

YEAR 9 DE - BUSINESS

WEEK 4 (20th September to 24th September, 2020)

All intimation will be sent to the students through Google Classroom, Zoom .

Topic 1.1: Enterprise and entrepreneurship

Lesson: 3 The role of business enterprise

Learning Objectives:

- To introduce the term stakeholder and explain its in the light of business activity
- To explain the main purposes of business activity

Lesson Outcome: Students will be able to

- define the meaning of a stakeholder.
- explain the purposes of business activity

Sunday – 20/09/20 4th Period – Zoom	Teacher input & activity: <ul style="list-style-type: none">• Students will have a discussion on purpose of business activity• They also try to identify the factors of customer needs.• Discuss each way in which businesses produce goods and services and satisfy customer needs Resources: Device, textbook, GC, Bitesize, Videos
Tuesday – 22/09/20 3rd Period - Zoom	Teacher Input & Activity: <ul style="list-style-type: none">• Introduction- a quick recap of the previous lesson RISK AND REWARD• Teacher introduces the concepts of adding value- branding , convenience , quality and design , USP as the main purposes of business activity. <i>Homework:-</i> <ul style="list-style-type: none">• Why is it important for a business to have Unique Selling Point?• Draw a mind map and list a number of ways in which they can add value to themselves and Resources: Device, textbook, GC, Bitesize, Videos
4th period - GC	Assess the Key terms from RISK and REWARD <ul style="list-style-type: none">• Pick a business of their choice and think of ways in which they can enhance the added value for customers.• Quiz from bitesize in GC• Learn the important key terms Resources: Device, textbook, GC, Bitesize, Videos