

## YEAR 12 - BUSINESS

**WEEK 8 (10<sup>th</sup> to 14<sup>th</sup> May, 2020)**

**Monday, 11<sup>th</sup> May: One Zoom session during the 6<sup>th</sup> lesson and 1 asynchronous Google Classroom during the 7<sup>th</sup> lesson. Zoom intimation and details will be sent on Google Classroom**

### Chapter 43: Theme 2- The Competitive Environment

Learning Objective:

- To understand competition and market size- eg the varied options available only in clothes retailing.
- Determinants of competitiveness within market structures.
- Impact on Businesses of a Competitive environment.

Lesson Outcome:

- Students will be able to reflect on the kind of competition different businesses are exposed to.
- They will be able to understand market structures and the types of determinants of competitiveness
- They will be reflect and analyse the first two impacts of competition- price and profit.

Monday- 6 <sup>th</sup> period Zoom and 7 <sup>th</sup> period Asynchronous Google Classroom	Zoom Meeting (details to be intimated on Google Classroom)  Textbook Pgs250 and 251  Discuss and explain what is meant by a competitive environment. Recall Unit 1- the threat posed by competitors. Eg the retail clothes market in the UK has so many options from specialist clothing chains to online retailers. Further discuss each of the determinants of competitiveness and two impacts of competition.  They will be assigned a question to answer in the asynchronous lesson.
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