**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 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  2. Answer 2 mark ‘state’ questions  3. Answer 2 mark ‘explain’ questions  How to use and apply case studies to questions  Relate contextual knowledge from wider reading | The Richest Man in Babylon by George S. Clason |
| **Spring 2** | Unit 3  Learning Aim C and D | Topic C: Understand the purpose of accounting  Topic D: Select and evaluate sources of business finance | Knowledge Retention  Extended Writing  Exam skills where pupils will learn how to;  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  How to use and apply case studies to questions  Relate contextual knowledge from wider reading | The Richest Man in Babylon by George S. Clason |
| **Summer 1** | Unit 3  Learning Aim E and F  Learning Aim D and E | Topic E: Break-even and cash flow forecasts  Topic F: Complete statements of comprehensive income and financial: | Knowledge Retention  Extended Writing  Exam skills where pupils will learn how to;  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  Answer questions around calculations  How to use and apply case studies to questions  Relate contextual knowledge from wider reading | The Richest Man in Babylon by George S. Clason |
| **Summer 2** | Unit 3 Examination | Topic A-F | Knowledge Retention  Extended Writing  Exam skills where pupils will learn how to;  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  Answer questions around calculations  How to use and apply case studies to questions  Relate contextual knowledge from wider reading | Revision Guide |