

YEAR 13 – Business

WEEK 11 (8th Nov to 12th Nov 2020)

Work Sent to the students through Google classroom/ whatsapp group/ email/ Zoom

Chapter 46:- Porter’s Five Forces

Learning Objectives: WALT

- Understand the usefulness of Porter’s Five Forces in analysing the impact of external influences on a business.

Lesson Outcome: Students will be able to

- Evaluate to what extent it will be helpful for a business to monitor and analyse the impact of five competitive forces.

<p>Tuesday 1st and 2nd Period</p> <p>ZOOM</p>	<p><i>(Zoom meeting details to be sent to students via Google classroom)</i></p> <p><u>Resources:-</u> PPT, Text Books, Videos</p> <p>https://youtu.be/Dfp23xSqpdk</p> <p><u>Teachers Activity :-</u> Teacher to probe a question about competitive environment of the business and how does this impact the profitability of the business. Leading further into introducing the five forces described by Prof. Porter on which the state of the competition depend in the economy. Each force will be elaborated with the aid of examples from the airline industry to illustrate the usage.</p> <p><u>Students Activity:-</u> Participate in the discussion and identify the factors under each forces and analyse the impact on business profitability. Solve end of chapter case study.</p>
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