an entrepreneur.</li></ul> <b><u>Specific Intended Learning Outcomes:</u></b> <p>Students will be able to:</p> <ul style="list-style-type: none"><li>• Define the key terms and interpret their meaning.</li><li>• State, explain and analyse the purpose of business activity</li><li>• State, explain and analyse the role of entrepreneurship.</li></ul> <p><i>Teacher directed focus:</i> Teacher enquires why businesses set up. Guide the discussion to include the purpose of business activity – producing goods and services, meeting customer needs and adding value.</p> <p><i>Student-led Activity:</i> Students will participate in the discussion and a Think-Pair-Share Activity in which they will plan on setting up a business, identify the purpose of their business and list their roles as entrepreneurs.</p>
<b>Tasks</b>	

<p><b>Assessment Criteria/ Essential questions</b></p> <p><b>Resources</b></p>	<p><i>Review &amp; Reflect:</i> They will then do an individual activity to identify how they can add value to their own personalities.</p> <p><i>Homework:</i> They will answer the assessment questions given:</p> <ul style="list-style-type: none"><li>• Describe the ways in which a business can add value to its product/service.</li><li>• Explain one role of an entrepreneur</li></ul> <p>AO1b Explain one advantage of good branding to a business AO3a Discuss the impact on a business of failing to meet customer needs</p> <p>Text book Business by Helen Coupland Smith, Internet, book, pen, Text book by hodder – Ian Marcouse</p>
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