

**Business BTEC**  
**Year 12 curriculum map**



Year 12	T1	T2	T3	T4	T5	T6
Content / Topic for Term	<p>Unit 2 – Developing a marketing campaign</p> <ul style="list-style-type: none"> <li>• Learning aim A</li> <li>• Learning aim B</li> </ul>	<p>Unit 2 – Developing a marketing campaign</p> <ul style="list-style-type: none"> <li>• Learning aim A</li> <li>• Learning aim B</li> <li>• Learning aim C</li> </ul>	<p>Unit 2 – Developing a marketing campaign</p> <p>Examination preparation</p> <p>Unit 3 – Personal and business finance</p> <ul style="list-style-type: none"> <li>• Learning aim A</li> <li>• Learning aim C</li> <li>• Learning aim D</li> </ul>	<p>Unit 3 – Personal and business finance</p> <ul style="list-style-type: none"> <li>• Learning aim B</li> <li>• Learning aim D</li> <li>• Learning aim E</li> </ul> <p>Review of PPE</p> <p>Unit 2 – Developing a marketing campaign</p> <p>Revision and re-sit preparation</p>	<p>Unit 3 – Personal and business finance</p> <p>Revision and examination preparation</p> <p>Unit 2 – Developing a marketing campaign</p> <p>Revision and examination preparation</p> <p>Unit 1 – Exploring business</p> <ul style="list-style-type: none"> <li>• Learning aim A</li> <li>• Learning aim C</li> </ul>	<p>Unit 1 – Exploring business</p> <ul style="list-style-type: none"> <li>• Learning aim A</li> <li>• Learning aim C</li> </ul>
Key Knowledge for acquisition, recall and application in assessment or exam	<p>Learning aim A: Introduction to the principles and purposes of marketing</p> <p>Learning aim B: Using information to develop the</p>	<p>Learning aim A: Introduction to the principles and purposes of marketing</p> <p>Learning aim B: Using information to develop the</p>	<p>Learning aim A: Understand the importance of managing personal finance</p> <p>Learning aim C: Understand the</p>	<p>Learning aim B: Explore the personal finance sector</p> <p>Learning aim D: Select and evaluate different sources of business finance</p>	<p>Learning aim A: Explore the features of different businesses and analyse what makes them successful</p> <p>Learning aim C: Examine the</p>	<p>Learning aim A: Explore the features of different businesses and analyse what makes them successful</p> <p>Learning aim C: Examine the</p>

	rationale for a marketing campaign	rationale for a marketing campaign	purpose of accounting	Learning aim E: Break-even and cash flow forecasts	environment in which businesses operate	environment in which businesses operate
Key skills to apply in assessment or exam	<ul style="list-style-type: none"> <li>• Application of theory to business examples</li> <li>• Analysis of a marketing campaign</li> <li>• Planning a marketing campaign</li> </ul>	<p>Learning aim C: Planning and developing a marketing campaign</p> <ul style="list-style-type: none"> <li>• Application of theory to business examples</li> <li>• Analysis of a marketing campaign</li> <li>• Planning a marketing campaign</li> <li>• Researching an industry with a focus on marketing</li> <li>• Application of industry knowledge to a case study</li> </ul>	<p>Learning aim D: Select and evaluate different sources of business finance</p> <ul style="list-style-type: none"> <li>• Application of industry knowledge to a case study</li> <li>• Planning a marketing campaign</li> <li>• Application of financial issues and accounting processes</li> <li>• Analysis of business and personal financial information and data</li> <li>• Evaluation of how financial information and data can be used</li> </ul>	<ul style="list-style-type: none"> <li>• Application of financial issues and accounting processes</li> <li>• Analysis of business and personal financial information and data</li> <li>• Evaluation of how financial information and data can be used</li> <li>• Planning a marketing campaign</li> <li>• Researching an industry with a focus on marketing</li> <li>• Application to a case study</li> </ul>	<ul style="list-style-type: none"> <li>• Application of financial issues and accounting processes</li> <li>• Analysis of business and personal financial information and data</li> <li>• Evaluation of how financial information and data can be used</li> <li>• Planning a marketing campaign</li> <li>• Researching an industry with a focus on marketing</li> <li>• Application to a case study</li> </ul>	<ul style="list-style-type: none"> <li>• Application of knowledge of business features and the external environment</li> <li>• Analysis of the impact the features and environment have on the success of the business</li> </ul>

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Title of Knowledge Organiser	Unit 2 learning aim A Unit 2 learning aim B	Unit 2 learning aim A Unit 2 learning aim B Unit 2 learning aim C	Unit 2 learning aim A Unit 2 learning aim B Unit 2 learning aim C  Unit 3 learning aim A Unit 3 learning aim C Unit 3 learning aim D	Unit 3 learning aim B Unit 3 learning aim D Unit 3 learning aim E  Unit 2 learning aim A Unit 2 learning aim B Unit 2 learning aim C	Unit 3 learning aim A Unit 3 learning aim B Unit 3 learning aim C Unit 3 learning aim D Unit 3 learning aim E  Unit 2 learning aim A Unit 2 learning aim B Unit 2 learning aim C  Unit 1 learning aim A Unit 1 learning aim C	Unit 1 learning aim A Unit 1 learning aim C