

2023/2024 KS5 YEAR 12 BUSINESS BTEC

YEAR	TERM 1 (Autumn)	TERM 2 (Spring)	TERM 3 (Summer)
YEAR 12	<p>Coursework Unit 1: Explore the features of different businesses and analyse what makes them successful</p> <p>Examination Unit 2: Marketing Demonstrate knowledge and understanding of marketing principles Evaluate evidence to make informed judgements about how a marketing campaign should be planned and developed</p>	<p>Coursework Unit 1: Investigate how businesses are organised Examine the environment in which businesses operate Examine business markets</p> <p>Examination Unit 2: Marketing Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns</p>	<p>Coursework Unit 1: Investigate the role and contribution of innovation and enterprise to business success.</p> <p>Examination Unit 2: Marketing Evaluate evidence to make informed judgements about how a marketing campaign should be adapted considering changing circumstances</p> <p>Examination Summer</p>