



Dubai International Private School (Al-Quoz)

DIPS, in partnership with parents and community, strives to ensure all students are digitally literate, lifelong learners, productive citizens and nurture their well-being in an inclusive learning environment.



"Empowering Minds, Inspiring Hearts, Shaping the Future"

"تمكين العقول، إلهام القلوب، تشكيل المستقبل"

Business Studies Department

Semester: 2

2024 – 2025

Grade Level		11	Subject: Business	
Teacher(s) Name		Ms. Duha Al-assaf		
Textbook		McGraw Hill: Business Foundation: A changing World		
Week #	Dates		Lesson Title / Pages	CCSS / NGSS Code
20	27 Jan	31 Jan	Unit 5: Marketing: Developing Relationships <u>Chapter 11: Customer-Driven Marketing</u> <ul style="list-style-type: none"> Nature of Marketing Developing a Marketing Strategy 	
21	3 Feb	7 Feb	Unit 5: Marketing: Developing Relationships <u>Chapter 11: Customer-Driven Marketing</u> <ul style="list-style-type: none"> Buying Behavior The Marketing Environment Importance of Marketing to Business and Society 	
22	10 Feb	14 Feb	Unit 5: Marketing: Developing Relationships <u>Chapter 12: Dimensions of Marketing Strategy</u> <ul style="list-style-type: none"> The Marketing Mix Product Strategy 	
23	17 Feb	21 Feb	Unit 5: Marketing: Developing Relationships <u>Chapter 12: Dimensions of Marketing Strategy</u> <ul style="list-style-type: none"> Pricing Strategy Distribution Strategy 	
24	24 Feb	28 Feb	Unit 5: Marketing: Developing Relationships <u>Chapter 12: Dimensions of Marketing Strategy</u> <ul style="list-style-type: none"> Distribution Strategy Promotion Strategy 	
25	3 Mar	7 Mar	Unit 5: Marketing: Developing Relationships <u>Chapter 12: Dimensions of Marketing Strategy</u> <ul style="list-style-type: none"> Distribution Strategy Promotion Strategy 	
26	10 Mar	14 Mar	Unit 5: Marketing: Developing Relationships <u>Chapter 13: Digital Marketing and Social Media</u> <ul style="list-style-type: none"> Growth and Benefits of Digital Communication Using Digital Media in Business 	

			<ul style="list-style-type: none"> • Social Media Marketing 	
27	17 Mar	21 Mar	Unit 5: Marketing: Developing Relationships <u>Chapter 13: Digital Marketing and Social Media</u> <ul style="list-style-type: none"> • Consumer-Generated Marketing and Digital Media • Ethical and Legal Issues in Digital Marketing 	
28	7 Apr	11 Apr	Unit 6: Financing the Enterprise <u>Chapter 14: Accounting and Financial Statements</u> <ul style="list-style-type: none"> • The Nature of Accounting • The Accounting Process • Financial Statements 	
29	14 Apr	18 Apr	Unit 6: Financing the Enterprise <u>Chapter 16: Financial Management and Securities Markets</u> <ul style="list-style-type: none"> • Managing Current Assets and Liabilities • Managing Fixed Assets 	
30	21 Apr	25 Apr	Unit 6: Financing the Enterprise <u>Chapter 16: Financial Management and Securities Markets</u> <ul style="list-style-type: none"> • Financing with Long-Term Liabilities • Financing with Owners' Equity 	
31	28 Apr	2 May	Unit 5: Marketing: Developing Relationships <u>Chapter 6: The Nature of Management</u> <ul style="list-style-type: none"> • The Importance of Management • Management Functions • Types of Management 	
32	5 May	9 May	Unit 5: Marketing: Developing Relationships <u>Chapter 13: Digital Marketing and Social Media</u> <ul style="list-style-type: none"> • Growth and Benefits of Digital Communication • Using Digital Media in Business • Social Media Marketing 	
33	12 May	16 May	Unit 5: Marketing: Developing Relationships <u>Chapter 13: Digital Marketing and Social Media</u> <ul style="list-style-type: none"> • Consumer-Generated Marketing and Digital Media <ul style="list-style-type: none"> -Social Networks -Blogs and Wikis -Media Sharing -Mobile Marketing -Applications 	
34	19 May	23 May	Unit 5: Marketing: Developing Relationships <u>Chapter 13: Digital Marketing and Social Media</u> <ul style="list-style-type: none"> • 	
35	26 May	30 May	Final Exams (Grades 4-11)	
36	2 Jun	6 Jun	Final Exams (Grades 4-11)	
37	9 Jun	13 Jun		
38	16 Jun	20 Jun		

39	23 Jun	27 Jun		
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