

BTEC Business Year 12 Long Term Plan

Rationale (with end points): Understand and apply the fundamental principles and concepts of Business, including marketing, finance, human resources, and operations management. Analyse real-world business problems through practical experience in creating business plans, managing projects, and evaluating business performance. Develop creativity, innovation, analytical skills, and strategic thinking. Understand the components that make up business organizations, how they communicate internally and externally, and their role in the economy. Recognize the impacts of business operations on society and the environment. Apply mathematical and analytical skills relevant to business contexts.

Term	Topic/Unit	Knowledge	Skills	Reading /wider reading
Autumn term 1	Unit 2 Learning A and B	Topic A: Introduction to the principles and purposes of marketing Topic B: Using information to develop the rationale for a marketing campaign	Knowledge Retention Extended Writing How to use and apply case studies to questions Relate contextual knowledge from wider reading	What Money Can't Buy: The Moral Limits of Markets by Michael Sandel
Autumn 2	Unit 2 Learning Aim C	Topic C: Planning and developing a marketing campaign	Knowledge Retention Extended Writing How to use and apply case studies to questions Relate contextual knowledge from wider reading	What Money Can't Buy: The Moral Limits of Markets by Michael Sandel
Spring 1	Unit 3 Learning Aim A and B	Topic A: Understand the importance of managing personal finance Topic B: Explore the personal finance sector	Knowledge Retention Extended Writing Exam skills where pupils will learn how to; 1. Answer 1 mark 'identify' questions	The Richest Man in Babylon by George S. Clason

			<p>2. Answer 2 mark 'state' questions</p> <p>3. Answer 2 mark 'explain' questions</p> <p>How to use and apply case studies to questions</p> <p>Relate contextual knowledge from wider reading</p>	
Spring 2	Unit 3 Learning Aim C and D	<p>Topic C: Understand the purpose of accounting</p> <p>Topic D: Select and evaluate sources of business finance</p>	<p>Knowledge Retention</p> <p>Extended Writing</p> <p>Exam skills where pupils will learn how to;</p> <p>1. Answer 1 mark 'identify' questions</p> <p>2. Answer 2 mark 'state' questions</p> <p>3. Answer 2 mark 'explain' questions</p> <p>4. Answer 6 mark 'discuss' questions</p> <p>5. Answer 8 mark 'analyse' questions</p> <p>6. Answer 12 mark 'evaluate' questions</p> <p>How to use and apply case studies to questions</p> <p>Relate contextual knowledge from wider reading</p>	<p>The Richest Man in Babylon by George S. Clason</p>

<p>Summer 1</p>	<p>Unit 3 Learning Aim E and F Learning Aim D and E</p>	<p>Topic E: Break-even and cash flow forecasts Topic F: Complete statements of comprehensive income and financial:</p>	<p>Knowledge Retention Extended Writing</p> <p>Exam skills where pupils will learn how to;</p> <ol style="list-style-type: none"> 1. Answer 1 mark 'identify' questions 2. Answer 2 mark 'state' questions 3. Answer 2 mark 'explain' questions 4. Answer 6 mark 'discuss' questions 5. Answer 8 mark 'analyse' questions 6. Answer 12 mark 'evaluate' questions <p>Answer questions around calculations How to use and apply case studies to questions Relate contextual knowledge from wider reading</p>	<p>The Richest Man in Babylon by George S. Clason</p>
<p>Summer 2</p>	<p>Unit 3 Examination</p>	<p>Topic A-F</p>	<p>Knowledge Retention Extended Writing</p> <p>Exam skills where pupils will learn how to;</p> <ol style="list-style-type: none"> 1. Answer 1 mark 'identify' questions 2. Answer 2 mark 'state' questions 	<p>Revision Guide</p>

		<p>3. Answer 2 mark 'explain' questions 4. Answer 6 mark 'discuss' questions 5. Answer 8 mark 'analyse' questions 6. Answer 12 mark 'evaluate' questions</p> <p>Answer questions around calculations How to use and apply case studies to questions Relate contextual knowledge from wider reading</p>	
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