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| **Topic & Dates** | **Learning Outcomes** | **Learning Methodologies and Resources** | **Homework & Assessment** |
| **Unit 5**  **Business in Action**  1.Business Ideas  2.Business Start-Up’s  3.Marketing 1  4.Marketing 2  5.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 as  1. www.rte.ie  2. www.thejournal.ie  3. 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 |