**BTEC Business Year 13 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 1Learning A and B | Learning Aim A: Explore the features of different businessesLearning Aim B: Investigate how businesses are organised | Knowledge RetentionExtended WritingHow to use and apply case studies to questionsRelate contextual knowledge from wider readingEssay Writing | Case studies based on businesses relevant to the pupils |
| ***Autumn 2*** | Unit 1Learning Aim C, D and E |  Learning aim C: Examine the environment in which businesses operateLearning aim D: Examine business markets Learning aim E: Investigate the role and contribution of innovation | Knowledge RetentionExtended WritingHow to use and apply case studies to questionsRelate contextual knowledge from wider readingEssay Writing | Case studies based on businesses relevant to the pupils |
| **Spring 1** | Unit 22Learning Aim A  | LA A: Examine the types of market research used in business | Knowledge RetentionExtended WritingHow to use and apply case studies to questionsRelate contextual knowledge from wider readingEssay Writing  | Case studies based on businesses relevant to the pupils |
| **Spring 2** | Unit 22Learning Aim B and C | LA B: Plan and implement a market research activityLA C: Analyse and present market research findings | Knowledge RetentionExtended WritingHow to use and apply case studies to questionsRelate contextual knowledge from wider readingEssay Writing  | Case studies based on businesses relevant to the pupils |
| **Summer 1** |  |  |  |  |
| **Summer 2** |  |  |  |  |