

YEAR 9 A/E - BUSINESS

WEEK 11 (8th November to 12th November, 2020)

Blended Learning, Distance Learning

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 explore the importance of methods of market research - (primary research)
- To explore the importance of methods of market research – (secondary research)

Lesson Outcome:

- Students will be able to outline the (primary) methods of market research.
- Students will be able to outline the (secondary) methods of market research

Girls

Sunday – 8/11/20 4th Period (AE) – zoom 9:50 – 10:25	Zoom – link sent on GC <i>Teacher Input & Activity:</i> Teacher will use a PPT to continue with the explanation on primary research methods. Students will prepare a questionnaire on Dubai Fitness challenge and ask their classmates to answer the questionnaire, they will interview and make observations for their primary research – role model <i>Homework –discuss the advantages to a business of using primary research</i> <i>GC – Students will do activities posted on GC</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
Tuesday –10/11/20(AE) 3rd period zoom 2 8:55-9:35 4th GC 9:35 – 10:15	Zoom – link sent on GC <i>Teacher Input & Activity:</i> Teacher will continue with Primary research and introduce Secondary Research methods, students will do an activity on Market research methods where they will identify primary and secondary research methods and will fill in the missing words using a word bank. Homework- activity 2 , 3 on pg 40 41 Students will do a task posted on GC Discuss the advantages to a business of doing secondary research <i>Resources: Device, textbook, GC, Bitesize, Videos</i>

YEAR 9 B/C/F - BUSINESS

WEEK 11 (8th November to 12th November, 2020)

Blended Learning, Distance Learning

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 explore the methods of market research - (primary research)
- To explore the methods of market research – (secondary research)

Lesson Outcome:

- Students will be able to outline the (primary) methods of market research.
- Students will be able to outline the (secondary) methods of market research

Boys

Sunday – 8/11/20 8th period (BCF) – zoom 12:40 – 1:20	Zoom – link sent on GC <i>Teacher Input & Activity:</i> Teacher will use a PPT to continue with the explanation on primary research methods. Students will prepare a questionnaire on Dubai Fitness challenge and ask their classmates to answer the questionnaire, they will interview and make observations for their primary research – role model <i>Homework – discuss the advantages to a business of using primary research</i> <i>GC – Students will do activities posted on GC</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
Thursday - 12/11/20 5th period - zoom 2 10:10 – 10:50 6th period - GC 10:50 – 11:25	Zoom – link sent on GC <i>Teacher Input & Activity:</i> Teacher will continue with Primary research and introduce Secondary Research methods, students will do an activity on Market research methods where they will identify primary and secondary research methods and will fill in the missing words using a word bank. Homework- activity 2 , 3 on pg 40 41 Students will do a task posted on GC Discuss the advantages to a business of doing secondary research <i>Resources: Device, textbook, GC, Bitesize, Videos</i>