



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

YEAR 9 – Business (Week 5)-2021-2022

Subject	Business
Class/ Section	Year 9 DE
Week	26th September to 30th 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 3 : The role of business enterprise
Key Vocabulary	Stakeholder, Ethics , Unique selling point, Values, Loyalty, Market share , Economy
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">• To introduce the term stakeholder and explain it in the light of business activity• To explain the main purposes of business activity• To examine the purposes of convenience, quality and design and USP as the main purposes of business activity• To identify the role of an entrepreneur <u>Specific Intended Learning Outcomes:</u> <u>Students will be able :</u> <ul style="list-style-type: none">• Students will be able to explain the purposes of business activity• Students will be able to explain the meaning of a stakeholder• Students will be able to describe the purposes of convenience, quality and design and USP as main purposes of business activity• Students will be able to describe the role of an entrepreneur

Tasks

lesson 1,2&3 :

Teacher will ask students why do businesses set up? All the reasons given will be further explained with the help of a PPT under the purpose of business activity ie to produce goods and services, to meet customer needs and to add value.

Students will do the activity on branding and Unique selling points, Activity on organizing resources. Ask students to list a number of ways which they can add value to themselves and pick a business of their choice and think of ways in which they can enhance the added value for customers.

Students will be entrepreneurs for their business and will list their roles and responsibilities as entrepreneurs

**Assessment Criteria/
Essential questions**

AO1(b) Explain one advantage of good branding to a business

AO3 Discuss the impacts on a business of failing to meet customers's needs 6 marks

Resources

Text book Business by Helen coupland smith, Internet, book, pen, Text book by hodder – Ian Marcouse