

YEAR 9 DE - BUSINESS

WEEK 27 (28th February to 4th March, 2021)

Topic 1.2: Spotting a business opportunity

Topic : Market Segmentation and Market Mapping Business aims and objectives

Learning Objectives:

- To test the knowledge on the topic Market segmentation and Market mapping
- To Identify/ understand the aims of business
- To understand the objectives of business

Lesson Outcome: Students will be able to

- Assess the knowledge on the topic Market segmentation and Market mapping
- Outline the aims of business
- Differentiate between the objectives of business

Sunday – 28/2/21 4th Period –Zoom - Assessment	Assessment on Market Segmentation and Market Mapping
Tuesday –02/3/21 3rd period - Zoom	<i>Teacher Input & Activity:</i> PPT on Business aims and objectives <ul style="list-style-type: none">● Introduction — Brainstorming activity of Q&A on aims of business Students will watch a video on the aims of business and do the activity on pg 62 Homework –Activity on pg 63 <i>Resources:</i> Device, textbook, GC, Bitesize, Videos
4th GC	<ul style="list-style-type: none">● Complete the Activity on pg 64 Homework- S1,S2,S3 pg 65 <i>Resources:</i> Device, textbook, GC, Bitesize, Videos