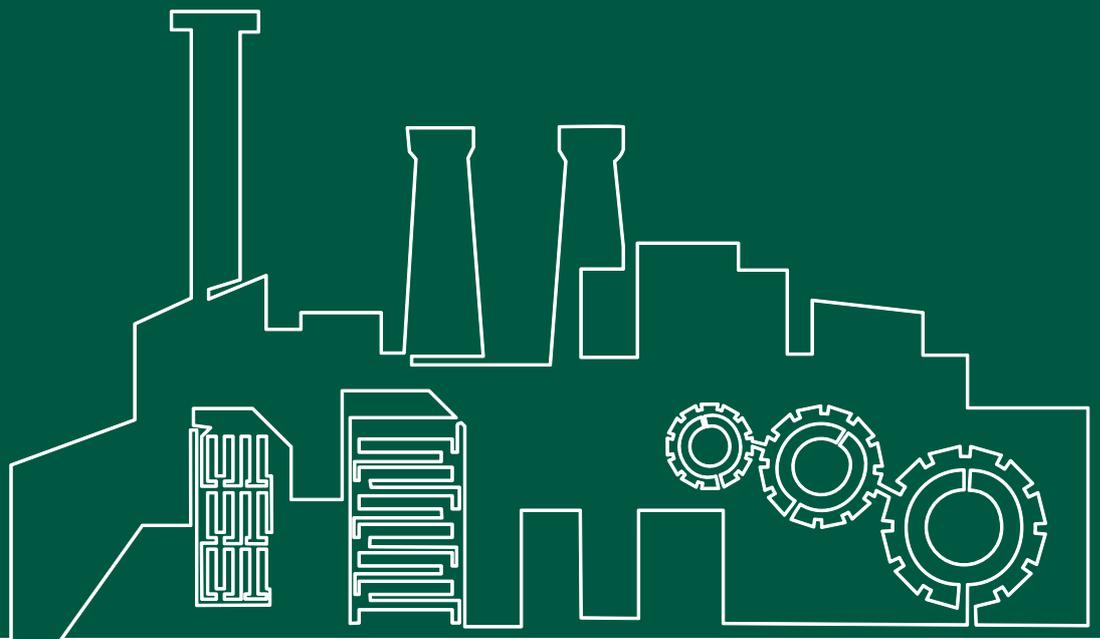


BUSINESS

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Hodder Education has been working with schools, colleges, expert authors and awarding organisations for many years to create quality print and digital resources and deliver exceptional teacher training and revision events.

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- Innovative digital products, including eTextbooks, Teaching & Learning and Exam Question Practice resources, that work flexibly together
- Coverage for KS3, GCSE, IGCSE, IB and A-level and numerous vocational qualifications, supporting teaching and learning throughout the world



This course guide features all of our Business CPD training and student revision events that will equip everyone with the skills required to progress and achieve success.

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How we can help

We know that every classroom need is different, which is why we currently offer a range of opportunities from face-to-face events and webinars to bespoke in-school training.

Face-to-face: Regional events

From Teacher Workshops to Student Conferences, our regional events cover the whole spectrum of teaching and learning, with ideas and resources that you and your students can use immediately.

Online: Teacher and student webinars

These interactive sessions are a cost-effective way of training, offering classroom-ready resources and 6 months access to the webinar recording, meaning you can view them on-demand as many times as you need.

IN-SCHOOL Bespoke training

Is there a CPD workshop that you wish to attend but find it a struggle to leave the classroom? Or is there a particular area you are looking for support with? Why not 'host' an event or a more tailored workshop at your school on a day that suits you and your colleagues.

None of the events in this brochure are official AQA events and therefore the views and messages shared are not representative of AQA. For more information about the specification and official events, please visit www.aqa.org.uk. If printed or digital copies of AQA material are required for any events, you will receive confirmation of what you need to bring prior to the event

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TEACHER WORKSHOP

AQA GCSE (9-1) Business: Preparing Students for the First Exams

Course leaders: Dr. Neil Denby & David Hamman

Manchester: Tuesday, 26 February 2019

Central London: Tuesday, 5 March 2019

Workshop Fee: £249 + VAT

Booking reference: BSA260219 / BSA050319

Build your own and your students' confidence for the AQA GCSE Business specifications by learning practical techniques to help students maximise marks and enhance their performance in examinations.

- Find out how to increase your students' chances of a higher grade by helping them write contextual answers and maximise their marks on different types and styles of question
- Understand more about the new assessment objectives and provide your students with the knowledge and context they need to achieve them, while effectively monitoring their progress
- Develop your students' analysis and evaluation skills with practical teaching techniques, activities and revision opportunities

Attend this course and receive a free copy of *My Revision Notes: AQA GCSE (9-1) Business*

Please note: This event is not an official AQA event and therefore the views and messages shared are not representative of AQA. For more information about the specification and official events, please visit www.aqa.org.uk.

AQA

GCSE

10.00am	Registration and coffee
10.15am	Getting the most from the assessment objectives <ul style="list-style-type: none">• Ensure that your students have both knowledge and understanding of the course content• Learn techniques to help improve students' contextual answers and maximise application marks• Develop students' analysis and evaluation skills
11.15am	Morning coffee
11.30am	Strategies for maximising marks on different types of question <ul style="list-style-type: none">• Help students avoid common errors• Improve their chances of achieving full marks
12.30pm	Lunch
1.30pm	Teaching and learning issues <ul style="list-style-type: none">• Obtain practical advice on delivering the course content with ease and confidence• Learn new ways to engage your students and develop their skills• Work to improve results by checking on student progress and monitoring development
2.30pm	Afternoon tea
2.45pm	Preparing for the first series of examinations <ul style="list-style-type: none">• Use the new format to inform planning for the future
3.45pm	Review and reflect
4.00pm	Course ends

STUDENT REVISION WEBINAR

AQA

GCSE

AQA GCSE (9-1) Business: Exam skills required for success

Course leader: Andrew Hammond

Online: Wednesday, 1 May 2019

Webinar Fee: £110 + VAT per classroom

Booking reference: BSA010519

Improve your understanding of the new content and depth of knowledge required for success in both AQA GCSE Business papers, with expert advice that will support your preparation for the exams.

- Explore the assessment with a breakdown of each question – how to approach it, what it requires of the students and what skills are required to answer it effectively
- Receive advice on how to consistently score well on medium-mark questions
- Improve your understanding of what makes a good answer to a 9- or 12-mark question and how to develop the skills needed
- Can't make the date? You will receive the recording to watch with your students post-webinar, up to six months after the event

3.30pm Introductions and sound checks

- 3.35pm **Skills for success**
- General overview of the requirements of both exam papers
 - Learn techniques for successfully tackling medium-mark questions
 - Analyse longer questions and understand the skills needed

4.55pm Q&A

5.00pm Webinar ends

3 steps to accessing a webinar

1. We'll send you the access details when you book and also, resend them 3 days before it runs
2. Simply log-in at least 30 minutes before to test your connection and sound
3. After the webinar, we'll send you the link to rewatch it again and again

STUDENT REVISION WEBINAR

AQA

GCSE

AQA GCSE (9-1) Business: Preparing Students to access the top grades

Course leader: Andrew Hammond

Online: Tuesday, 7 May 2019

Webinar Fee: £110 + VAT per classroom

Booking reference: BSA070519

Get ahead with the skills needed to reap the benefits in the exam; understanding exactly what a top-level answer is and what is required to reach it.

- Advice on maximising marks on questions that traditionally make the most difference at the highest grades – how students respond to Assessment Objectives AO1 and AO2
- Explore the challenges of 9-mark and 12-mark questions, including what makes great analysis and how to produce well justified conclusions
- Examine sample answers and how to use the necessary skills and knowledge
- Can't make the date? You will receive the recording to watch with your students post-webinar, up to six months after the event

3.30pm Introductions and sound checks

- 3.35pm **How to access the top grades**
- What does an A*/A grade exam paper look like?
 - Maximising marks on explaining questions
 - Better analysis
 - Justifying your judgements

4.55pm Conclusions

5.00pm Webinar ends

3 steps to accessing a webinar

1. We'll send you the access details when you book and also, resend them 3 days before it runs
2. Simply log-in at least 30 minutes before to test your connection and sound
3. After the webinar, we'll send you the link to rewatch it again and again

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Using 2019 exam feedback to raise attainment in AQA GCSE (9-1) Business

Course leaders: Dr Neil Denby & David Hamman

- Manchester: Tuesday 8 October 2019
- Central London: Wednesday 9 October 2019
- Workshop fee: £249 + VAT
- Booking references: BSA081019/BSA091019

Receive comprehensive feedback on the summer AQA GCSE (9-1) Business exams to form strategies for future success and raise attainment this year.

- As a group, discuss the key points in the summer Examiners' Reports and work with the course leaders to identify what we might learn from the new exams
- Develop strategies to help students maximise marks, avoid common and likely errors, and prepare for success
- Focus on different types of questions and how students might respond to them
- Look at the Case Study elements, identifying issues in students' responses and helping to ensure students use the Case Study effectively in their answers
- Prepare for the next series of examinations by building on insights, with a clear focus on positive outcomes

Attend this course and receive a free copy of My Revision Notes: AQA GCSE (9-1) Business

Please note: This event is not an official AQA event and therefore the views and messages shared are not representative of AQA. For more information about the specification and official events, please visit www.aqa.org.uk.

9.45am	Registration and coffee
10.00am	Welcome and Introduction
10.05am	Unpicking students' performance in the 2019 AQA GCSE (9-1) papers <ul style="list-style-type: none"> • Highlights from the Examiners' Reports • What has this new exam taught us?
11.15am	Morning coffee
11.30am	Strategies for ensuring that students maximise marks <ul style="list-style-type: none"> • Helping future students to avoid common and likely errors identified in the exam reports • Responses to different types and styles of question • Aiming for full marks for each question – they are not impossible
12.30pm	Lunch
1.30pm	Dealing with Case Study elements and context <ul style="list-style-type: none"> • Issues identified in responses to the Case Study • How to ensure future students make effective use of the Case Study in their answers
2.30pm	Afternoon tea
2.45pm	Preparing for the next series of examinations <ul style="list-style-type: none"> • Building on experience for next year's examinations • Using the new format to inform planning for the future • Preparing students for success • Teaching techniques to maximise marks
3.45pm	Review and reflect
4.00pm	Course ends

Pearson Edexcel GCSE (9-1) Business: Preparing Students for the First Exams

Manchester: Friday, 8 March 2019
 Central London: Friday, 29 March 2019
 Workshop Fee: £249 + VAT
 Booking references: BSE080319 / BSE290319

Build your own and your students' confidence for the Pearson Edexcel GCSE Business specifications by learning practical techniques to help students maximise marks and enhance their performance in exams

- Find out how to increase your students' chances of a higher grade by helping them write contextual answers, avoid common pitfalls and maximise their marks on different types and styles of question
- Understand more about the new assessment objectives and provide your students with the knowledge and context they need to achieve them
- Develop your students' analysis and evaluation skills with practical teaching techniques, activities and revision opportunities, while effectively monitoring their progress
- Take part in exam practice sessions to build your knowledge of the required skills and ensure that you know what the examiner is looking for

Attend this course and receive a free copy of My Revision Notes: Edexcel GCSE (9-1) Business

10.00am	Registration and coffee
10.15am	Qualification & assessment recap <ul style="list-style-type: none"> • Key issues to cover • Key messages from Papers 1 and 2
11.15am	Morning coffee
11.30am	Paper 1 – exam questions and examples <ul style="list-style-type: none"> • Practice and discussion on challenging content • Enhance your students' skills on 6-, 9- and 12-mark questions
12.30pm	Lunch
1.30pm	Paper 2 – exam questions and examples <ul style="list-style-type: none"> • Practice and discussion on challenging content • Enhance your students' skills on 6-mark, 9-mark and 12-mark questions
2.30pm	Afternoon tea
2.45pm	Practical strategies to stretch and challenge all students <ul style="list-style-type: none"> • Discover shortcuts to enhancing student subject knowledge • Learn strategies to aid low to mid-level students • Develop techniques for achieving 8/9 grade student responses • Plan for success
3.45pm	Review and reflect
4.00pm	Course ends

STUDENT REVISION WEBINAR

PEARSON EDEXCEL

GCSE

Pearson Edexcel GCSE (9-1) Business: Exam Skills Student Revision Webinar

Online: Tuesday, 14 May 2019

Webinar Fee: £110 + VAT per classroom

Booking reference: BSE140519

Develop your students' understanding of the new content and depth of knowledge required for success in the Pearson Edexcel GCSE Business examinations by registering for this webinar; your students will also explore different types of questions to ensure they are fully prepared.

- Starting with an overview of the assessment requirements for the exams, the webinar explains what the papers will look like, what will feature in each paper and how the questions can be successfully identified
- Includes advice on how to consistently score well on medium-mark questions and to maximise marks on 9-mark or 12-mark questions
- Develops the skills needed to identify and approach various question types, encouraging more effective management of time and resources during the exams
- Can't make the date? You will receive the recording to watch with your students post-webinar, up to six months after the event

3.30pm Introductions and sound checks

3.35pm **Exam assessment basics**

- Exam overview
- Short answer questions
- Levels of response

4.15pm Activity break

4.25pm **Levels of response marking practice**

- 6-mark questions
- 9-mark questions
- 12-mark questions

4.55pm Review and reflect

5.00pm Webinar ends

3 steps to accessing a webinar

1. We'll send you the access details when you book and also, resend them 3 days before it runs
2. Simply log-in at least 30 minutes before to test your connection and sound
3. After the webinar, we'll send you the link to rewatch it again and again

STUDENT REVISION WEBINAR

PEARSON EDEXCEL

GCSE

Pearson Edexcel GCSE (9-1) Business: Data and Mathematical Skills student revision webinar

Online: Thursday, 16 May 2019

Webinar Fee: £110 + VAT per classroom

Booking reference: BSE160519

Ensure your students are ready for exam success in Pearson Edexcel GCSE Business by focusing on the data and mathematical skills required and how to apply them to different types of questions.

- Improve understanding of the data and mathematical skills requirements for the new specification, starting with a full overview of calculations, data sources and extracts in the papers
- Learn to recognise and tackle questions that require mathematical and data skills and maximise marks on 9-mark and 12-mark questions
- Ensure a firm grasp of the key skills needed to interpret and handle data and calculations during the exams, laying the foundations for exam success
- Can't make the date? You will receive the recording to watch with your students post-webinar, up to six months after the event

3.30pm Introductions and sound checks

3.35pm **Exam assessment basics**

- Calculations
- Data sources
- Extracts in exams

4.15pm Activity break

4.25pm **Using calculations, data and extracts in exam responses**

- 2-mark questions
- 6-9-mark questions
- 12-mark questions

4.55pm Review and reflect

5.00pm Webinar ends

3 steps to accessing a webinar

1. We'll send you the access details when you book and also, resend them 3 days before it runs
2. Simply log-in at least 30 minutes before to test your connection and sound
3. After the webinar, we'll send you the link to rewatch it again and again



Using 2019 exam feedback to raise attainment in Pearson Edexcel GCSE (9-1) Business

- Central London: Thursday, 7 November 2019
- Workshop fee: £249 + VAT
- Booking reference: BSE071119

Receive comprehensive feedback on the GCSE exams to help you raise student attainment this year.

Work with our experienced course leader on identifying and addressing common problem areas from the summer GCSE exams, using outcomes and case studies to improve student performance.

- As a group, analyse outcomes from the summer exams, exchange ideas and strategies with colleagues and identify common problem areas
- Focus on boosting students' confidence and knowledge in responding to challenging questions and content
- Develop strategies to improve student performance and skill, leading them towards exam success
- Discuss different approaches to 6-mark, 9-mark and 12-mark questions with advice on how to prepare students effectively for each one
- Consider solutions and resources that will help you implement the course successfully, leading your students towards their best possible outcomes

Attend this course and receive a free copy of *My Revision Notes: Edexcel GCSE (9-1) Business*

10.00am	Registration and coffee
10.15am	Overview of outcomes <ul style="list-style-type: none"> • Group discussion facilitated by the course leader • Exchange of ideas with colleagues • Sample problem response issues
11.15am	Morning coffee
11.30am	Lessons to learn <ul style="list-style-type: none"> • Paper 1 – key issues and messages • Paper 2 – key issues and messages • Challenging questions and content
12.30pm	Lunch
1.30pm	Skill levels <ul style="list-style-type: none"> • Case studies • Improving student performance
2.30pm	Afternoon tea
2.45pm	Reviewing student responses <ul style="list-style-type: none"> • Marking and discussion of student responses • Identifying areas to improve student performance • Enhancing student skills on 6-, 9- and 12-mark questions
3.45pm	Review and reflect
4.00pm	Course ends

OCR GCSE (9-1) Business: Preparing Students for the First Exams

Course leaders: Mike Schofield & Alan Williams

Central London: Thursday, 21 March 2019
Workshop Fee: £249 + VAT
Course code: BSO210319

Prepare your students for the new OCR GCSE Business specifications by learning practical techniques that will enhance their performance in examinations.

- Find out how to increase your students' chances of a higher grade by helping them write contextual answers, avoid common pitfalls and maximise their marks on different types and styles of question
- Understand more about the challenges of the new specification and assessment instruments, with specific focus on analysing candidate answers and the opportunity to take practical resources back to the classroom
- Develop your students' analysis and evaluation skills with practical advice on how to deliver the new course content while monitoring their progress in the season before the exams

Attend this course and receive a free copy of *My Revision Notes: OCR GCSE (9-1) Business*

10.00am	Registration and coffee
10.15am	Introduction <ul style="list-style-type: none"> • Activities for learning • Evaluation skills in Business GCSE
11.15am	Morning coffee
11.30am	The specification and its assessment <ul style="list-style-type: none"> • Analysis of the specification – content, synopticity and the interdependent nature of business • Understand the demands of the assessment instruments • Look at challenges in the context of the new examination
12.30pm	Lunch
1.30pm	Assessment continued <ul style="list-style-type: none"> • Examine the new specification content
2.30pm	Afternoon tea
2.45pm	Hands-on marking <ul style="list-style-type: none"> • Analyse candidate answers • Additional resources for teaching and revision
3.45pm	Review and reflect
4.00pm	Course ends

AQA A-level Business: Preparing Students for the exams

Course leaders: Dr. Neil Denby & David Hamman

Central London: Tuesday, 12 March 2019

Workshop Fee: £249 + VAT

Booking reference: BSA120319

Prepare your students for the exams with confidence by learning teaching strategies, revision insights and tips for building exam technique by experts Dr. Neil Denby and David Hamman.

- Boost confidence for yourself and your students with practical guidance on preparation for the A-level specifications, making sense of new papers, mark schemes and different question and assessment styles
- Gain a thorough understanding of the relevant assessment objectives and mark schemes
- Learn how to apply the mark schemes through study of exemplar materials and answers
- Consider strategies for improving student achievement and helping them to maximise their marks through successful demonstration of analysis, application and evaluation skills

Attend this course and receive a free copy of *Need to Know: AQA A-level Business*

Please note: This event is not an official AQA event and therefore the views and messages shared are not representative of AQA. For more information about the specification and official events, please visit www.aqa.org.uk.

9.45am	Registration and coffee
10.00am	<p>Ensure that students understand the nature and structure of the exams</p> <ul style="list-style-type: none"> • Make sense of new papers, different assessment styles and objectives • Analyse the questions to determine the skills required • Learn how to apply the mark schemes through study of exemplar materials and answers
10.45am	<p>Paper 1</p> <ul style="list-style-type: none"> • Tackle multiple choice questions • Successful strategies for the essay questions in Sections C and D • Make sense of the mark schemes
11.45am	Morning coffee
12.00pm	<p>Paper 2</p> <ul style="list-style-type: none"> • Analyse data response questions • Help students to demonstrate analysis, application and evaluation skills • Focus on exemplar materials and mark schemes
1.00pm	Lunch
2.00pm	<p>Paper 3</p> <ul style="list-style-type: none"> • Help students to develop strategies for reading the Case Study • Top tips for success with extended writing • Focus on AO3 and AO4, exemplar materials and mark schemes
3.00pm	Afternoon tea
3.15pm	Active revision strategies
4.00pm	Course ends

Meet a course leader: Andrew Hammond

Andrew has been teaching Business for over 20 years. He has been head of department and is currently Head of the Vocational Education Faculty at Darrick Wood School. He has considerable examining experience and has also been involved in new specification development. Andrew is the author of several Business textbooks and is an experienced webinar presenter.



Andrew

Discover
Andrew's
events on
p4

Pearson Edexcel A-level Business: Paper 1 Student Revision

Course leaders: Jamie Benson & Jenny Olbison

Online: Wednesday, 13 March 2019

Webinar Fee: £110 + VAT per classroom

Booking reference BSE130319

Effectively prepare your students for Paper 1 with this revision webinar designed to reinforce key content and build the skills needed to approach all questions with confidence.

- Effectively revise key subject content from Themes 1 to 4 and key concepts from the pre-release material
- Explore how to structure extended answers to maximise grades
- Reinforce essay writing techniques and writing frames
- Can't make the date? You will receive the recording to watch with your students post-webinar, up to six months after the event

3.30pm	Introductions and sound checks
3.35pm	How to answer a data response question effectively <ul style="list-style-type: none"> • Sample questions & student responses • Sample writing frames • Exemplar answers • Key quantitative skills to prepare
4.15pm	Activity break
4.25pm	Essay writing <ul style="list-style-type: none"> • Essay technique & writing frames • Sample questions – how to achieve full marks
4.55pm	Review and reflect
5.00pm	Webinar ends

Webinar series fee: £231 + VAT for all three webinars. Simply use discount code WE0002669.

Pearson Edexcel A-level Business: Paper 2 Student Revision

Course leaders: Jamie Benson & Jenny Olbison

Online: Wednesday, 20 March 2019

Webinar Fee: £110 + VAT per classroom

Booking reference: BSE200319

Effectively prepare your students for Paper 2 with this webinar designed to reinforce key content and build the skills needed to approach all questions with confidence.

- Effectively revise key subject content from Themes 1 to 4 and key concepts from the pre-release material
- Explore how to structure extended answers to maximise grades
- Reinforce essay writing techniques and writing frames
- Can't make the date? You will receive the recording to watch with your students post-webinar, up to six months after the event

3.30pm	Introductions and sound checks
3.35pm	How to answer a data response question effectively <ul style="list-style-type: none"> • Sample questions & student responses • Sample writing frames • Exemplar answers • Key quantitative skills to prepare
4.15pm	Activity break
4.25pm	Essay writing <ul style="list-style-type: none"> • Essay technique & writing frames • Sample questions – how to achieve full marks • (The session will be based on Theme 2 & Theme 3 concepts)
4.55pm	Review and reflect
5.00pm	Webinar ends

Webinar series fee: £231 + VAT for all three webinars. Simply use discount code WE0002669.

Pearson Edexcel A-level Business: Paper 3 Student Revision

Course leaders: Jamie Benson & Jenny Olbison

Online: Wednesday, 27 March 2019

Webinar Fee: £110 + VAT per classroom

Booking reference: BSE270319

Effectively prepare your students for Paper 3 with this webinar designed to reinforce key content and build the skills needed to approach all questions with confidence.

- Effectively revise key subject content from Themes 1 to 4 and key concepts from the pre-release material
- Explore how to structure extended answers to maximise grades
- Reinforcing essay writing techniques and writing frames
- Can't make the date? You will receive the recording to watch with your students post-webinar, up to six months after the event

3.30pm	Introductions and sound checks
3.35pm	How to answer a data response question effectively <ul style="list-style-type: none"> • Sample questions & student responses • Sample writing frames • Exemplar answers • Key quantitative skills to prepare • (The session will be based on the key concepts identified within the pre-release material)
4.15pm	Activity break
4.25pm	Essay writing <ul style="list-style-type: none"> • Essay technique & writing frames • Sample questions – how to achieve full marks • (The session will be based on the key concepts identified within the pre-release material)
4.55pm	Review and reflect
5.00pm	Webinar ends

Webinar series fee: £231 + VAT for all three webinars. Simply use discount code WE0002669.

TEACHER WORKSHOP

Pearson Edexcel A-level Business: Preparing students for the summer 2019 Exams

Central London: Monday, 25 March 2019
Workshop Fee: £249 + VAT
Booking reference: BSE250319

Build your and your students' confidence in the revision season by focusing on the structure of the exams and discuss strategies to increase student success.

- Explore ways you can ensure that your students are well equipped for the challenges posed by the new assessment structure
- Focus on different types of questions and examine how to prepare students to tackle them competently, avoiding potential pitfalls and maximising marks
- Discover suitable activities, techniques and revision opportunities for your students to clarify student thinking and provide them with strategies for self-directed learning

Attend this course and receive a free copy of *Need to Know: Edexcel A-level Business*

PEARSON EDEXCEL

A-LEVEL

10.00am	Registration and coffee
10.15am	Session 1 <ul style="list-style-type: none"> • Recap on the development of the qualification and assessment • Discuss the structure of Papers 1 and 2
11.15am	Morning coffee
11.30am	Session 2 <ul style="list-style-type: none"> • Responding to 4-, 10- and 12- mark questions • Explore suitable practice opportunities and activities
12.30pm	Lunch
1.30pm	Session 3 <ul style="list-style-type: none"> • Focus on 20-mark questions
2.30pm	Afternoon tea
2.45pm	Session 4 <ul style="list-style-type: none"> • Examine practice opportunities and activities
3.45pm	Review and reflect
4.00pm	Course ends

TEACHER WORKSHOP

Using 2019 exam feedback to raise attainment in Pearson Edexcel A-level Business

- Central London: Friday 8 November 2019
- Workshop fee: £249 + VAT
- Booking reference: BSE081119

Explore the lessons learnt from summer A-level Business exams to help you raise student attainment this year.

Work with our experienced course leader on identifying and addressing common problem areas from the summer A-level exams, using outcomes and case studies to improve student performance.

- Discover strategies through group discussion of outcomes from the summer A-level exam, exchanging ideas and identifying common problem areas
- Focus on boosting students' confidence and skills for responding to challenging questions and content
- Develop strategies to help you implement the course effectively and with confidence
- Take an in-depth look at sample student responses, discussing areas where performance might be improved and their implications for your students

Attend this course and receive a free copy of *Need to Know: Edexcel A-level Business*

PEARSON EDEXCEL

A-LEVEL

10.00am	Registration and coffee
10.15am	Overview of outcomes <ul style="list-style-type: none"> • Group discussion • Exchange of ideas • Sample problem areas in student responses
11.15am	Morning coffee
11.30am	Lessons to learn <ul style="list-style-type: none"> • Case studies • Focus on identifying and addressing common problem areas • How best to teach the Pearson Edexcel Business specification
12.30pm	Lunch
1.30pm	Skill levels <ul style="list-style-type: none"> • Case studies • Improving performance
2.30pm	Afternoon tea
2.45pm	Reviewing student responses <ul style="list-style-type: none"> • Marking and discussion of student responses • Identifying areas to improve student performance
3.45pm	Review and reflect
4.00pm	Course ends

Delivering the New Cambridge Nationals in Enterprise and Marketing Level 1/2 Certificate qualification

Course leader: Tess Bayley

Central London: Tuesday, 25 June 2019

Workshop Fee: £249 + VAT

Booking reference: BSO250619

Boost your own confidence by joining Tess Bayley on this one-day workshop to focus on ways of delivering the new Cambridge Nationals in Enterprise and Marketing L1/2 Certification qualification.

- Examine different approaches to the delivery of the qualification
- Explore how to prepare your students for external and internal assessments
- Improve your understanding of the moderation process
- Receive resources, ideas and techniques to ensure you return to the classroom ready to teach with confidence and ease

Attend this course and receive a free copy of the new Cambridge National Level 1/2 Enterprise and Marketing textbook

10.00am	Registration and coffee
10.15am	Qualification overview <ul style="list-style-type: none"> • Who is it for? • External/internal assessment • Planning and delivery of qualification External assessment <ul style="list-style-type: none"> • Key elements of R064: Enterprise and marketing concepts • Teaching content and exemplification – Part 1
11.15am	Morning coffee
11.30am	External assessment continued <ul style="list-style-type: none"> • Teaching content and exemplification – Part 2 • Delivery and sample assessment material • Analysis of external assessment materials
12.30pm	Lunch
1.30pm	Internal assessment <ul style="list-style-type: none"> • Key elements of R065: Design a business proposal and R066: Market and pitch a business proposal • OCR Set Assignments • Types of evidence • Witness statements • Delivery, assessing units and internal standardisation
2.30pm	Afternoon tea
2.45pm	Moderation <ul style="list-style-type: none"> • The process of moderation • What to expect from moderation • Resources for the qualification
3.45pm	Review and reflect
4.00pm	Course ends

Growth Mindset in your School

Jenna Downing & Tim Guilford

- Central London: Thursday, 27 June 2019
- Workshop fee: £249 + VAT
- Booking reference: MIND270619

Explore how you can encourage your pupils to become confident and resilient learners by developing your own understanding of growth mindset. Be guided through what a well-implemented whole school mindset programme looks like and discover how to put it into practice to drive improvement in your school.

- Hear evidence-based research showing how a growth mindset leads to better outcomes for students
- Look at the theory and how to put it into practice to drive improvement in your school
- Focus on what growth mindset is, how to bring staff on board to embed it at the heart of all that the school does, what you need to do with the students, and how to plan for change at whole-school level

Attend this course and receive a £25 voucher to spend on Hodder Education books and a free copy of Carol Dweck's *Growth Mindset*

10.00am	Registration and coffee
10.15am	What is Growth Mindset? The big picture <ul style="list-style-type: none"> • Jenna's experience • The research, the outcomes and the impact • Yourselves as role models
11.15am	Morning coffee
11.30am	Working with school staff - setting up everyone for success <ul style="list-style-type: none"> • Training staff • Overcoming barriers • Messages, monitoring, embedding resilience
12.30pm	Lunch
1.30pm	Student behaviours - making it really happen across the school <ul style="list-style-type: none"> • What needs to happen (and not happen) in lessons • Use of praise and focus on process • Can-do attitudes
2.30pm	Afternoon tea
2.45pm	Effecting change at whole-school level - getting prepared to lead change <ul style="list-style-type: none"> • Workshop session, so you go away with a bespoke plan for your setting
3.45pm	Review and reflect
4.00pm	Course ends

BESPOKE IN-SCHOOL TRAINING

TAKE PART IN OUTSTANDING CPD WITHOUT LEAVING YOUR CENTRE

Is there a CPD workshop that you wish to attend but find it a struggle to leave the classroom? Or is there a particular area you are looking for support with? Why not 'host' an event or a more tailored workshop at your school on a day that suits you and your colleagues.

CUSTOMISED CONTENT ∞ PROFESSIONAL GUIDANCE ∞ VALUE FOR MONEY

∞ Simply tell us what topics you would like covered and we'll plan a cost-effective, bespoke workshop that runs in your centre and targets all of the key areas

∞ You can invite local schools along to help build new partnerships, swap ideas and share the costs with them

Simply enquire today and one of our CPD Support team will discuss your specific requirements and provide you with a free, no obligation quote.

ENQUIRE TODAY

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HOW TO BOOK

 www.hoddereducation.co.uk/Business_Spring19  01295 222777 @ events@hoddereducation.co.uk

BOOKING FORM

Fill in the booking form below and return it via post or fax:

 Hodder Education, Blenheim Court, George Street, Banbury, OX16 5BH  01295 222745

Booking reference:	
Delegate name(s):	
Job title(s):	
Email address*:	
Establishment name:	
Address:	
	Postcode:
Telephone:	Date:
Purchase order number:	
Please specify any special dietary requirements (e.g. vegetarian, vegan, gluten free):	

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A cancellation charge of £80 plus VAT will be incurred for any booking cancelled less than 3 weeks before the date of the event. The full fee is payable if you cancel within 7 days of the event or do not attend.