**BTEC Business Year 12 Long Term Plan**

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| **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 2Learning A and B | Topic A: Introduction to the principles and purposes of marketingTopic B: Using information to develop the rationale for a marketing campaign | Knowledge RetentionExtended WritingHow to use and apply case studies to questionsRelate contextual knowledge from wider reading | What Money Can’t Buy: The Moral Limits of Markets by Michael Sandel |
| ***Autumn 2*** | Unit 2Learning Aim C | Topic C: Planning and developing a marketing campaign | Knowledge RetentionExtended WritingHow to use and apply case studies to questionsRelate contextual knowledge from wider reading | What Money Can’t Buy: The Moral Limits of Markets by Michael Sandel |
| **Spring 1** | Unit 3Learning Aim A and B | Topic A: Understand the importance of managing personal financeTopic B: Explore the personal finance sector | Knowledge RetentionExtended WritingExam skills where pupils will learn how to;1. Answer 1 mark ‘identify’ questions2. Answer 2 mark ‘state’ questions3. Answer 2 mark ‘explain’ questionsHow to use and apply case studies to questionsRelate contextual knowledge from wider reading | The Richest Man in Babylon by George S. Clason |
| **Spring 2** | Unit 3Learning Aim C and D | Topic C: Understand the purpose of accountingTopic D: Select and evaluate sources of business finance | Knowledge RetentionExtended WritingExam skills where pupils will learn how to;1. Answer 1 mark ‘identify’ questions2. Answer 2 mark ‘state’ questions3. Answer 2 mark ‘explain’ questions4. Answer 6 mark ‘discuss’ questions5. Answer 8 mark ‘analyse’ questions6. Answer 12 mark ‘evaluate’ questionsHow to use and apply case studies to questionsRelate contextual knowledge from wider reading | The Richest Man in Babylon by George S. Clason |
| **Summer 1** | Unit 3Learning Aim E and FLearning Aim D and E | Topic E: Break-even and cash flow forecastsTopic F: Complete statements of comprehensive income and financial: | Knowledge RetentionExtended WritingExam skills where pupils will learn how to;1. Answer 1 mark ‘identify’ questions2. Answer 2 mark ‘state’ questions3. Answer 2 mark ‘explain’ questions4. Answer 6 mark ‘discuss’ questions5. Answer 8 mark ‘analyse’ questions6. Answer 12 mark ‘evaluate’ questionsAnswer questions around calculationsHow to use and apply case studies to questionsRelate contextual knowledge from wider reading | The Richest Man in Babylon by George S. Clason  |
| **Summer 2** | Unit 3 Examination | Topic A-F | Knowledge RetentionExtended WritingExam skills where pupils will learn how to;1. Answer 1 mark ‘identify’ questions2. Answer 2 mark ‘state’ questions3. Answer 2 mark ‘explain’ questions4. Answer 6 mark ‘discuss’ questions5. Answer 8 mark ‘analyse’ questions6. Answer 12 mark ‘evaluate’ questionsAnswer questions around calculationsHow to use and apply case studies to questionsRelate contextual knowledge from wider reading | Revision Guide |