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| **Topic & Dates** | **Learning Outcomes** | **Learning Methodologies and Resources** | **Homework & Assessment** |
| **Unit 5****Business in Action**1.Business Ideas2.Business Start-Up’s3.Marketing 14.Marketing 25.Expansion | * To identify and explain the start-up options for business structures including
* Organisational options
* Production Options
* Finance options
* Business Plan
* To identify and explain Internal and External sources of new product ideas
* To explain the New Product Development Process
* To define the Marketing Concept and distinguish it from marketing strategies.
* To explain the types of market research and describe its importance.
* To distinguish between the different methods of market segmentation
* To explain, illustrate and evaluate all the elements of the Marketing Mix:
* Product
* Price
* Place
* Promotion
* To explain the importance of Business Expansion
* To identify and evaluate methods of Business Expansion
* To identify sources of finance for expansion
* To understand the implications of expansion for various stakeholders
* To understand the importance of Business expansion for the Irish economy
 | * Teacher instruction
* Discussion and Brainstorming
* Evaluation of theory
* Illustration of theory with real life examples to reinforce learning
* Group work identification of Key Points – Mind maps
* Peer assessment of Homework
* Use of Weebly as a Visual Learning Environment:
* Electronic Notes for note making
* Presentations
* YouTube clips
* Links To relevant websites such as:
1. [www.business-startup.ie](http://www.business-startup.ie)
2. [www.enterprise-ireland.ie](http://www.enterprise-ireland.ie)
3. [www.citizensinformation.ie](http://www.citizensinformation.ie)
4. [www.aib.ie/business](http://www.aib.ie/business)
5. [www.startups.ie](http://www.startups.ie)
6. [www.businesscasestudies.co.uk](http://www.businesscasestudies.co.uk) (4 P’s)
7. [www.entrepreneur.com](http://www.entrepreneur.com) (expansion)
8. [www.revenue.ie](http://www.revenue.ie) (expansion schemes)
9. [www.enterpriseboards.ie](http://www.enterpriseboards.ie) (expansion grants)

• Links to relevant media such as1. www.rte.ie2. www.thejournal.ie3. www.independent.ie | Homework activities may include:Textbook * Chapter 14 Exercises
* Chapter 15 Exercises
* Chapter 16 Exercises
* Chapter 17 Exercises
* Chapter 18 Exercises

Other* Past Exam Paper Questions
* Creation of Mind-maps for key points and key steps
* Oral questioning
* Case Study analysis
* Note Making from Weebly
* Analysis of YouTube Clips
* Summary of relevant website
* Summary of media article/news clip
* Research and evaluate a manager of their choice4e (e.g. Premier League/GAA manager)

Assessment may include:1. Oral assessment of main points
2. Written assessment in class
3. A.O.L. Assessment
4. Peer assessment of class tests
5. Self-Evaluation of homework
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