

# BTEC Business Year 13 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
<b>Autumn term 1</b>	Unit 1 Learning A and B	Learning Aim A: Explore the features of different businesses Learning Aim B: Investigate how businesses are organised	Knowledge Retention Extended Writing  How to use and apply case studies to questions Relate contextual knowledge from wider reading Essay Writing	Case studies based on businesses relevant to the pupils
<b>Autumn 2</b>	Unit 1 Learning Aim C, D and E	Learning aim C: Examine the environment in which businesses operate Learning aim D: Examine business markets Learning aim E: Investigate the role and contribution of innovation	Knowledge Retention Extended Writing  How to use and apply case studies to questions Relate contextual knowledge from wider reading Essay Writing	Case studies based on businesses relevant to the pupils
<b>Spring 1</b>	Unit 22 Learning Aim A	LA A: Examine the types of market research used in business	Knowledge Retention Extended Writing  How to use and apply case studies to questions	Case studies based on businesses relevant to the pupils

			Relate contextual knowledge from wider reading Essay Writing	
<b>Spring 2</b>	Unit 22 Learning Aim B and C	LA B: Plan and implement a market research activity LA C: Analyse and present market research findings	Knowledge Retention Extended Writing  How to use and apply case studies to questions Relate contextual knowledge from wider reading Essay Writing	Case studies based on businesses relevant to the pupils
<b>Summer 1</b>				
<b>Summer 2</b>				