

Ottawa Islamic School

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Teacher: Ghezlane Aidi | **Lesson Plan / Week 13 :** May 5 - May 9 | **Class:** 10

Code: BEP20

	Monday	Wednesday	Thursday	Friday
Unit/ Lesson Big Ideas	Unit 4 / Lesson 2.2 The Four Ps and Two Cs of Marketing 1. Marketing is about satisfying customer needs through product, price, place, and promotion. 2. Businesses must also understand customer and competition factors to stay competitive.	Unit 4/Lesson 3 Accounting -Financial vs. Management Accounting 1. Financial accounting tracks business performance for external use. 2. Management accounting helps internal decision-making. 3. Both are key for transparency, planning, and trust.	Unit 4/ Lesson 3.1 Accounting Reports 1. Accounting reports summarize a business's financial health. 2. Common reports include income statement, balance sheet, and cash flow statement. 3. Accurate reporting helps in budgeting and analysis.	Unit 4/ Lesson 3.2 Importance of Reporting & Transparency 1. Transparent reporting builds trust with stakeholders. 2. Reports allow for ethical decision-making and compliance. 3. Businesses must meet legal and ethical standards.
Learning Goals	1. Define and explain the Four Ps (Product, Price, Place, Promotion). 2. Understand how the Two Cs (Customer and Competition) influence the Ps. 3. Apply this model	1. Understand the difference between financial and management accounting. 2. Identify examples of each. 3. Explain their purpose and audience.	1. Identify basic accounting reports (Income Statement, Balance Sheet, Cash Flow). 2. Understand the components and structure of each report. 3. Practice reading	1. Explain the role of transparency in accounting. 2. Analyze how dishonest reporting can harm a business. 3. Explore how

	to a real or invented business.		and interpreting report samples.	reporting supports ethical responsibility.
Instructional Strategies	<ul style="list-style-type: none"> - Direct instruction with slides and examples. - Analyze different companies using the 4Ps and 2Cs (e.g., Tim Hortons vs. Starbucks). - Group brainstorm: apply concepts to their own product idea. 	<ul style="list-style-type: none"> - Think-pair-share: "Why do businesses need accounting?" - Direct instruction on the two types of accounting with visual chart. - Venn diagram comparison activity. 	<ul style="list-style-type: none"> - Walkthrough of sample reports (e.g., Sunny Café). - Label and explain sections of each report. - Guided practice filling out a simplified income statement. 	<ul style="list-style-type: none"> - Class discussion: "What happens when a company lies about its profits?" - Case study: Enron or a simplified version. - Exit ticket: "Why does transparency matter in business reporting?"
Assessment / Evaluation	Complete a 4Ps & 2Cs chart for their product idea.	Complete a worksheet: Financial vs. Management Accounting	Students complete mini accounting activity – sample income statement for a café.	Class discussion participation Exit ticket reflection
Homework / Class Work	Finalize product branding & marketing package (optional).	Review terms: income, expenses, revenue, assets, liabilities.	Practice: fill out a mock cash flow chart.	Optional: Ethics in Accounting mini-article (1 page)Finalize branding by Monday.
Materials & Resources	Slideshow 4Ps/2Cs Template Company Case Studies	Chart handout Example reports Venn diagram sheet	Sample financial reports Activity worksheets Whiteboard	Case Study handout Short video on accounting scandals
	▼ Office Only ▼			
Overall Expectations				

Specific Expectations				
Success Criteria				