

Eckington School KS5 Curriculum Roadmap



Education Trust

Business Protectionism Assessing a country as a International The impact of trade blocs, trade market & production location marketing MNC's & ethics Theme 4 Trade barriers, tariffs/quotas, Specialisation, off shoring International competitiveness, Controlling MNC's Global emerging economies & outsourcing ethnocentric, geocentric, polycentric business Causes & effects of Interpreting financial Decision trees, Globalisation, international trade & growth change, scenario planning statement, ratio analysis critical path Global forces & takeovers, FDI *Risk assessment, competitiveness & productivity *Gearing, ROCE *Calculate & interpret. construct Corporate influences Shareholder V's **Business** ethics Quantitative sales forecasting & culture hareholder influences & CSR & investment appraisal Theme 3 **Business** Evidence based, power, role, task, person Conflict Trade off *Time series analysis, extrapolation decisions & strategy Swot & pestle, Corporate aims Growth, mergers Reasons for staying small & take overs external influences & strategies Differentiation, USP Organic/inorganic, economics of scale Porters 5 forces Ansoff & Porter, strategic / tactical Business Production, productivity Economic influences The competitive failure & legislation Theme 2 & legislation environment Managing Financial or non financial *Average cost, quantity, job, H & S, consumer, employee *Market size business batch & flow, capacity utilisation activity Break even Sales, revenue, Liability, incorporation Profitability & budget & liquidity cost, profit & raising finance *Acid test & current ratio. trade offs Contribution. MOS Consumer trends, forecasts Forms of business, opportunity costs Product design, Price & distribution, Managing people, Organisational design. nding & promotion Market strategies ecruitment & selection Notivation & leadership Theme 1 Differentiation. 4 P's Competitive advantage, Employer relations, Taylor, Mayo, Maslow, Marketing pricing strategies cost of recruitment Herzberg & People The role of Price & income, Supply & The market elasticity of demand demand theory an entrepreneur Market research *Calculation coefficient Equilibrium price, surplus Enterprise, motives Dynamic marketing, data analysis supply, excess demand *Business Calculations