

# YEAR 9 DE BUSINESS

WEEK 25 (14<sup>th</sup> February to 18<sup>th</sup> February, 2021)

## Topic 1.2: Spotting a business opportunity

### Lesson 6 : The competitive environment

Learning Objectives:

- To understand the competitive environment
- To understand the strength and weaknesses of competitors

Lesson Outcome: Students will be able to

- Define the term competitive environment
- Assess the strengths and weaknesses of a business's competitors

<b>Sunday – 14/2/21</b> <b>4<sup>th</sup> Period –Zoom</b>	<i>Teacher Input &amp; Activity:</i> <b>PPT on The competitive environment</b> <ul style="list-style-type: none"><li>● Introduction – Students will do a mash up activity where they will arrange sentences of the topic starting from 1<sup>st</sup> to last</li><li>● Teacher will give examples of two brands and students will have to justify which one is better and why</li></ul> <i>Homework –Activity on pg 55</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
<b>Tuesday –16/2/21</b> <b>3<sup>rd</sup> period - Zoom</b>	<i>Teacher Input &amp; Activity:</i> <b>PPT on The competitive environment</b> <ul style="list-style-type: none"><li>● Introduction –Teacher will ask students to read through the text book and explain the strengths and weaknesses of competitors</li><li>● Teacher will summarise the strengths and weaknesses of competitors.</li></ul>
<b>4<sup>th</sup> period - GC</b>	Activity on pg 56 Homework- S1, S2 pg 57 <i>Resources: Device, textbook, GC, Bitesize, Videos</i>