

**Keynote**  
educational

**AUTUMN 2023**

**BUSINESS**



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# NEW: OUTSTANDING LEADERSHIP OF A BUSINESS DEPARTMENT

CODE 9601

## ABOUT THIS COURSE

Leading in Business can be both exciting and challenging. However, it's no secret that leading a Business department comes with unique complexities. In this new course, we'll consider what it takes to achieve excellence in a Business department and the pivotal role of the Head of Business in maintaining this excellence.

Delegates will take away practical and actionable strategies on how to tackle day-to-day challenges, develop the team and work towards a shared strategic vision. Whether you are currently a Head of Business or aspire to hold such a position, this course is designed to cater to your interests and needs, unlocking the tools and insights to lead with confidence and success.

## PROGRAMME

### Leadership and Vision: The Qualities and Skills of an Outstanding Head of Business

10.00 - 10.30am

- Exploring the different skills needed to be personally excellent as a teacher, effective as a manager and inspirational as a leader
- Exploring different styles of leadership and understanding when each style is effective and what the pitfalls might be
- Why vision comes before strategy. What do you do well? Where are the gaps?

### Effective Techniques to Drive Department Improvement

10.30 - 11.20am

- What is an outstanding Business department? Who says so?
- Planning for accurate department self-evaluation
- Evaluating your department and acting upon this effectively
- Preparing your department for Inspections – how can you make sure you are ready?

Discussion; coffee break

11.20 - 11.40am

### Outstanding Leadership in Teaching and Learning: High Expectations, High Challenge, High Reward

11.40 - 12.40pm

- Implementing effective strategies to ensure a consistent and effective experience for all learners
- Modelling outstanding teaching and learning
- Developing curricula and schemes of work
- Making effective use of assessment and assessment data
- Understanding when to be restrictive and when to allow creative autonomy
- Track performance, recognise underachievement and motivate learners
- Selecting appropriate pathways for learners: recognising exceptional circumstances and balancing the needs of the student and school/college

Lunch and informal discussion

12.40 - 1.40pm

### Staff Development: Supporting the Development of your Staff

1.40 - 2.50pm

- Strategies for managing your staff, from experienced to inexperienced teachers and NQTs
- Making observation and appraisal processes as effective as possible
- Involving others in decision-making, planning and delivery
- Making the most of departmental meetings
- How to introduce change: reducing resistance and addressing concerns
- Developing curriculum expertise in your department
- Strategies for maintaining the highest quality of teaching and student performances over time
- Making the right appointments and coaching for successful performance
- Professional development: what type, how and who?
- Implementing and managing departmental systems and paperwork

Discussion, afternoon tea

2.50 - 3.00pm

### How it works: the Head of Business

3.00 - 3.40pm

- Managing one's time and workload: variables and the work-life balance
- The pros and cons of delegation
- Planning ahead and finding time to do so
- Preparing for Inspections
- Before and after: staying abreast of developments in higher education
- The life cycle of the Head of Department
- Maintaining freshness and enthusiasm: professional and intellectual development
- Peaks, troughs and the long run: responding to success and failure

LOCATION/DATE

London

Tuesday 12 December 2023

Wednesday 13 March 2024

## WHO SHOULD ATTEND?

- Current and newly appointed Heads of Business
- Aspiring Heads of Business
- Leaders with responsibility for managing Business

## BENEFITS OF ATTENDING

- Consider what makes a Business department excellent, and the role of the Head of Business in achieving excellence
- Look at ways in which a Head of Business can develop and improve teaching and learning within the department
- Look at a range of strategies for improving and maintaining progression of students into A-Levels
- Enhance your ability to lead, support and nurture teachers in the department
- Examine the yearly workload of a Head of Business and the life cycle of the role
- Reflect on strategies for dealing with the challenges and making the most of the opportunities presented by a Head of Business position
- Understand the importance of key documents and processes including inspections, appraisals and observations

CODE 9439

**ABOUT THIS COURSE**

This new course offers exciting and practical ways to move your students through the grade boundaries towards the A and A\* grades. Learn new techniques to challenge your most able students to help them reach their potential. Discover the value of group work and flipped learning tasks.

This is an interactive and practical course, which will give teachers' support and ideas on how to best meet the needs of their higher ability AQA A-Level Business students.

Particular emphasis will be on success with the high tariff questions and ways to help students succeed in the finance topics on the papers.

**PROGRAMME**

TIME

**Feedback from recent AQA A-Level Business exams**

10.00 – 10.30am

- Explore ways to use examiner reports for teaching and learning with A/A\* students
- Discuss key takeaways for A/A\* learners from the most recent AQA A-Level Business exams
- Sharing best practice with use of command words for A/A\* learners
- Discussion of misconceptions that might come up on the exams as identified by examiners
- Explore ways to structure lessons to challenge high ability learners

**Focus on High Tariff Questions**

10.30 – 11.20am

- Exam techniques to move A/A\* students towards full marks on high tariff questions
- 7 steps to successful high tariff essays
- Developing the use of external PESTLE factors in A/A\* essays
- Discover ways to enhance A/A\* student analysis with logical chains of reason
- Practice techniques to teach students how to get effective context and application in essays
- Exciting ways to encourage students to use definitions for important knowledge marks

Discussion: coffee break

11.20 – 11.40am

**Starters and Plenaries and Everything in Between**

11.40 – 12.30pm

- Discover exciting starters to engage A/A\* learners
- Employing effective plenaries to check understanding of high ability students
- Practice use of mini plenaries to improve lesson outcomes for A/A\* students
- Explore the use of flipped learning tasks to challenge your top students to achieve their A/A\* potential

Lunch and informal discussion

12.30 – 1.30pm

**Tackling the Finance Questions – Challenging the Most Able Students**

1.30 – 2.20pm

- Discover fresh and engaging approaches and techniques to teach the finance topics
- What makes a strong A-Level response? How can students demonstrate this in the exams?
- Identify key methods to help A/A\* students gain more marks on the finance questions
- Examine practice questions using relatable company finance data
- Guiding A/A\* students to use ratios more effectively in their essays

Discussion: afternoon tea

2.20 – 2.30pm

**Examiner Hints and Key Takeaways**

2.30 – 3.30pm

- Tips for success on the AQA A-Level Business exams
- Find out about revision techniques to teach in class
- Discover techniques to help A/A\* students make best use of their revision time
- New approaches to encourage students to trade up terms in their essays
- Embedding digital revision techniques into lessons and research

LOCATION/DATE

**London****Wednesday 15 November 2023****Monday 05 February 2024****COURSE LEADER**

**Sarah Hilton** has been a business teacher and examiner for over two decades. She also works for OCR as the subject consultant in the design of new business qualifications. She has taught in mainstream and private schools in the North and the South of the UK and brings a wealth of knowledge and expertise. She is a teacher trainer and regularly visits schools giving Business revision sessions to GCSE and A-Level Students. She writes for the EBFA and was also the author of ZigZag Education's very popular eRevision software.

**WHO SHOULD ATTEND?**

- Teachers of AQA A-Level Business
- PGCE Students teaching AQA A-Level Business
- Heads of Business
- Non-subject specialists teaching AQA A-Level Business
- ECTs teaching AQA A-Level Business

**BENEFITS OF ATTENDING**

- Find exciting ways to engage and raise attainment of students on all 3 AQA A-Level Business exams
- Take away a range of fresh approaches to teaching the key theories
- Discuss ways to introduce wow starters to your lessons
- Discover ways to use flipped learning to enhance learner outcomes
- Gain greater understanding of how class teaching can go hand-in-hand with increased learner activity
- Find out how effective plenaries and exit tickets can check understanding
- Gain some practical advice on how to guide students to improve their grade on the high tariff questions
- Practice some effective ways to teach the finance topics

# TEACHING AQA A-LEVEL BUSINESS FOR THE FIRST TIME

CODE **9440**

## ABOUT THIS COURSE

Are you teaching AQA A-Level business for the first time, and wish to improve your subject knowledge? Do you wish to strengthen your delivery and confidence, to provide a stimulating and challenging experience for your students?

As well as developing subject knowledge we will suggest how you can integrate inspiring and engaging practical activities and projects into your lessons. We also cover how to tackle the trickier topics such as internationalisation and finance.

The course will cover starters, plenaries, assessment and will suggest a range of practical ideas which can be used in the classroom to enhance teaching and learning.

## PROGRAMME

	TIME
<b>Getting to grips with AQA A-Level Business specification</b> <ul style="list-style-type: none"> <li>Discover ways to set high standards to affect student outcomes</li> <li>Find ways to use relatable case studies to build on students' prior knowledge</li> <li>Anticipate common misconceptions</li> <li>How to teach business terminology, exposing students to higher tier business words and phrases</li> <li>Discuss effective ways to use modelling, explanations and scaffolding</li> <li>Find ways to use past papers and examiner reports to support teaching the AQA A-Level specification</li> </ul>	10.00 – 10.30am
<b>Starters and Plenaries and Everything In-between</b> <ul style="list-style-type: none"> <li>Discover exciting starters to engage learners</li> <li>Find effective plenaries to check understanding</li> <li>Practice use of mini plenaries to improve lesson outcomes</li> <li>Discuss the use of flipped learning tasks to challenge your students to achieve their potential in the subject</li> <li>Develop ideas for effective exit tickets</li> </ul>	10.30 – 11.00am
Discussion: coffee break	11.00 – 11.20am
<b>Internationalisation and Finance - Tackling the Trickier Topics</b> <ul style="list-style-type: none"> <li>Develop winning ways with relatable company financial data</li> <li>Practice easy ways to teach analysis of graphs and charts in exam case studies</li> <li>Find methods of teaching the key theories using diagrams</li> <li>Explore ways to use retrieval in lessons to boost attainment</li> </ul>	11.20 – 12.30pm
Lunch and informal discussion	12.30 – 1.30pm
<b>Assessment and Target Setting</b> <ul style="list-style-type: none"> <li>Ways to use cold calling in AQA A-Level Business lessons</li> <li>Discuss how to plan formative assessment tasks linked to lesson objectives</li> <li>Drawing conclusions about student understanding by looking at patterns of performance</li> <li>Discover ways to structure tasks to enable the identification of knowledge gaps and misconceptions</li> <li>Using self-assessment and peer marking effectively in business lessons</li> </ul>	1.30 – 2.00pm
Discussion: afternoon tea	2.00 – 2.15pm
<b>Preparing Students for Exams</b> <ul style="list-style-type: none"> <li>Tips for success on the AQA A-Level Business exams</li> <li>Find out about revision techniques to teach in class</li> <li>Discover time management techniques to help your students make best use of their revision time</li> <li>Practicing ways to encourage students to trade up terms in their essays</li> <li>Embedding digital revision techniques into lessons and research</li> </ul>	2.15 – 3.30pm

LOCATION/DATE

**London**

**Monday 25 March 2024**

## COURSE LEADER

**Sarah Hilton** has been a business teacher and examiner for over two decades. She also works for OCR as the subject consultant in the design of new business qualifications. She has taught in mainstream and private schools in the North and the South of the UK and brings a wealth of knowledge and expertise. She is a teacher trainer and regularly visits schools giving Business revision sessions to GCSE and A-Level Students. She writes for the EBEA and was also the author of ZigZag Education's very popular eRevision software.

## WHO SHOULD ATTEND?

- ECTs teaching AQA A-Level Business
- PGCE Students teaching AQA A-Level Business
- Non-subject specialists teaching AQA A-Level Business
- A-Level Business teachers who are considering switching exam boards to AQA

## BENEFITS OF ATTENDING

- Discover ways to plan effective lessons that engage mixed ability learners
- Develop knowledge and abilities to carry out effective AQA A-Level Business teaching
- Find ways to deliver the trickier topics of the AQA A-Level Business specification
- Practice assessment and target setting
- Share ideas for lessons with fellow business teachers
- Reflect on your own practice and identify ways to improve it



# MAXIMISING OUTCOMES IN EDEXCEL A-LEVEL BUSINESS PAPER 3

CODE **9441**

## ABOUT THIS COURSE

This new course will explore how you can turn the challenges of teaching the Edexcel A-Level Business Paper 3 Investigating Business in a competitive environment. The focus will be on the 2023 exam pre-release, which this year is on the UK car market and businesses operating in this market\*.

This interactive and practical course will support and challenge teachers in equal measures. You will leave with a wide range of ideas, methods and approaches, together with up-to-date insight on how best to guide students and manage lessons during the research phase of this qualification.

Particular emphasis will be made in this course on increasing attainment in the 20-mark questions, with a focus on examiner tips and techniques to help student to use the MOPS system in their answers.

\*This course will be updated with information on the pre-release for 2024 in December 2023.

## PROGRAMME

### Feedback from previous Paper 3 exams

TIME

10.00 – 10.30am

- Explore ways to use examiner reports for teaching and learning with A/A\* students
- Discuss key takeaways for A/A\* learners from the most recent AQA A-Level Business exams
- Sharing best practice with use of command words for A/A\* learners
- Discussion of misconceptions that might come up on the synoptic paper
- Explore ways to structure lessons during the research phase

### Focus on 20-mark questions

10.30 – 11.00pm

- Using MOPS to move students from 15 to 20 marks
- 7 steps to successful 20 mark answers
- Developing the use of external PESTLE factors in essays
- Discover ways to enhance student analysis with logical chains of reason
- Practice techniques to teach students how to get effective context and application in essays
- Exciting ways to encourage students to use definitions for important knowledge marks

Discussion: coffee break

11.00 – 11.20am

### Overview of the UK Car Industry for the 2023 exams

11.20 – 12.30pm

- Key theories to concentrate on for paper 3 in 2023
- Preparing students with paper 3 mocks
- Ways to engage students with research task based on the pre-release
- Discover Paper 3 specific group work activities
- Practice quick ways to start lessons based on the industry given in the pre-release

Lunch and informal discussion

12.30 – 1.30pm

### Ways to engage mixed ability learners in the paper 3 research

1.30 – 2.00pm

- Using wow starters to engage students with the research phase
- Discover suggestions for flipped learning tasks
- Effective plenaries to check understanding
- Find ways to use exit tickets to aid lesson planning
- Engaging ways to include essay technique into lessons

Discussion: afternoon tea

2.00 – 2.15pm

### Paper 3 Examiner Hints

2.15 – 3.30pm

- Tips for success on the AQA A-Level Business exams
- Find out about revision techniques to teach in class
- Discover techniques to help A/A\* students make best use of their revision time
- New approaches to encourage students to trade up terms in their essays
- Embedding digital revision techniques into lessons and research

LOCATION/DATE

**London**

**Monday 11 December 2023**

## COURSE LEADER

**Sarah Hilton** has been a business teacher and examiner for over two decades. She also works for OCR as the subject consultant in the design of new business qualifications. She has taught in mainstream and private schools in the North and the South of the UK and brings a wealth of knowledge and expertise. She is a teacher trainer and regularly visits schools giving Business revision sessions to GCSE and A-Level Students. She writes for the EBFA and was also the author of ZigZag Education's very popular eRevision software.

## WHO SHOULD ATTEND?

- Teachers of Pearson/Edexcel A-Level Business
- PGCE Students teaching Pearson/Edexcel A-Level Business
- Heads of Business looking for some fresh ideas
- Non-subject specialists teaching Pearson/Edexcel A-Level Business
- ECTs teaching Pearson/Edexcel A-Level Business

## BENEFITS OF ATTENDING

- Find exciting ways to engage and raise attainment of middle to lower achieving students on the paper 3
- Take away a range of fresh approaches to teaching the paper 3 research content
- Discuss ways to introduce wow starters to your lessons
- Discover ways to use flipped learning to enhance learner outcomes on paper 3
- Gain greater understanding of how class teaching can go hand-in-hand with learner research on paper 3
- Find out how effective plenaries and exit tickets can check understanding
- Gain some practical advice on how to guide students to improve their grade on the 20 mark questions on paper 3 e.g. effective use of MOPS

# PEARSON/EDExcel A-LEVEL BUSINESS: AIMING FOR A AND A\*

CODE **9442**

## ABOUT THIS COURSE

This new course offers exciting and practical ways to move your students through the grade boundaries towards the A and A\* grades. Learn new techniques to challenge your most able students to help them reach their potential. Discover the value of group work and flipped learning tasks.

This is an interactive and practical course, which will give teachers' support and ideas on how to best meet the needs of their higher ability Edexcel A-Level Business students.

Particular emphasis will be on success with the 20 mark questions, using MOPS and ways to help students succeed in the trickier topics on the papers.

## PROGRAMME

	TIME
<b>Feedback from recent Pearson/Edexcel A-Level Business exams</b>	10.00 – 10.30am
<ul style="list-style-type: none"> <li>● Explore ways to use examiner reports for teaching and learning with A/A* students</li> <li>● Discuss key takeaways for A/A* learners from the most recent AQA A-Level Business exams</li> <li>● Sharing best practice with use of command words for A/A* learners</li> <li>● Discussion of misconceptions that might come up on the exams as identified by examiners</li> <li>● Explore ways to structure lessons to challenge high ability learners</li> </ul>	
<b>Focus on 20-mark questions</b>	10.30 – 11.20am
<ul style="list-style-type: none"> <li>● Discover ways for A/A* students to effectively use MOPS in their 20 mark essays</li> <li>● 7 steps to successful 20-mark essays</li> <li>● Developing the use of external PESTLE factors in A/A* essays</li> <li>● Discover ways to enhance A/A* student analysis with logical chains of reason</li> <li>● Practice techniques to teach students how to get effective context and application in essays</li> <li>● Exciting ways to encourage students to use definitions for important knowledge marks</li> </ul>	
Discussion: coffee break	11.20 – 11.40pm
<b>Starters and Plenaries and Everything in Between</b>	11.40 – 12.30pm
<ul style="list-style-type: none"> <li>● Discover exciting starters to engage A/A* learners</li> <li>● Employing effective plenaries to check understanding of high ability students</li> <li>● Practice use of mini plenaries to improve lesson outcomes for A/A* students</li> <li>● Explore the use of flipped learning tasks to challenge your top students to achieve their A/A* potential</li> </ul>	
Lunch and informal discussion	12.30 – 1.30pm
<b>Tackling the Trickier Topics</b>	1.30 – 2.20pm
<ul style="list-style-type: none"> <li>● Discover fresh and engaging approaches and techniques to teach Ratio Analysis to improve A/A* learner outcomes</li> <li>● Find practical methods to teach Supply and Demand</li> <li>● Examiner pro tips on teaching Calculations</li> <li>● Approaches to teaching the effective use of case study charts in exams</li> </ul>	
Discussion: afternoon tea	2.20 – 2.30pm
<b>Examiner Hints and Key Takeaways</b>	3.00 – 3.30pm
<ul style="list-style-type: none"> <li>● Tips for success on the AQA A-Level Business exams</li> <li>● Find out about revision techniques to teach in class</li> <li>● Discover techniques to help A/A* students make best use of their revision time</li> <li>● New approaches to encourage students to trade up terms in their essays</li> <li>● Embedding digital revision techniques into lessons and research</li> </ul>	

LOCATION/DATE

**London**

**Tuesday 14 November 2023**

**Tuesday 05 March 2024**

## COURSE LEADER

**Sarah Hilton** has been a business teacher and examiner for over two decades. She also works for OCR as the subject consultant in the design of new business qualifications. She has taught in mainstream and private schools in the North and the South of the UK and brings a wealth of knowledge and expertise. She is a teacher trainer and regularly visits schools giving Business revision sessions to GCSE and A-Level Students. She writes for the EBEA and was also the author of ZigZag Education's very popular eRevision software.

## WHO SHOULD ATTEND?

- Teachers of Edexcel A-Level Business
- PGCE Students teaching Edexcel A-Level Business
- Heads of Business
- Non-subject specialists teaching Edexcel A-Level Business
- ECTs teaching Edexcel A-Level Business

## BENEFITS OF ATTENDING

- Find exciting ways to engage and raise attainment of students on the Edexcel A-Level Business course
- Take away a range of fresh approaches to teaching the Theme 4 content
- Discuss ways to introduce wow starters to your lessons
- Discover ways to use flipped learning to enhance learner outcomes
- Discuss some ideas on how to tackle teaching of the trickier topics on the Edexcel A-Level Business syllabus
- Find out how effective plenaries and exit tickets can check understanding
- Gain some practical advice on how to guide students to improve their grade on the 20 mark questions on paper 3 e.g. effective use of MOPS

# TEACHING EDEXCEL A-LEVEL BUSINESS FOR THE FIRST TIME

CODE **9443**

## ABOUT THIS COURSE

Are you teaching Pearson Edexcel A-Level business for the first time, and wish to improve your subject knowledge? Do you wish to strengthen your delivery and confidence, to provide a stimulating and challenging experience for your students?

As well as developing subject knowledge, we will suggest how you can integrate inspiring and engaging practical activities and projects into your lessons. We also cover how to tackle the trickier topics such as ratio analysis and theme 4 topics.

We will also look at exciting and engaging ways to teach the pre-release research paper 3.

The course will cover starters, plenaries, assessment and will suggest a range of practical ideas which can be used in the classroom to enhance teaching and learning.

## PROGRAMME

TIME

### Getting to grips with Edexcel A-Level Business specification

10.00 – 10.30am

- Discover ways to set high standards to affect student outcomes
- Find ways to use relatable case studies to build on students' prior knowledge
- Anticipate common misconceptions
- How to teach business terminology, exposing students to higher tier business words and phrases
- Discuss effective ways to use modelling, explanations and scaffolding
- Find ways to use past papers and examiner reports to support teaching the Edexcel A-Level specification

### Starters and Plenaries and Everything In-between

10.30 – 11.00am

- Discover exciting starters to engage learners
- Find effective plenaries to check understanding
- Practice use of mini plenaries to improve lesson outcomes
- Discuss the use of flipped learning tasks to challenge your students to achieve their potential in the subject
- Develop ideas for effective exit tickets

Discussion: coffee break

11.00 – 11.20pm

### Tackling the Trickier Topics

11.20 – 12.30pm

- Develop winning ways with relatable company financial data
- Practice easy ways to teach analysis of graphs and charts in exam case studies
- Find methods of teaching the key theories using diagrams
- Explore ways to use retrieval in lessons to boost attainment

Lunch and informal discussion

12.30 – 1.30pm

### Assessment and Target Setting

1.30 – 2.00pm

- Ways to use cold calling in Edexcel A-Level Business lessons
- Discuss how to plan formative assessment tasks linked to lesson objectives
- Drawing conclusions about student understanding by looking at patterns of performance
- Discover ways to structure tasks to enable the identification of knowledge gaps and misconceptions
- Using self-assessment and peer marking effectively in business lessons

Discussion: afternoon tea

2.00 – 2.15pm

### Preparing Students for Exams

2.15 – 3.30pm

- Tips for success on the Edexcel A-Level Business exams
- Find out about revision techniques to teach in class
- Discover time management techniques to help your students make best use of their revision time
- Practicing ways to encourage students to trade up terms in their essays
- Embedding digital revision techniques into lessons and research

LOCATION/DATE

**London**

**Tuesday 06 February 2024**

## COURSE LEADER

**Sarah Hilton** has been a business teacher and examiner for over two decades. She also works for OCR as the subject consultant in the design of new business qualifications. She has taught in mainstream and private schools in the North and the South of the UK and brings a wealth of knowledge and expertise. She is a teacher trainer and regularly visits schools giving Business revision sessions to GCSE and A-Level Students. She writes for the EBEA and was also the author of ZigZag Education's very popular eRevision software.

## WHO SHOULD ATTEND?

- ECTs teaching Pearson/Edexcel A-Level Business
- PGCE Students teaching Pearson/Edexcel A-Level Business
- Non-subject specialists teaching Pearson/Edexcel A-Level Business
- Business teachers who are considering switching exam boards to Pearson/Edexcel

## BENEFITS OF ATTENDING

- Discover ways to plan effective lessons that engage mixed ability learners
- Develop knowledge and abilities to carry out effective Pearson/Edexcel A-Level Business teaching
- Find ways to deliver the trickier topics of the Pearson/Edexcel A-Level Business syllabus
- Practice assessment and target setting
- Discover ways to engage students with the paper 3 pre-release research topic
- Share ideas for lessons with fellow business teachers
- Reflect on your own practice and identify ways to improve it



# GCSE **NEW: TEACHING PEARSON EDEXCEL GCSE BUSINESS FOR THE FIRST TIME**

CODE **9602**

## ABOUT THIS COURSE

This course offers an introduction and overview of Pearson Edexcel GCSE Business, providing essential skills and tips in how to effectively deliver the specification, ensuring maximum student engagement and maximum attainment. It is suitable for anyone just starting to teach Business, in their first few years of teaching or lacking confidence in teaching Pearson Edexcel GCSE Business. Whilst the focus of the day will be on the Pearson Edexcel course, many of the ideas will be applicable to all Business exam boards.

## PROGRAMME

### Overview of the Pearson Edexcel GCSE Business Specification TIME

- Ensuring teachers and students hit the ground running in September
- Key challenges and opportunities – areas to focus your teaching around
- Mapping out and structuring the course over 2 years to engage all students
- Understanding the assessment objectives to improve your teaching and planning
- An overview of the topics – what you need to know when starting
- Recognising which areas will be most challenging for you and how to address these issues
- Developing an understanding of what a high ability student's performance looks like, and how to get there

Discussion: coffee break 11.00 – 11.20am

### Teaching Theme 1 effectively: Investigating Small Business 11.20 – 12.30pm

- How to deliver key business concepts, issues and skills
- Embedding calculations, quantitative and qualitative data to support, inform and justify business decisions
- Exploring skills to boost student engagement and attainment
- Strategies on how to deliver the five topic areas and which are the most difficult ones for students to grasp
- Methods of how to excel in the written exam, using strict timings, sentence starters and key terminology

Lunch and informal discussion 12.30 – 1.30pm

### Aiming for success in Theme 2: Building a Business 1.30 – 2.40pm

- A focus on the key business concepts, issues and decisions used to grow a business
- Developing specific business skills to further enhance student attainment
- How to support students to remember the trickier key concepts
- Teaching across the ability range; Scaffolding up to ensure top students are challenged, while not leaving lower ability students behind.

Discussion: afternoon tea 2.40 – 2.50pm

### Preparing for the Exam: Achieving Unbelievable Results 2.50 – 3.30pm

- What does it take to go from a Grade 4 to a Grade 9
- How can you plan to overcome barriers?
- Exploring the technique and structures expected in responses for each style of exam question
- Ways to fine-tune student responses
- How to gain full marks in the extended-writing questions
- Analyse exemplar work to gain top marks.

LOCATION/DATE

**London**

**Wednesday 24 January 2024**

## WHO SHOULD ATTEND?

- New Business Teachers
- Teacher's entering their second year of teaching GCSE Business
- Teachers wanting to build up their skills set in effective Business teaching
- Teachers lacking confidence in the Pearson Edexcel GCSE Business specification.

## BENEFITS OF ATTENDING

- Provide teachers of GCSE Business the material and confidence to teach effectively to all ability ranges
- Obtain an exceptional understanding of the key challenges in GCSE Business and how to teach them
- Learn how to take a Grade 4 student and help them towards a Grade 9
- Gain insight into the content of the course, the exam structure and how the exams are marked.
- Leave with resources ready to use.
- Understand how to scaffold lower ability students and stretch higher ability students.

# NEW: AIMING FOR GRADES 7 – 9 IN PEARSON EDEXCEL GCSE BUSINESS

CODE 9603

## ABOUT THIS COURSE

This new course, for Autumn 2023 is focused on meeting the demands of the higher-level marking bands across all components. It examines the characteristics of work produced by students working at the highest levels and provides a range of teaching approaches and materials designed to ensure students achieve 7-9 in Pearson Edexcel GCSE Business.

## PROGRAMME

TIME

### Focused Deep Dive on the Demands of the Pearson Edexcel GCSE Business Specification

10.00 – 10.40am

- Examine the assessment demands of all components including the use of assessment objectives as a framework for assessment
- Consider the most effective models for delivery of the course to ensure effective assessment practice across 2 years and in all components
- Explore feedback from the most recent exam series – How did your students perform, what went well and what needs to change for 2024?
- Do current students know what they need to do to ensure that they achieve the highest grades

Discussion: coffee break

11.00 – 11.20pm

### Achieving Grades 7 – 9 in Pearson Edexcel GCSE Business: what does it involve?

11.00 – 11.45am

- Review characteristics of Grades 7 – 9 students
- Grades 7, 8, and 9; what are the differences between these?
- Explore feedback from the most recent exam series – How did your students perform, what went well and what needs to change for 2024?
- A 2-year course overview with the focus on accessing the top grades
- Lessons learnt from the most recent examination series for able students, including on the written paper

### Paper 1: Exam Questions and Strategies to Support High Level Students

11.45 – 1.00pm

- Identifying the range of question types; calculations, multiple-choice, short-answer and extended-writing questions
- Problems created by not reading the question fully – examples of how marks are lost
- Most successful questions
- Least successful questions
- Potential 7 – 9 – candidates – maximising all the marks available
- Exam technique errors and how to avoid these common mistakes

Lunch and informal discussion

12.30 – 1.30pm

### Paper 2: Maximising Outcomes to Access Top Level Marks

2.00 – 3.00pm

- How to achieve the highest grades on paper 2
- Exploring the technique and structures expected in responses for each style of exam question and how students can fine tune their responses for success
- Review examples of responses at Grades 7 – 9, what top level students do
- Characteristics of the most successful students
- Boosting students from a grade 5/6 to a 7-9 grade

Discussion: afternoon tea

2.40 – 2.50pm

### Strategies to Really Stretch Top End Students

3.05 – 3.45pm

- Discover ways to take a good Business student and make them an outstanding Business student
- Creating opportunities to learn from peers, and using the resources available within your school
- What does it take to go from a Grade 4 to a Grade 9
- How can you plan to overcome barriers?
- How to gain full marks in the extended-writing questions
- Analyse exemplar work to gain top marks.

LOCATION/DATE

London

Monday 18 December 2023

Tuesday 19 March 2024

## WHO SHOULD ATTEND?

- Teachers of GCSE Business
- Heads of Business Departments

## BENEFITS OF ATTENDING

- Gain an informed understanding of what is required to achieve grades 7-9
- Explore ideas and approaches that enable students to reach the highest grades possible
- Understand the assessment demands of the specification
- Find out more about where marks are gained and lost
- Develop practical strategies for meeting the requirements of the higher bands across all components
- Increase confidence in preparing students to achieve Grades 7-9

# GCSE and A-Level In-School Student Revision Sessions

We know that every school is unique, and we can work with you to create a tailored student revision session that is bespoke to your needs.

We can offer a full range of subject specific, exam board specific GCSE and A-Level student revision sessions, all of which can be tailored and customised by your school's requirements.

## Benefits of bringing Keynote Educational into Your School

- Over 20 years of experience **providing student revision sessions**, regularly running multiple sessions throughout the year at individual schools
- **Dedicated team of specialist examiner experts**; these individuals are not only experts in their particular fields but also familiar with delivering to student groups, and understand the need to make the days enriching, stimulating, informative and worthwhile
- **Invaluable, reliable and enriching** source of extra boost for students, and teachers
- Receive **key messages and feedback** from the 2023 June examinations
- Students will take away **first hand guidance** and crucial insight along with great strategies for structuring their answers and techniques to **build strong answers for success in the 2024 examinations**

You may also be interested in bringing into your school our new student sessions that specifically focus on **successful study habits, good retrieval, recall and revision techniques**, how successful students learn differently and so on. These are generic sessions, and can be tailored for specific year groups, for half days or full days, tailored once again to suit.

### Find out more:

 [keynoteeducational.co.uk/in-school](https://keynoteeducational.co.uk/in-school)

 [online@keynote.org.uk](mailto:online@keynote.org.uk)

 **01625 532974**



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