

## YEAR 12 - BUSINESS

WEEK 6 (4<sup>th</sup>- 8th Oct, 2020)

### Blended/ Distance Learning

Tuesday, 6<sup>th</sup> October:

Theme 1- Marketing and People

Chapter 2 Market Research

#### Learning Objective:

- To complete the assessment and upload their work.
- To read and understand the case study on page 17 and answer the questions that follow.

#### Lesson Outcome:

- Students will be able to be able to Select and apply the **appropriate theories/concepts**
- To be able Identify and explain possible consequences.
- To be able to present a **chain of reasoning** exemplified by explaining causes or consequences.

<p>Tuesday- Lessons 1 and 2</p> <p>2 Zoom Lessons</p> <p>Lesson 1-Assessment for 20 marks using Google Forms.</p>	<p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students. A quick recap of the terms and concepts covered in the previous week.</p> <ul style="list-style-type: none"><li>• <i>Teacher Input:</i> The assessment will be carried out using Google Forms and students will be monitored on Zoom. Discuss and explain various terms and concepts related to the case study at the end of the lesson. Initiate a discussion among students related to usefulness of market research data for firms like 'Click and Collect'.</li></ul> <p><i>Homework:</i> Revise all the concepts taught and complete the assignment posted on GC.</p> <p><i>Resources:</i> Relevant Resources will uploaded on GC, PPT slides, Case study extracts and embedded videos, Google Forms, Fully charged electronic device, notebook and stationary.</p>
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