

YEAR 11 D/E - BUSINESS

WEEK 41 (6th to 10th June, 2021)

All assignments and intimations sent to the students through Google Classroom.

Topic: Introduction to AS Business

Learning Objective –

- To extend knowledge on Pricing, by learning about different Pricing Strategies
- To learn about factors that help determine the most appropriate pricing strategy for a particular situation
- To identify changes in Pricing to reflect social trends

Lesson Outcome –

They will be able to:

- State and explain the different pricing strategies
- Analyse the factors that help determine the most appropriate pricing strategy for a particular situation
- Discuss changes in Pricing to reflect social trends

Sunday – 3 rd period (Girls)	<p>One Asy GC session</p> <p><i>Teacher input/Activity:</i> Students research and reflect on Different Pricing Strategies</p> <p>Sites to research- https://www.tutor2u.net/business/reference/pricing-strategies-gcse</p> <p><i>Resources:</i> Device and internet connectivity, notebook.</p>
Monday – 1 st and 2 nd period (Girls)	<p>Two Zoom sessions</p> <p><i>Introduction:</i> Initiate a discussion on Pricing Strategies</p> <p><i>Teacher input/Activity:</i> Students will verbally share their research and further their understanding on Pricing Strategies with guidance in the form of teacher inputs. Discussion will be furthered on the suitability of each type of Pricing Strategy.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>

<p>Wednesday – 1st period (Girls)</p>	<p>One Asy GC session</p> <p><i>Teacher input/Activity:</i> Students research and reflect on business articles that cover content on:</p> <p>Factors that determine the most appropriate pricing strategy in a given situation.</p> <p>Sites to research- https://www.tutor2u.net/business/reference/pricing-factors-to-consider-when-setting-price</p> <p><i>Resources:</i> Device and internet connectivity.</p>
<p>Thursday – 3rd period (Girls)</p>	<p>One Asy GC session</p> <p><i>Teacher input/Activity:</i> Students research and reflect on business articles that cover content on:</p> <p>Changes in Pricing Strategies that reflect social trends</p> <p>Sites to research- http://businesswithredwards.weebly.com/133-pricing-strategies.html</p> <p><i>Resources:</i> Device and internet connectivity.</p>