

YEAR 12 - BUSINESS

WEEK 31 (18th to 22nd April, 2021)

Monday, 19th April: Two Zoom sessions during the 6th and 7th lessons. Zoom intimation and details will be sent on Google Classroom

Theme 2

Chapter 43: The Competitive Environment

Learning Objective:

- Review the types of competition for different industries by beginning with a focus on clothing retail businesses.
- Review the Determinants of Competitiveness
- Learn about the impact on businesses of a competitive environment
- Discuss about competition and market size- operating in large and small businesses.

Lesson Outcome:

They will be able to:

- Apply their knowledge and understanding to competition in different industries.
- State the determinants of competitiveness
- Analyse the impact of competition on businesses
- Evaluate the overall impact of competition on businesses based on market size and size of their rivals.

Monday- 6 th and 7 th periods on Zoom	<p>Zoom Meeting (details to be intimated on Google Classroom)</p> <p><i>Introduction:</i> Review the introduction of the lesson – The Competitive Environment with recap of types of competition prevalent in different industries.</p> <p><i>Teacher Input:</i> Highlight the pros and cons of the existence of competition and different degrees of competition. Discuss the determinants of competitiveness and the impact of competition. Finally, conduct a brief evaluation of competition on businesses based on market size, the size of the business and the size of their competitors.</p> <p><i>Homework:</i> Complete the Mobile Gaming Market Case study (Pg 254)</p> <p><i>Resources:</i> Textbook Pgs 250 to 253, Device, Notebook and stationary</p>
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