

YEAR 9 DE - BUSINESS

WEEK 10 (1st November to 5th November, 2020)

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

Topic 1.2: Spotting a business opportunity

Lesson 5 : Market Research

Learning Objectives:

- To assess the topic Role of business enterprise and Customer needs
- To understand the concept of market research
- To explain the purpose of market research

Lesson Outcome: Students will be able to

- Draw knowledge on the topic Role of business enterprise and Customer needs
- Define the concept of market research
- Explore the purpose of market research

Sunday – 01/11/20 4th Period – Zoom	Assessment 2 on the topic Role of business enterprise and Customer needs
Tuesday – 03/11/20 3rd Period – Zoom	<i>Teacher input & activity:-</i> <ul style="list-style-type: none">● Introduction to the topic –Teacher will use an activity on market research to explain the purpose of market research and Methods of market research.● Students will research on the Dubai fitness challenge 30*30
4th Period - GC	Answer the question :- Explain one benefit to a company of using market research Activity- text book pg 39, 40 Resources – text book , bite size, GC