

YEAR 9 DE - BUSINESS

WEEK 11 (8th November to 12th 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 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.
- Outline the (secondary) methods of market research

Sunday – 08/11/20 4th Period – Zoom	<i>Teacher Input & Activity:</i> <ul style="list-style-type: none">● PPT on Market Research● 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 3rd period - Zoom	<i>Teacher Input & Activity:</i> <ul style="list-style-type: none">● PPT on Market Research● 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. <i>Homework- activity 2 , 3 on pg 40 41</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
4th period - GC	<i>Teacher Input & Activity:</i> <ul style="list-style-type: none">● 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>