

YEAR 13 - BUSINESS

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

Sunday – 1st November 2020- 4th and 5th lessons Zoom- Details of the meeting sent on Google Classroom.

Topic: Theme 4 –Global Markets and Business Expansion

Sub Topic- Chapter 71 Conditions that Prompt Trade

Lesson Objectives –

- Understand and relate to the Push and Pull factors
- Analyse the difference between Offshoring and Outsourcing
- Study the extension strategies of businesses by selling in new markets.

.Learning Outcomes –

- Understand and relate to the Push and Pull factors
- Analyse the difference between Offshoring and Outsourcing
- Study the extension strategies of businesses by selling in new markets.

<p>Sunday – 4th and 5th periods Zoom (Boys and Girls) 10:00 - 10:35 and 10:55 – 11:30 am</p>	<p>Two Zoom lessons. Students’ attendance will be recorded according to their participation.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Discuss the ways globalization builds out of the Push and Pull factors faced by businesses. Explain the terms Offshoring and Outsourcing. Revise the Product Life Cycle. Discuss extension strategies of invading new markets. Discuss businesses that Offshore and Outsource and the reasons why. Discuss about businesses that have entered new markets to extend their product life cycle They will then attempt the case study at the end of the lesson.</p> <p><i>Reflect and research:</i> Why would businesses such as Costa Coffee and SuperJam engage in offshoring and/or outsourcing?</p> <p><i>Resources:</i> Device with internet connectivity, textbook, websites and research material</p>
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