

## YEAR 10 AE - BUSINESS

WEEK 43 (Term 2) (20<sup>th</sup> June 2021 to 24<sup>th</sup> June 2021)

Zoom / Google Meet link for the class will be shared on the Google classroom.

Topic : : Ethics, the environment and business

Learning Objectives:

- To understand the potential impact of pressure group activity on the marketing mix
- To revise the reasons why businesses want to be environmental friendly
- To revise the reasons why businesses do not want to be environmental friendly

Lesson Outcome: Students will be able to

- Analyze the potential impact of pressure group activity on the marketing mix
- Explain the reasons why businesses want to be environmental friendly
- Explain the reasons why businesses do not want to be environmental friendly

Girls – A/E

<b>Sunday - 20/06/21</b>  <b>2nd period 10AE – Zoom</b>	<i>Teacher Input/ Activity:</i> <b>PPT on Ethics, the environment and business</b> <ul style="list-style-type: none"><li>● Activity:- Case study:- # antibiotics</li><li>● Students will try to discuss the answers.</li><li>● Students will try to analyze the potential impact of pressure group activity on the marketing mix</li></ul> <i>Resources:</i> Device, PPT, Notebook, Textbook, Stationary, youtube
<b>Thursday – 24/06/21</b>  <b>1<sup>st</sup> Period 10 AE - Zoom</b>	<i>Teacher Input/ Activity:</i> <b>PPT on Ethics, the environment and business</b> <ul style="list-style-type: none"><li>● Students will try to explain the reasons why businesses want to be environmental friendly</li><li>● Students will try to explain the reasons why businesses do not want to be environmental friendly</li><li>● Teacher shows a video on <i>How businesses can be more environment friendly</i>. Students will watch the video and discuss the important points on being ethical in an environmentally responsible way</li></ul> <i>Resources:</i> Device, PPT, Notebook, Textbook, Stationary, youtube