

BTEC Business at Samuel Whitbread Academy
Curriculum Sequencing

Year 12:

Teacher 1

Course	Year	Term	Big Ideas	Subject Learning Checklist
BTEC Business	12	Term 1	Exploring Business	Learning Aim A: Explore the features of different businesses and analyse what makes them successful. Learning Aim B: Investigate how businesses are organised
		Term 2		Learning Aim C: Examine the environment in which businesses operate Learning Aim D: Examine Business Markets
		Term 3		Learning Aim E: Investigate the role and contribution of innovation and enterprise to business success.

Teacher 2

Course	Year	Term	Big Ideas	Subject Learning Checklist
BTEC Business	12	Term 1	Personal and Business Finance	Learning Aim A: understanding the importance of managing personal finance Learning Aim B: Explore the personal finance Sector.
		Term 2		Learning Aim C: Understanding the purpose of accounting Learning Aim D: Select and Evaluate different sources of business finance.
		Term 3		Learning Aim E: Break Even and Cash Flow Forecasts Learning Aim F: Complete Statements of Comprehensive income and financial position and evaluate a business' performance.

Year 13:**Teacher 1:**

Course	Year	Term	Big Ideas	Subject Learning Checklist
BTEC Business	13	Term 1	Developing a Marketing Campaign	Learning Aim A: A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign
		Term 2		Learning Aim B: Using information to develop the rationale for a marketing campaign
		Term 3		Learning Aim C: Planning and Developing a Marketing Campaign

Teacher 2:

Course	Year	Term	Big Ideas	Subject Learning Checklist
BTEC Business	13	Term 1	Investigating Customer Service	Learning Aim A: Explore how effective customer service contributes to business success
		Term 2		Learning Aim B: Investigate the methods used to improve customer service in a business
		Term 3		Learning Aim C: Demonstrate customer service in different situations, using appropriate behaviours to meet expectations