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| **Week** | **Topic**  **Transition Year Business Scheme** | **Learning Outcomes** | **General Content** | **Assessment** | **Literacy** | **Numeracy** |
| 1 | Introducing Business to Transition Year Students | Students will:   * Understand class rules | * Introduction to website * Class Rules * Podcasts |  |  |  |
| 2 | SWOT Analysis | Students will:   * Conduct a SWOT Analysis for Starbucks | * Website * Class Notes * YouTube * Placemat | * Homework: Conduct a SWOT Analysis of a business of your choice | * Key Terms |  |
| 3-6 | People in Business and Relationships | Students will:   * Understand what a business is * Identify the different stakeholders in business * Understand what interests groups are * Understand the different relationships that exist in business | * Website * Class Notes * Case Studies * Podcasts * Notes * YouTube | Homework | * Key Word   Posters |  |
| 7 | Task Assignment Explained | Students will:   * Understand the assignment brief * Be given a date to complete |  | * Assignment: 100 Marks |  |  |
| 8-9 | Management Skills: Leadership | Students will:   * Understand what leadership is * Understand the different types of leaders * Research world examples of famous leaders for task | * Website * Class Notes * YouTube | * Research task |  |  |
| 10 | Marketing | Students will:   * Understand marketing and marketing strategy * Identify … elements in the marketing mix-product, price, promotion and place * Understand product life cycle * Study Advertisements and their influence on consumers | * Website * Class Notes * YouTube * PowerPoint | * Marketing Mix Project and Presentation * My Favourite Ad Research and Presentation | * Key terms * Presentations |  |
|  | Factors of Production and Categories of Industry | Students will:   * Understand the factors of production * Identify the categories of industry – primary, secondary, tertiary * Understand the role of Indigenous firms and transnational firms in the Irish Economy | * Website * Class Notes * YouTube | * Research Task on Categories of Industry | * Key Terms |  |
|  | International Trade | Students will:   * Understand what is International Trade and how it is measured * Explain the benefits of free trade to Ireland * Understand protectionism * Identify the major global markets in the 21st century * Understand the opportunities and challenge for Irish business in international trade | * Website * Class Notes * YouTube * Rte.ie | * Research Project and Presentation in groups | * Key Terms | * Balance of Trade and Balance of Payments Calculations |