



مدرسة القديسة مريم الكاثوليكية الثانوية - دبي
ST. MARY'S CATHOLIC HIGH SCHOOL, DUBAI

YEAR 12 – Business (Week 2)-2021-2022

Subject	Business
Class/ Section	12
Week	5th to 9th September
Work send to students by	Google Classroom
Total number of lessons per week	2
Unit/Topic	Theme 1: Marketing and People Lesson 1: The Market
Key Vocabulary	Market, Marketing, Market Share, Mass/Niche Markets, Dynamic markets, Branding, E-Commerce
Lessons 1,2 –Live Zoom lesson along with face to face instruction for students present on a particular day Work will be assigned in google classroom which will be matched to the students ability.	<u>Specific Learning objectives</u> <ul style="list-style-type: none">• An overview of the Business GCE Specification.• To understand the terms market, market share and marketing.• To identify and differentiate between mass and niche markets• To analyse and evaluate how branding can influence the position of a business within a market.
Tasks	<u>Specific Intended Learning Outcomes</u> <ul style="list-style-type: none">• Students will be able to be able to discuss what being in a different type of market could mean in terms of market size and market share.• To be able to contrast a general grocery store to fishing tackles outlet.• To be able to provide examples of dynamic markets and

analyse the strategies adopted by firms in a dynamic market.

Introductions to be made. Share the Learning Objectives and Lesson Outcomes with the students. A quick recap of the Marketing terms and concepts covered in GCSE.

Teacher Input: The various themes, Papers, Pre release, Assessment Objectives, Paper duration etc. will be discussed. Discuss and explain various terms and concepts related to the chapter. Initiate a debate among students related to whether Samsung or iPhone has a greater market share.

Homework: Revise all the concepts taught and solve the review questions.

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9BS0/01, June 2017

Case Study-Hybrid and Electric cars.

AO1- Display knowledge and understanding of the key term/concept,

AO2- Application of knowledge in context with a case study,

AO3- Analysis of the situation/product according to the case study

AO4- Evaluate the impact of economic growth with support.

Relevant Resources will be uploaded on GC, PPT slides and embedded videos, Text: Edexcel AS/A Level Business- by Dave Hall, Rob Jones etc. Fully charged electronic device, notebook and stationary.

**Assessment Criteria/
Essential questions**

Resources