

Professional Development & Revision
GCSE, Level 1/2 & A-level

BUSINESS

Live • On-Demand • Bespoke

Discover our suite of teacher training
and revision opportunities inside that
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Why book with us?

At Hodder Education, we work closely with schools, authors and trainers to create high-quality on-demand packs and deliver exceptional teacher training.

- Delivered by trainers that you know and trust
- Over 7,000 teachers trusted us with their CPD requirements last year
- Programmes built around the DfE's standard for teachers' professional development framework
- All online events are shared with you to watch whenever, wherever, for up to 6-months.



We know that every classroom need is different which is why we have expanded our opportunities to ensure you and your students can access our Business training and revision in a way that works for you.



All of our events are not official exam board events and therefore the views and messages shared are not representative of the exam boards. For more information about the syllabuses and official events, please visit the relevant websites.

Live events and On-Demand Packs from Hodder Education

REGIONAL EVENTS

Following the latest COVID-secure guidelines, our regional workshops are developed and delivered by the leading experts that you know and trust. Visit hoddereducation.co.uk/COVID-secure for our up-to-date plans for keeping you safe.



BUILD YOUR OWN EVENT

Host a bespoke event (either in-school or online) and invite local schools or centres in your academy chain to attend. Visit hoddereducation.co.uk/bespoke-events to find out more.

CPD RESOURCE PACKS & ON-DEMAND STUDENT WEBINARS

Our instantly downloadable packs and On-Demand Student Webinars are a fantastic way to access training/revision anytime and anywhere, meaning you and your students can take control of your learning at a time and place that suits you.

ONLINE TEACHER WORKSHOPS AND WEBINARS

Take part in interactive live CPD that's core focus is on improving and evaluating student outcomes. Can't attend live? You can still book! All registered teachers receive both recordings to watch as many times as you want, for up to 6 months.

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AQA GCSE (9-1) Business: Tackling key skills

Webinar trainer: Samuel Stones

Online: Thursday, 14th October 2021

Webinar fee: £85 + VAT

Booking reference: BSA141021

Join experienced Business author and senior assessor, Samuel Stones to get to grips with the key skills required for course success. During this 90-minute webinar, you will focus on the assessment structure and understanding Assessment Objectives, take part in a marking practice exercise and hear advice on developing students' understanding of context and key question demands.

- Receive comprehensive guidance on tackling key examination skills to support you to improve student performance
- Look at developing analysis and evaluation, using modelling and explicit instruction to develop students' understanding of context and key question demands
- Take part in marking exercises to address common pitfalls and enhance your understanding of how to apply the mark scheme in order to improve students' understanding of exam skill and technique
- Take advantage of our anytime, anywhere access – all registered teachers receive the full recording to watch as many times as you want, for up to 6 months

4.00pm	Introductions and sound checks
4.05pm	Getting to grips with assessment <ul style="list-style-type: none"> • The assessment structure • Understanding Assessment Objectives • Applying the mark scheme
4.45pm	Developing analysis and evaluation (AO3) <ul style="list-style-type: none"> • Making judgements and drawing conclusions • Using modelling and explicit instruction to develop students' understanding of context and key question demands • Examples of effective practice and a live marking activity to address common pitfalls
5.30pm	Webinar ends

Understanding and using assessment effectively in AQA GCSE (9-1) Business

Webinar trainer: Samuel Stones

Online: Thursday, 11th November 2021

Webinar fee: £85 + VAT

Booking reference: BSA111121

Join Samuel Stones to refresh your knowledge of and approach to the AQA GCSE (9-1) Business assessment, including the structure, the Assessment Objectives and how to reinforce assessment standards. In addition, there will be time to focus on best-practice exemplars and take part in live marking activities to help you to assess your students confidently.

- Receive comprehensive guidance on supporting students' assessment preparation
- Take part in a live marking exercise to address common pitfalls and misconceptions and support you in applying marking standards consistently
- Your school will get 6 months' access to a recording of the webinar, so you can watch it again as many times as you like

4.00pm	Introductions and sound checks
4.05pm	An assessment refresher <ul style="list-style-type: none"> • The assessment structure • Assessment Objectives and the implications for teaching and learning • Achieving and quality assuring marking standards
5.00pm	Using assessment <ul style="list-style-type: none"> • Providing feedback to enhance pupil learning • Lessons learned: Centre and Teacher Assessed Grades
6.00pm	Webinar ends

AQA GCSE (9-1) Business: Analysing financial performance – Student Resource Pack

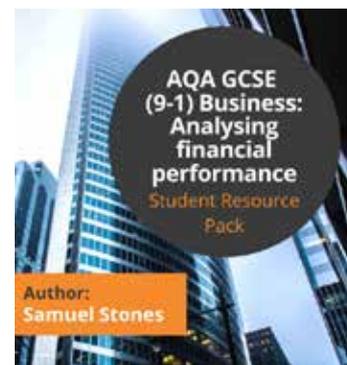
Pack author: Samuel Stones

Digital download
Pack fee: £100 + VAT
ISBN: 9781398324367

This unique and comprehensive student resource pack can be shared with students as a complete resource, allowing them to work through the topic at their own pace, with activities built in to develop students' understanding of the topic and allow them to apply it in practice.

Within this pack, students will have access to a PowerPoint presentation enhanced with audio commentary from Samuel Stones to help them build the subject knowledge and understanding they need for success, including links to additional activities, questions and tasks.

- Activities around Financial Statements, Income Statements and Assets and Liability for students to complete, using and developing their knowledge recall and mathematics skills
- Recall tasks that require students to match key terms with their definitions
- A task requiring students to fill out a table, adding in reasons why various stakeholders would be interested in the financial performance of a business
- Tasks enabling students to practise the maths skills required for calculating Gross Profit, Net Profit and Net Profit Margin within the context of business, to reinforce both subject-specific and maths skills
- A case study bringing together elements of all these topics and skills, followed by example questions



AQA GCSE (9-1) Business: Getting to grips with Papers 1 & 2 On-Demand Revision Webinars

Webinar trainer: Samuel Stones

Provide your students with access to our expert-led On-Demand Webinars that will develop their understanding and boost their knowledge.

Use these pre-recorded webinars flexibly for lessons, homework or remote learning. Students can watch it as many times as they like, with access until 31st December 2021.

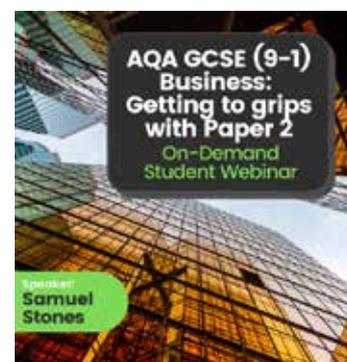
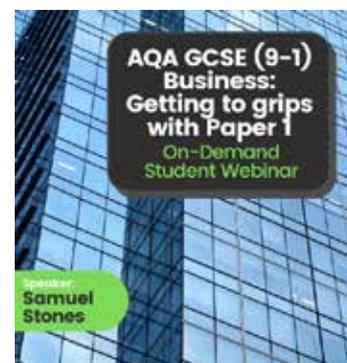
These webinars last 90 minutes but there are regular opportunities to pause and reflect. Activities are provided throughout for students to complete, so the full resource will take between 2 and 2.5 hours to work through.

Paper 1 On-Demand Webinar

Digital download
Webinar fee: £110 + VAT
ISBN: 9781398343795

Paper 2 On-Demand Webinar

Digital download
Webinar fee: £110 + VAT
ISBN: 9781398343801



How to teach Pearson Edexcel GCSE (9-1) Business

Online: Wednesday, 6th October 2021

Webinar fee: £100 + VAT

Booking reference: BS061021

Ensure that you are familiar with the Pearson Edexcel GCSE (9-1) Business specification and how it is assessed so that you are prepared to teach it for the first time. Incorporate the lessons learnt from previous years' GCSE exams, review common pitfalls and areas where students performed well and turn these lessons into strategies that will ensure better results for your students next year.

This 2.5-hour webinar will enable you to:

- Effectively teach and assess Edexcel GCSE (9-1) Business with complete confidence
- Teach and assess challenging areas of the course to enhance student performance, including how to structure and assess 6-, 9- and 12-mark questions
- Discover activities and strategies to aid all students with effective revision
- Watch anytime, anywhere as all registered teachers will receive the full recording to watch as many times as you want, for up to 6 months.

ONLINE WORKSHOP

Pearson Edexcel GCSE (9-1) Business: Understanding assessment and marking practice

Online session 1: Wednesday, 13th October 2021

Online session 2: Wednesday, 20th October 2021

Workshop fee: £150 + VAT

Booking reference: BSE131021

Develop your understanding of assessment and take part in a teacher-designed marking exercise to help you discover strategies to enhance student performance and develop exam skills.

During this workshop, you will also focus on effective assessment of student responses for Papers 1 and 2 in order to gain key skills that will help you accurately assess student answers, identify common pitfalls and plan for success.

- Develop your understanding of how to effectively set and measure standards across a range of students
- Take part in a teacher-designed assessment activity to increase your confidence and help you focus on the key areas in which to enhance student performance
- Take advantage of our anytime, anywhere access – all registered teachers receive both recordings to watch as many times as you want, for up to 6 months

4.00pm	Introductions and sound checks
4.05pm	Effective teaching and assessment of Business <ul style="list-style-type: none"> • Structuring the course for effective teaching and learning • Exam board standards and embedding them in lessons and student assessment • When and how to start assessment • Embedding key skills in student learning and assessment • Enhancing student skills in analysis and evaluation • Using context effectively • Common mistakes, key tips and examples of areas found challenging by students and how to enhance understanding
5.25pm	Comfort break
5.35pm	Teaching and assessing challenging areas of the course <ul style="list-style-type: none"> • Enhancing student performance with 6-, 9- & 12-mark questions • Common mistakes, key tips and examples of areas found challenging by students and how to enhance understanding
6.30pm	Webinar ends

PEARSON EDEXCEL

GCSE

Session 1: Wednesday, 13th October 2021

4.00pm	Introductions and sound checks
4.05pm	Critical understanding of assessment standards to aid teaching and assessment <ul style="list-style-type: none"> • Exam board standards for short answer questions – points-based marking • Understanding when to award the effective use of context in a student response • Understanding the skills needed to gain credit for analysis and evaluation
5.00pm	Effectively assessing student responses for Paper 1 <ul style="list-style-type: none"> • Mark and review a range of responses from a sample paper to accurately assess 1-, 2-, 3-, 6- & 9-mark questions • Review areas that students often make mistakes on
5.45pm	Teacher-designed assessment activity to enhance student exam performance
6.00pm	Session ends

Session 2: Wednesday, 20th October 2021

4.00pm	Welcome back and sound checks
4.05pm	Effectively assessing student responses for Paper 1 <ul style="list-style-type: none"> • Mark and review a range of responses from a sample paper to gain the key skills to accurately assess 20-mark questions • Review key areas that students often make mistakes on in order to enhance responses
5.00pm	Effectively assessing student responses for Paper 2 <ul style="list-style-type: none"> • Mark and review a range of responses from a sample paper to accurately assess student answers for 1-, 2-, 3-, 6-, 9- & 20-mark questions • Review key areas that students often make mistakes on in order to enhance responses • Planning for success
6.00pm	Workshop ends

ONLINE WORKSHOP

PEARSON EDEXCEL

GCSE

Pearson Edexcel GCSE (9-1) Business: Supporting students of all ability ranges

Online session 1: Wednesday, 3rd November 2021

Online session 2: Wednesday, 10th November 2021

Workshop fee: £150 + VAT

Booking reference: BSE031121

Learn more about standards of exam assessment and analyse extracts so that you know how to improve students' knowledge and exam technique, whatever their level.

Discover strategies to help your students to revise and prepare for assessment more effectively, raising their confidence and levels of attainment.

- Develop your understanding of examiners' standards of exam assessment
- Explore how to enhance student performance through close analysis of the extracts and tips to improve exam technique
- Receive advice on ways to improve your formal marking and feedback
- Take part in a teacher-designed assessment activity to increase your confidence and help you focus on the key areas in which to enhance student performance
- Take advantage of our anytime, anywhere access – all registered teachers receive both recordings to watch as many times as you want, for up to 6 months

Session 1: Wednesday, 3rd November 2021

4.00pm	Introductions and sound checks
4.05pm	Areas to focus on to help enhance all student performance <ul style="list-style-type: none"> • Understanding the standards of assessment • Strategies to improve student responses in Section A of each paper • Assessment strategies to enhance performance
5.00pm	Enhancing student skills to excel at Section B and C questions <ul style="list-style-type: none"> • Enhancing student skills in analysis and evaluation • Using context effectively • Common mistakes, key tips and examples of areas found challenging by students and how to enhance understanding
5.50pm	Teacher designed assessment activity
6.00pm	Session ends

Session 2: Wednesday, 10th November 2021

4.00pm	Welcome back and sound checks
4.05pm	Strategies to enhance exam performance on Section B and C questions <ul style="list-style-type: none"> • Reviewing teacher designed assessment activity • Enhancing marking and feedback on 6-mark questions • Marking and feedback on levels of response questions to enhance student performance
5.00pm	Strategies to enhance performance on 9- & 12-mark questions <ul style="list-style-type: none"> • Enhancing marking and feedback on 9- and 12-mark questions • Strategies to enhance student self-assessment and performance • Planning for success
6.00pm	Webinar ends

CPD RESOURCE PACK

PEARSON EDEXCEL

GCSE

Pearson Edexcel GCSE (9-1) Business: Theory and exam application of Finance in Business

Pack author: Mark Hage

Digital download

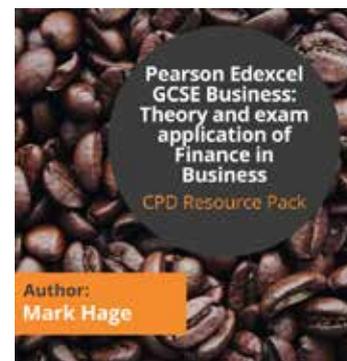
Pack fee: £100 + VAT

ISBN: 9781398335899

This downloadable pack will aid teachers to recap on a number of key areas related to the financial aspects of the GCSE Business course. The key areas are then applied to the exam skills required to answer a range of typical exam style questions.

This pack contains:

- 53 audio-enhanced slides, split into four key sections
- 4 hours 30 minutes worth of activities including quizzes, case study sheets and activities
- Editable resources including case studies, practice questions, quizzes, answers and printable activities



Pearson Edexcel GCSE (9-1) Business: On-Demand Student Webinars

Webinar trainer: Mark Hage

Provide your students with access to our expert-led On-Demand Webinars that will develop the skills they require for course success and beyond.

Using these pre-recorded webinars flexibly for lessons, homework or remote learning, students can watch it as many times as they like, with access until 31st December 2021. Each webinar lasts 105 minutes but there are regular opportunities to pause and reflect. Activities are provided throughout for students to complete, so the full resource will take between 2 and 2.5 hours to work through.

Effective content revision

Digital download

Webinar fee: £110 + VAT

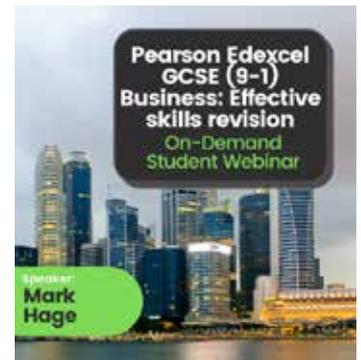
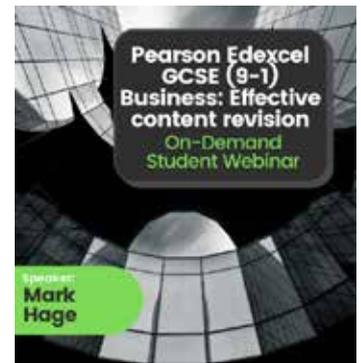
ISBN: 9781398347724

Effective skills revision

Digital download

Webinar fee: £110 + VAT

ISBN: 9781398347717



OCR GCSE (9-1) Business: On-Demand Student Webinars

Webinar trainer: Tess Bayley

Provide your students with access to our expert-led On-Demand Webinars that will develop the skills they require for course success and beyond.

Using these pre-recorded webinars flexibly for lessons, homework or remote learning, students can watch it as many times as they like, with access until 31st December 2021. Each webinar lasts 50 minutes but there are regular opportunities to pause and reflect. Activities are provided throughout for students to complete, so the full resource will take around 2 hours to work through.

Paper 1

Digital download

Webinar fee: £110 + VAT

ISBN: 9781398353084

Topics include:

- Overview of the requirements of the exam element of the qualification
- How to tackle Paper 1 with confidence
- What elements form a 4-, 6- or 9- mark response to questions in Section 2 and 3 of the exam paper

Paper 2

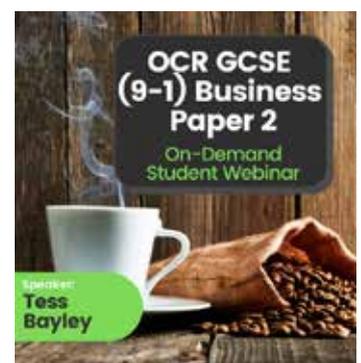
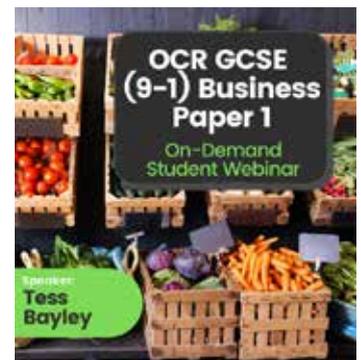
Digital download

Webinar fee: £110 + VAT

ISBN: 9781398353091

Topics include:

- Overview of the requirements of the exam element of the qualification
- How to tackle Section 2 and 3 of the exam paper
- Identify what makes a top-grade response to exam questions



TEACHER WEBINAR

NCFE

LEVELS 1 / 2

NCFE L1/2 Technical Award in Business & Enterprise: Aiming for Distinction in the exam

Webinar trainer: Tess Bayley

Online: Thursday, 25th November 2021

Webinar fee: £85 + VAT

Booking reference: BUS251121

Identify how you can boost your students' chances of achieving the highest grades in NCFE Level 1/2 in Business and Enterprise and hear guidance and advice from leading CPD expert Tess Bayley on what is required from your learners.

- Boost your understanding of the expectations to access the higher-level mark bands and focus on the higher mark questions
- Unlock the secrets for success and explore creative and innovative teaching approaches that you can implement immediately in your classroom
- All registered teachers receive the full recording and resources to watch as many times as they want, for up to 6 months

3.30pm	Introductions and sound checks
3.35pm	Exam requirements and command verb understanding <ul style="list-style-type: none"> • Overview of the requirements of the exam element of the qualification • Common mistakes and top tips • Revision strategies
4.20pm	Success in Section 2 of the exam paper <ul style="list-style-type: none"> • Levels of response to section 2 of the exam paper • Marking practice of longer answers • What makes a 4-, 6- and 9-mark response
4.55pm	Review and reflect
5.00pm	Webinar ends

ON-DEMAND WEBINAR

NCFE

LEVELS 1 / 2

NCFE L1/2 Technical Award in Business & Enterprise – Setting up for exam success: On-Demand Student Webinar

Webinar trainer: Tess Bayley

Digital download

Webinar fee: £110 + VAT

ISBN: 9781398343160

Provide your students with access to this expert-led On-Demand Webinar that will develop their understanding and boost their knowledge.

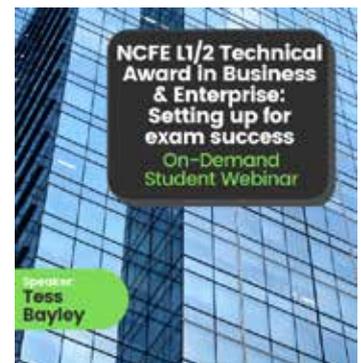
The webinar lasts 90 minutes but there are regular opportunities to pause and reflect. Activities are provided throughout for students to complete, so the full resource will take between 2 and 2.5 hours to work through. Students can watch it as many times as they like, with access until 31st December 2021.

Session 1: Exam requirements and command verb understanding

- Overview of the requirements of the exam element of the qualification
- Common mistakes and top tips
- Command verb understanding

Session 2: Success in Section 2 and 3 of the exam paper

- How to tackle Section 2 and 3 of the exam paper
- What elements form a 4-, 6- or 9- mark response to questions in Section 2 and 3 of the exam paper
- Revision strategies



Cambridge National Levels 1/2 in Enterprise & Marketing: Kickstarting your coursework

Webinar trainer: Tess Bayley

Online: Thursday, 21st October 2021
 Webinar fee: £110 + VAT per classroom
 Booking reference: ENT211021

Set your learners on track for success and provide them with opportunity to hear expert guidance on what a moderator wants to see in their coursework.

This student webinar will provide your learners with clear, direct and engaging advice on how to get started and progress quickly with their coursework.

- Learners will hear expert guidance on the expectations to access the higher-level mark bands in the coursework and the skills required to achieve a Distinction
- Leading author and speaker, Tess Bayley will focus on boosting learners' confidence and motivate them by providing clarity, focus and a simple pathway to follow in order to kickstart their coursework
- Take advantage of our anytime, anywhere access – all registered schools receive the full recording and resources to watch as many times as they want, for up to 6 months

3.30pm	Introductions and sound checks
3.35pm	Coursework requirements and command verb understanding <ul style="list-style-type: none"> • Overview of the requirements of the coursework element • Command verb understanding within the coursework • Common mistakes and top tips
4.20pm	Success in coursework <ul style="list-style-type: none"> • Marking practice of coursework • What a moderator needs to see • Strategies for planning and completion by given deadlines
5.00pm	Webinar ends

Looking for support with both elements of the Cambridge Nationals assessment? Join Tess Bayley on this Student Webinar and the below Teacher Webinar and take advantage of our Buy 1, Get a 2nd Half Price offer by using discount code WI0009040.

Cambridge National Levels 1/2 in Enterprise & Marketing: Aiming for Distinction in the exam

Webinar trainer: Tess Bayley

Online: Thursday, 18th November 2021
 Webinar fee: £85 + VAT
 Booking reference: ENT181121

Identify how you can boost your students' chances of achieving the highest grades in Cambridge Nationals Level 1/2 in Enterprise and Marketing and hear guidance and advice from leading CPD expert Tess Bayley on what is required from your learner.

- Boost your understanding of the expectations to access the higher-level mark bands and focus on the higher mark questions
- Unlock the secrets for success and explore creative and innovative teaching approaches that you can implement immediately in your classroom
- All registered teachers receive the full recording and resources to watch as many times as they want, for up to 6 months

3.30pm	Introductions and sound checks
3.35pm	Exam requirements and command verb understanding <ul style="list-style-type: none"> • Overview of the requirements of the exam element of the qualification • Common mistakes and top tips • Revision strategies
4.20pm	Success in Section B of the exam paper <ul style="list-style-type: none"> • Levels of response to Section B of the exam paper • Marking practice of longer answers • What makes an 8-mark response
4.55pm	Review and reflect
5.00pm	Webinar ends

Cambridge Nationals in Enterprise & Marketing – Setting up for exam success: On-Demand Student Webinar

Webinar trainer: Tess Bayley

Digital download

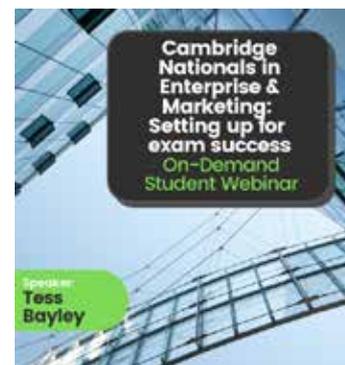
Webinar fee: £110 + VAT

ISBN: 9781398343177

Provide your students with access to this expert-led On-Demand Webinar that will develop their understanding and boost their knowledge.

Use this pre-recorded webinar flexibly for lessons, homework or remote learning. Students can watch it as many times as they like, with access until 31st December 2021. The webinar lasts 90 minutes but there are regular opportunities to pause and reflect. Activities are provided throughout for students to complete, so the full resource will take between 2 and 2.5 hours to work through.

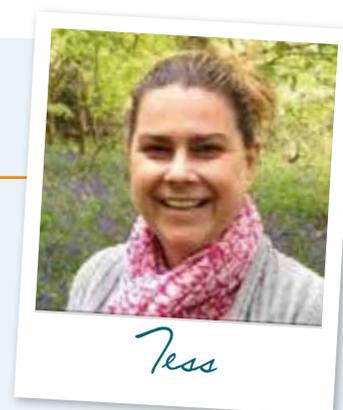
- Receive a comprehensive overview of the requirements of the Cambridge Nationals in Enterprise and Marketing, which will help set students up for exam success
- Improve their understanding of what makes a top-grade response to exam questions and how to avoid common exam mistakes
- Focus on success in Section B of the exam paper, looking at levels of response, marking practice and the requirements for a top-grade response



Meet the expert

Tess Bayley

Tess is an experienced teacher of Business and is an Examiner/Moderator/Inspector for a major examination body and a Subject Expert for OFQUAL. She has written a range of Key Stage 4 and Key Stage 5 Business specifications for several examination bodies. Tess has co-authored the Cambridge Nationals Levels 1/2 in Enterprise and Marketing textbook and NCFE Levels 1/2 in Business and Enterprise as well as revision books for the same qualifications with Leanna Oliver.



AQA A-level Business: The essentials of effective assessment

Workshop trainer: Gloria Folaranmi

Online session 1: Monday, 4th October 2021

Online session 2: Monday, 18th October 2021

Workshop fee: £150 + VAT

Booking reference: BSA041021

Join leading CPD trainer and Head of Facility, Gloria Folaranmi on this 2-part online workshop that will boost your confidence and equip you with the skills and understanding to guide students in what they need to do to score excellent marks.

Attend live and/or watch the recording to explore plenty of strategies and tips to help you build summative assessment into your teaching and learning.

- Gain a deeper understanding of how the Assessment Objectives are assessed and where to pitch your marks within the level descriptors
- Develop competencies in marking students' work accurately and improve accuracy in predicting outcomes

Session 1: Monday, 4th October 2021

4.00pm	Introductions and sound checks
4.05pm	Strategies for effective assessment <ul style="list-style-type: none"> • The difference between summative and formative assessment • How can you embed AOs in formative assessment? • Where are the quick wins with summative assessment?
5.00pm	Getting it right <ul style="list-style-type: none"> • Using marking and feedback to improve outcomes • Building summative assessment into teaching and learning • Curriculum mapping – where are the content pinch points and how to address them
5.40pm	Marking practice
6.00pm	Session ends

Session 2: Monday, 18th October 2021

4.00pm	Welcome back and sound checks
4.05pm	Developing marking competencies <ul style="list-style-type: none"> • Understanding where to pitch your marks within the level descriptors • Spotting common misconceptions and student pitfalls
5.00pm	Summative assessment <ul style="list-style-type: none"> • Collaborative marking session
6.00pm	Webinar ends

Building confidence as an NQT or non-specialist AQA A-level Business teacher

Workshop trainer: Samuel Stones

Online session 1: Thursday, 16th June 2022

Online session 2: Thursday, 23rd June 2022

Workshop fee: £150 + VAT

Booking reference: BS160622

Join experienced author, Samuel Stones, on this 2-part workshop, specially designed to help and support you in overcoming the difficulties and challenges typically faced by non-specialist teachers.

- Receive comprehensive guidance on the specification, including understanding assessment and the importance of Assessment Objectives
- Develop your understanding of challenging course content and strategies to improve student performance
- Grow your understanding of how to teach theories and finance, and keep learners engaged throughout
- Take advantage of our anytime, anywhere access – all registered teachers receive both recordings to watch as many times as you want, for up to 6 months

Session 1: Thursday, 16th June 2022

4.00pm	Introductions and sound checks
4.05pm	Understanding the qualification <ul style="list-style-type: none"> • An introduction to course content • Understanding assessment • The importance of Assessment Objectives • Tricky theories • Understanding and applying those difficult theories • Teaching theories holistically to challenge students' understanding • Common pitfalls and misconceptions
5.30pm	Session ends

Session 2: Thursday, 23rd June 2022

4.00pm	Welcome back and sound checks
4.05pm	Understanding finance <ul style="list-style-type: none"> • Financial statements and ratio analysis • Teaching finance holistically to support students' understanding • Common pitfalls and misconceptions • Engaging learners • Bringing it home through real-world application • Cross-curricular links
5.30pm	Workshop ends

AQA A-level Business: Understanding and interpreting elasticities Student Resource Pack

Pack author: Samuel Stones

Digital download

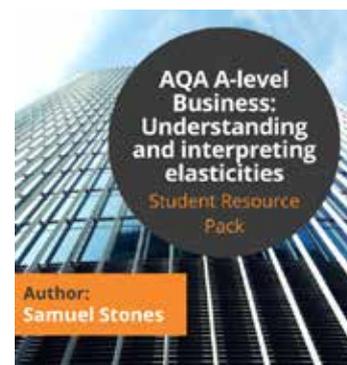
Pack fee: £100 + VAT

ISBN: 9781398324374

This unique and comprehensive student resource pack can be shared with students as a complete resource, allowing them to work through the topic at their own pace, with activities built in to develop their understanding of the topic and allow them to apply it in practice.

Within this pack, students will have access to a PowerPoint presentation, with 4 sessions built in all enhanced with audio commentary from Samuel Stones to help them build the subject knowledge and understanding they need for success, including:

- Understanding markets and customers – outlines where price/income elasticity falls in the specification and what topics it comes up in
- Price elasticity of demand – with tasks built in for students to complete, this section covers definitions, how price elasticity works and how this looks in the context of a business
- Income elasticity of demand – with tasks built in for students to complete, this section covers definitions, how income elasticity works and how this looks in the context of a business
- Final knowledge check – a final round-up where students complete practice and exam-style questions which draw upon everything they have been through in the earlier



Meet the expert

Samuel Stones

Samuel (@NC_MrStones) is the National Subject Leader for Business with a large Multi-Academy Trust and holds examiner, moderator, senior assessor and national CPD training roles across three large examination boards. He also holds authoring and editing roles with several large educational resource publishers and he has authored books for a range of publishers.



How to teach Pearson Edexcel A-level Business

Online: Thursday, 7th October 2021

Webinar fee: £100 + VAT

Booking reference: BS071021

Ensure that you are familiar with the Pearson Edexcel A-level Business specification and how it is assessed so that you are prepared to teach it for the first time. Incorporate the lessons learnt from previous years' A-level exams, review common pitfalls and areas where students performed well and turn these lessons into strategies that will ensure better results for your students next year.

This 2.5-hour webinar will enable you to:

- Structure the Pearson Edexcel A-level Business course for effective teaching, learning and assessment
- Teach and assess challenging areas of the course, including how to structure and assess 8-, 10- and 12-mark questions and challenging 20-mark questions
- Discover activities and strategies to aid all students with effective revision
- Watch anytime, anywhere as all registered teachers will receive the full recording to watch as many times as you want, for up to 6 months.

ONLINE WORKSHOP

Pearson Edexcel A-level Business: Understanding assessment and marking practice

Online session 1: Thursday, 14th October 2021

Online session 2: Thursday, 21st October 2021

Workshop fee: £150 + VAT

Booking reference: BSE141021

Maximise your students' chances of success by developing your understanding of exam board assessment standards whilst identifying the skills required to improve performance.

This online workshop will encourage you to reflect on how you set and measure standards and develop your ability to assess and mark different types of questions.

- Develop a critical understanding of exam board assessment standards
- Identify the skills needed for the accurate assessment and feedback of student exam responses to enable enhanced performance
- Improve your ability to assess and enhance student responses for Paper 1, 2 and 3 questions
- Take part in a teacher-designed assessment activity to increase your confidence and help you focus on the key areas in which to enhance student performance
- Take advantage of our anytime, anywhere access – all registered teachers receive both recordings to watch as many times as you want, for up to 6 months

4.00pm	Introductions and sound checks
4.05pm	Effective teaching and assessment of Business <ul style="list-style-type: none"> • Structuring the course for effective teaching and learning • Exam board standards and embedding them in lessons and student assessment • When and how to start assessment • Embedding key skills in student learning and assessment • Enhancing student skills in analysis and evaluation • Using context effectively • Common mistakes, key tips and examples of areas found challenging by students and how to enhance understanding
5.25pm	Comfort break
5.35pm	Teaching and assessing challenging areas of the course <ul style="list-style-type: none"> • Enhancing student performance with 8-, 10-, 12- and 20-mark questions • Common mistakes, key tips and examples of areas found challenging by students and how to enhance understanding
6.30pm	Webinar ends

PEARSON EDEXCEL

A-LEVEL

Session 1: Thursday, 14th October 2021	
4.00pm	Introductions and sound checks
4.05pm	Critical understanding of exam board assessment standards to aid teaching and assessment <ul style="list-style-type: none"> • Exam board standards for short answer questions – points-based marking • Understanding when to award the effective use of context in a student response • Understanding the skills needed to gain credit for analysis and evaluation
5.00pm	Effectively assessing student responses for Paper 1 <ul style="list-style-type: none"> • Mark and review a range of responses from a sample paper to accurately assess 4-, 10-, 12- and 20-mark questions • Review key areas that students often make mistakes on in order to enhance responses
5.50pm	Teacher designed assessment activity to enhance student exam performance
6.00pm	Session ends

Session 2: Thursday, 21st October 2021	
4.00pm	Welcome back and sound checks
4.05pm	Effectively assessing student responses for Paper 2 <ul style="list-style-type: none"> • Mark and review a range of responses from a sample paper to accurately assess 4-, 10-, 12- & 20-mark questions • Review key areas that students often make mistakes on
5.00pm	Effectively assessing student responses for Paper 3 <ul style="list-style-type: none"> • Mark and review a range of responses from a sample paper to accurately assess 4-, 10-, 12- and 20-mark questions
6.00pm	Workshop ends

TEACHER WEBINAR

Pearson Edexcel A-level Business: Using case studies to enhance student performance

Online: Tuesday, 16th November 2021

Webinar fee: £85 + VAT

Booking reference: BSE161121

Suitable for all Pearson Edexcel A-level Business teachers, this webinar will ensure that you know how to effectively prepare, interpret and create case studies and related questions.

- Focus on how case studies relate to exam questions and exam board assessment
- Understand and improve student analysis and use of case studies to enhance exam performance
- Understand how to write effective case studies, exam questions and sample answers to enhance student exam performance
- All registered teachers receive both recordings to watch as many times as you want, for up to 6 months

PEARSON EDEXCEL

A-LEVEL

4.00pm	Introductions and sound checks
4.05pm	Relating case studies to exam questions and exam board assessment <ul style="list-style-type: none"> • Aims and outline of the webinar • Understanding the exam board standards of exam assessment related to case studies and exam questions • Example applications of case studies to enhance exam assessment
5.00pm	Writing effective case studies, exam questions and sample answers <ul style="list-style-type: none"> • Improving student analysis and use of case studies to enhance exam performance • Writing effective case studies, exam questions and sample answers that enhance student exam performance • Different strategies to improve student exam performance and the use of case studies
6.00pm	Webinar ends

ONLINE WORKSHOP

Aiming for an A/A* in Pearson Edexcel A-level Business

Online session 1: Wednesday, 17th November 2021

Online session 2: Thursday, 25th November 2021

Webinar fee: £150 + VAT

Booking reference: BSE171121

Join this online workshop to identify the skills needed for students to raise attainment and maximise their chance of success.

During this online workshop, you will focus on how you can embed assessment and practice in your teaching in order to aid student progression and revision.

- Identify the skills needed for students to gain an A/A* with 8-, 10-, 12- and 20-mark questions
- Take part in a teacher-designed assessment activity to increase your confidence and help you focus on the key areas in which to enhance student performance
- Take advantage of our anytime, anywhere access – all registered teachers receive both recordings to watch as many times as you want, for up to 6 months

PEARSON EDEXCEL

A-LEVEL

Wednesday, 17th November 2021	
4.00pm	Introductions and sound checks
4.05pm	Embedding exam board assessment standards in teaching and assessment <ul style="list-style-type: none"> • Embedding key skills in student learning and assessment • Using context effectively • Enhancing student skills in analysis and evaluation
5.00pm	Embedding challenging knowledge and skills to enhance student exam performance <ul style="list-style-type: none"> • When and how to start assessment to enhance student exam performance • Enhancing calculate and explain answers
5.50pm	Teacher-designed assessment activity to enhance student exam performance
6.00pm	Session ends
Thursday, 25th November 2021	
4.00pm	Welcome back and sound checks
4.05pm	Review and recap of session 1 <ul style="list-style-type: none"> • Marking and feedback on levels of response questions • Enhancing student performance on 8- and 10-mark questions
5.00pm	Enhancing student performance on high scoring questions <ul style="list-style-type: none"> • Quick wins for 12- and 20-mark questions • Enhancing student performance • Planning for success
6.00pm	Webinar ends

Pearson Edexcel A-level Business: Theory and exam application of Finance Packs

Pack author: Mark Hage

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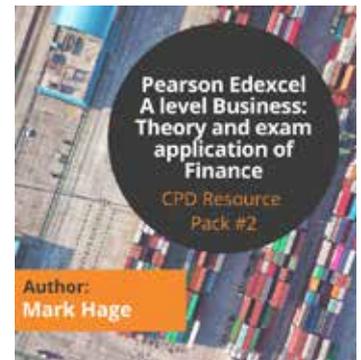
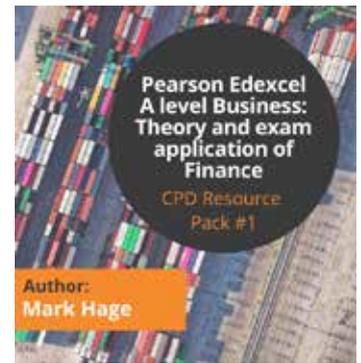
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- Price and income elasticity of demand
- Basics of breakeven
- Building exam skills with price, income elasticity of demand and breakeven



Pearson Edexcel A-level Business: On-Demand Student Webinar

Webinar trainer: Mark Hage

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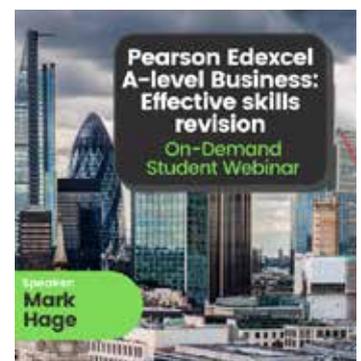
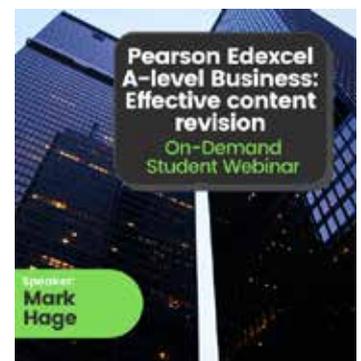
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