Year 12 BTEC Business Journey

Tier 3 Vocabulary:

Autumn 1	Autumn 2	Spring 1
Marketing Objectives Diversification Segmentation Branding Quantitative Qualitative	Distribution Process People Physical Campaign Evaluation	Inflation Interest Rates Repossession Bankruptcy Overdraft Bonds & GILTS

START

Autumn 1

Au1 – Unit 2 Developing a Marketing Campaign

Why this?

☐ ***Topic A: Introduction to the principles and purposes of marketing***

☐ ***Topic B: Using information to develop the rationale for a marketing campaign***

Why now?

These will be the introductory topics to Unit 2.

Reading:

☐ **What Money Can't Buy: The Moral Limits of Markets by Michael Sandel**

Autumn 2

Au2 – Unit 2 Developing a Marketing Campaign

Why this?

☐ ***Topic C: Planning and developing a marketing campaign***

Why now?

This completes Unit 2 and prepares pupils for the upcoming January examination.

Reading:

☐ **What Money Can't Buy: The Moral Limits of Markets by Michael Sandel**

Spring 1

Sp1 – Unit 3 Personal and Business Finance

Why this?

☐ ***Topic A: Understand the importance of managing personal finance***

☐ ***Topic B: Explore the personal finance sector***

Why now?

Pupils will now begin to learn Unit 3, this will begin with personal finance.

Reading/Video:

☐ **The Richest Man in Babylon by George S. Clason**

Spring 2

Sp2 – Unit 3 Personal and Business Finance

Why this?

☐ ***Topic C: Understand the purpose of accounting***

☐ ***Topic D: Select and evaluate sources of business finance***

Why now?

Pupils will now learn about business finance, building on from SP1.

Reading:

☐ **The Richest Man in Babylon by George S. Clason**

Summer 1

Su1 - Unit 3 Personal and Business Finance

Why this?

☐ ***Topic E: Break-even and cash flow forecasts***

☐ ***Topic F: Complete statements of comprehensive income and financial:***

Why now?

Pupils will now learn about business finance, building on from SP1 & SP2.

Reading:

☐ **The Richest Man in Babylon by**

Summer 2

Su2 - Unit 3 Personal and Business Finance Exam

Why this?

☐ ***Revision***

Why now?

Pupils will now sit examination

FINISH

Tier 3 Vocabulary:

Spring 2	Summer 1	Summer 2
Compliance Performance Capital Assets Tangible Depreciation	Venture Debt factoring Mortgages Trade credit Leasing Donations	List of key words will be provided for pupils specific to Unit 3 examination