**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*** |
| ***Autumn term 1*** | 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 |
| ***Autumn 2*** | 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 |
| **Spring 1** | 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  Relate contextual knowledge from wider reading  Essay Writing | Case studies based on businesses relevant to the pupils |
| **Spring 2** | 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 |
| **Summer 1** |  |  |  |  |
| **Summer 2** |  |  |  |  |