

YEAR 9 A/E - BUSINESS

WEEK 12 (15th November to 19th 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 illustrate the use of data in market research
- To differentiate between the two different types of data

Lesson Outcome:

- Students will be able to explain the use of data in market research.
- Students will be able to compare qualitative data and quantitative data

Girls

Sunday – 15/11/20 4th Period (AE) –zoom 9:50 – 10:25	Zoom – link sent on GC <i>Teacher Input & Activity:</i> Teacher will introduce the topic with a research activity students will do students will then learn the types of data, Further activities will be shared to build on the topic. <i>Homework –discuss the benefits to a business of using qualitative research to design a marketing campaign.</i> <i>GC – Students will do activities posted on GC</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
Tuesday –17/11/20(AE) 3rd period zoom 8:55-9:35 4th GC 9:35 – 10:15	Zoom – link sent on GC <i>Teacher Input & Activity:</i> Teacher will continue the use of activities done by students to present qualitative and quantitative data more in detail. .Homework- activity on pg 44 Students will do a task posted on GC Case study: Birds of a feather <i>Resources: Device, textbook, GC, Bitesize, Videos</i>

YEAR 9 B/C/F - BUSINESS

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Boys

Sunday – 15/11/20 8th period (BCF) – zoom 12:40 – 1:20	Zoom – link sent on GC <i>Teacher Input & Activity:</i> Teacher will introduce the topic with a research activity students will do students will then learn the types of data, Further activities will be shared to build on the topic. <i>Homework –discuss the benefits to a business of using qualitative research to design a marketing campaign.</i> <i>GC – Students will do activities posted on GC</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
Thursday - 19/11/20 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 the use of activities done by students to present qualitative and quantitative data more in detail. .Homework- activity on pg 44 Students will do a task posted on GC Case study: Birds of a feather <i>Resources: Device, textbook, GC, Bitesize, Videos</i>