

Welcome from Kevin Abbott

The Easter holiday is almost upon us and I am sure if your spring term has been anything like mine, you will be looking forward to a relaxing and well deserved break!

Agnes Cserhati, made a personal decision to step down from her role as EBEA Chair in February and so I have been asked to Chair the Association until the AGM in the summer. I would personally like to thank Agnes for her tremendous work as EBEA Chair and wish her well in her new role as a full time entrepreneur and professional business coach.

EBEA members should be receiving a mailing any day now, with a notice of our AGM and some information about the exciting Annual Conference programme. I am pleased to be able to bring your further information about the Annual Conference (13/06 – 14/06), and our popular Bank of England Conference (27/06) in this newsletter. I hope that many of you will be able to attend these conferences as they are shaping up to be real highlights of the business and economics calendar. We hope to see you there!

Kevin Abbott, Acting Chair of the EBEA

In this issue ..

Page 1

Welcome from Kevin Abbott
Campaigning & Updates
EBEA Teacher of the Year

Page 2

In the News case studies
Starter of the Month

Page 3

EBEA Bank of England Conference
EBEA Facebook page

Page 4

MyKindaCrowd—Enterprise Challenges

Pages 4-11

EBEA Annual Conference special



Campaigning and updates

These are uncertain times for vocational business at KS4. I had been expecting to use this newsletter to promote a Vocational Conference the EBEA had organised to help members to review the new specifications for the BTEC Firsts and Cambridge Nationals (formerly OCR Nationals). Whilst we are still looking to host such a conference, we will be delaying this until January as nobody (including the exam boards) appears to be clear about exactly what is happening with the new vocational courses. We do know that the new BTEC Business specification was accredited by Ofqual and the new Cambridge National in Business was expected to be accredited, with both ready for first teaching from September 2012. However on the 16 March, the Department for Education released an [updated list of qualifications](#) that will be included in the KS4 performance tables in 2014 and both of the new Business qualifications are missing. Edexcel have stated that they are currently [appealing against this decision](#) and schools do still have the ability to teach some of the legacy qualifications for one more year. David Butler is currently looking into this issue for the EBEA and we will keep you informed of developments as they happen.

Launch of the EBEA Teacher of the Year awards The EBEA is looking for nominations for the Teacher of the Year Award and Trainee Teacher of the Year Award. We are looking for evidence of excellence in the teaching of business, economics or enterprise and a contribution to the work of the Association. Proposers should be full or corporate members of the EBEA, as should nominees – who may of course be trainee members. Please email office@ebea.org.uk for further information and deadlines.



In The News Case Studies [Teaching & Resources section of the EBEA website]



Margaret Hancock, the EBEA's Website Manager and experienced writer of case studies and teaching resources, has added some more excellent 'In the News Case Studies' to the EBEA website. The latest entries are particularly useful for teaching key economic concepts. Margaret continues to draw on her experience to provide some useful ideas as to how the topical case studies can be used in the classroom to spark up some engaging class discussions. Do ensure that you check out the following:

- ◆ Halifax raises its mortgage rate
- ◆ Bagpuss, Paddington Bear or Postman Pat; who will be crowned Britain's best animated character?
- ◆ UK households to face water restrictions
- ◆ Private investment in roads
- ◆ Taxpayers to be given a detailed annual breakdown of how much they pay in tax and how it is spent

Kevin Abbott's 'Starter of the month' [Teaching & Resources section]



For my own contribution to this month's newsletter, I will be sharing '**Mergers and Takeovers Dominos**', a resource I have prepared to get my A Level Business Studies students talking about the research theme for the AQA BUSS4 examination. For those of you who do not deliver AQA Business Studies, you will need to know that this year the students have been set the topic of 'mergers and takeovers'. There are several competing providers of case study toolkits (the pro and cons of each were discussed on the EBEA Facebook page recently) and plenty of interesting articles and case studies on this topic available. In particular, the dedicated [Tutor2u blog](#) and

[Research Buster](#) on this topic are proving to be a great source of inspiration for my students. It was the Research Buster that gave me the idea for this month's starter and Jim Riley (Tutor2u) has recently suggested the same idea, although suggests his version of dominos be executed in a different way to how I have run my starter game. I have prepared 50 dominos which should be printed in colour and cut in half to leave individual dominos, with each side of the domino featuring a business logo. With a large group you may wish to produce two or three sets or ask students to work in pairs. The dominos should be placed face down and one student should 'shuffle the pile'. The students should then each take 4/5 dominos from the pile. The teacher then takes a spare from the pile and places that face up to reveal the two businesses to start the game. The students take turns to try to 'play' their dominos (by matching the mergers / takeovers) and the game runs until a student wins, by laying all of their dominos. If they 'cannot go', they must forfeit their turn, 'knock' and then take another domino from the pile.

I have included a page with the solution in case the teacher doesn't know all 50 answers!

EBEA Bank of England Conference

27th June 2012

The Bank of England Conference Centre, London

'Current Policies and their consequences for the UK'



This one day conference will consider the current stance of UK monetary policy and the outlook for the economy, including businesses. The keynote speaker will be **Martin Weale**, a member of the Bank of England's Monetary Policy Committee and a former Director of the National Institute for Economic and Social Research.

The sessions will provide perspectives on the nature of current economic problems, the policy responses available and the implications for the teaching of Economics and Business Studies.

Conference fees will offer a discount if more than one teacher attends from your department. Also, if we have enough places, you may bring up to 4 students at the discounted price. This is a remarkable opportunity for "stretch and challenge".

Further information about the programme and the other keynote speakers will appear in future editions of this newsletter and will be publicised on the [EBEA website](#) in the next few weeks.

This is likely to be a popular conference, places will be limited and you are recommended to apply early.

Members can apply [here](#) and Non Members [here](#).



Find us on Facebook

Share your favourite lessons, teaching ideas, useful websites or just words of wisdom with other EBEA members. Join the EBEA Facebook group [here](#).

EBEA Annual Conference 2012: Going for Gold

13th & 14th June 2012

Aston Business School Conference Centre, Aston, Birmingham



Book today!



Details of the speakers and sessions at this year's EBEA Annual Conference are outlined on Pages 5-11 of this month's newsletter. The 2012 Annual Conference is shaping up to be a real highlight for teachers of Business, Economics and Enterprise. This year's focus is on developing compelling learning and outstanding teaching. Speakers will showcase the latest developments in our subject area and the sessions and break outs will be resource rich so that you can leave with high quality (and free!) teaching materials and lesson ideas. There are great networking opportunities as well as the chance to celebrate successes.

Book now before it is too late. You can download a booking form from the [EBEA website](#).

Dear Member,

At MyKindaCrowd, we are always delighted to offer you valuable Business and Enterprise resources.



We can connect you and your students with the UK's biggest brands and brightest companies.

If you haven't signed up yet, [join us today!](#) It's EASY and FREE!

How does it work?

Simply select a company challenge; launch the challenge using our online lesson plans and teacher guide. Your students then submit their responses and get rewarded for good ideas. Watch a short video [here](#).

BIG prizes: overseas travel opportunities, work experience, internships, mentoring, site-visits and even jobs!

Upcoming challenges include Mc Donald's, Sport England, James Caan and many others.

So turn your students' ideas into rewards now, it only takes 20 seconds to [sign up](#).

Please do recommend MyKindaCrowd to your friends and colleagues in other schools, colleges and universities.

Best wishes

Will and the MyKindaCrowd team

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William Akerman, Managing Director

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Winners of UnLtd Big Venture Challenge 2011



EBEA Annual Conference 2012: Going for Gold

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Speaker details



Simon Topman, who runs the very successful company Acme Whistles, will be our after-dinner speaker. Acme was founded in Victorian times and now exports to 119 countries.

'HS2: Is it in the National Interest' a debate about the proposed High Speed Rail Network, will include presentations from David Bull (Assistant Director, Development Strategy, Birmingham City Council) and Joe Rukin (Lead Campaigner from 'Stop HS2'). To be followed by a breakout session, reviewing resources and devising learning activities.

Gwen Coates (HMI National Adviser in Ofsted for Economics, Business and Enterprise Education) and **David Butler** (former HMI with national responsibility for economics, business and enterprise education) will speak on *'Understanding and using the new Ofsted guidance for inspecting economics, business and enterprise education'*.

Dr. Ian Combe is Course Director for Post Graduate Marketing Strategy at Aston University Business School. His research focuses on a range of topics within the interface between marketing and strategic management, e.g. managing service quality. He has published in journals such as the European Journal of Marketing, the Journal of Marketing Management and Managerial Auditing. Ian's keynote address will focus on *'Strategic Flexibility and the Brand: the problems of leading or responding to change'*.

Dr. David Leat is Professor of Curriculum Innovation and Executive Director of the Research Centre for Learning and Teaching, University of Newcastle upon Tyne. He is at the forefront of recent work on the use of thinking strategies as an important approach to school improvement and learning and teaching. David is author of 'Thinking Through School' - winner of the Education Resources Books Award for 2007.

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Speaker details (continued)



Ian Marcou  will speak on *'Tackling the Prejudices that Undermine Evaluation (The Sun, the French and all that)'*.

Robert Geddis (Economics Project Manager at Citizenship Foundation) will speak on *'Economic Awareness in the Curricula: bringing the current economic challenges into the classroom through citizenship and PSHE'*.

John Dunning is Founder and Director of Westmorland Ltd. Back in the late 1960's, the developers of the M6 motorway approached John and Barbara Dunning, who farm near the summit of Shap, with a view to building the M6 through their land. The Dunnings didn't view the building of the M6 across their farm as a threat. Instead, they turned it into an opportunity. They worked with the developers to minimise the impact of the M6 motorway through their land at the Lune Gorge. They also kept some of the land on either side of the Motorway and following a successful bid opened a small service area. Tebay Services is still Britain's only locally owned and run Motorway Services. The company now employs over 500 people across six distinct businesses and is just about to open a new service station area on the M5 near Gloucester. The company and its staff have won several prestigious awards in recent years. John will tell the story.

Mark Hart is Professor of Small Business and Entrepreneurship, in the Economics and Strategy Group, Aston University Business School. He is currently investigating the nature and scale of entrepreneurial activity. He jointly manages the [Global Entrepreneurship Monitor \(GEM\) project](#) and advises government departments on enterprise issues. Mark has undertaken a number of national evaluations of business support services such as Business Link.

Patrick Minford, Professor of Economics, Cardiff Business School on current economic issues.

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Confirmed workshop sessions



Workshop sessions will focus on course content, teaching strategies and current developments and will include:

- **Claire Young** (Apprentice Finalist and Founder of TeenBiz) helping under 18's develop entrepreneurial skills.
- **Adrian Murray** (Business Studies Online): *Creating Engaging and Interactive Resources*
- **Will Akerman (Managing Director of 'My KindaCrowd')**: *'Connecting with Employers' : an interactive session to debate the issues and develop a 'next steps' action plan to maximise the opportunities for linking with employers.*
- **Simon Jackson (FE Business Studies Lecturer, Learnloads.com)**: *'The Falklands Business Environment : how the business environment in the Falklands can be used as a learning resource'.*
- **Lucy Barton (Newcastle-under-Lyme School)**: teaching resources and lesson ideas.
- **Sandra Butler (Holmesdale Kent school)** on peer and self assessment, research tools and using technology to evidence achievement.
- **Ian Simmons (Assistant Head of Enterprise, Linton Village College)**: *'Business in the Community cluster groups of schools and businesses'.*



EBEA ANNUAL CONFERENCE 2012 – Going for Gold!

Aston Business School Conference Centre, Birmingham

Wednesday 13 June – Thursday 14 June 2012

Wednesday 13 June

Focus: Business & Enterprise

9.00 am	Registration & refreshments	
9.30 am	Welcome and introduction: EBEA Executive	
9.40 am	Key Note	Enquiry Based Learning: the path to more challenging and creative curricula? Professor David Leat Executive Director Research Centre for Learning and Teaching , Newcastle University
	Follow up	Discussion groups to consider curriculum implications Speed networking
11.10 am	Refreshments & Exhibition	
11.30 am	Key Note	Strategic Flexibility and the Brand Dr Ian Combe Course Director PG Marketing, Aston University Business School
12.15 pm to 2.15 pm	Lunch & Breakout sessions	Buffet Lunch will be available from 12.15 – 2.00 pm Breakout sessions of up to one hour will be held at 12.15 – 1.15 pm and 1.15 – 2.15 pm (<i>times TBC</i>) There will be time for you to: Eat Lunch Attend one Breakout session Visit the Exhibition Participate in the Market Place *
Breakout sessions	2.1	Connecting with Employers Will Akerman: Managing Director, MyKindaCrowd
	2.2	Creativity in the Classroom: using technology to raise achievement Jim Byng: AST & Robin Babbage: Head of Faculty Hamstead Hall Community Learning Centre, Birmingham
	2.3	The Falklands Business Environment Simon Jackson: Business Studies lecturer & educational writer (Learnloads.com)
	2.4	Understanding and using the new Ofsted guidance for inspecting economics, business and enterprise education Gwen Coates: HMI & David Butler: LB Associates
	2.5	A new curriculum Opportunity for Gifted students of Business and Finance: The Finance Bacallaureate Mark Kent: Deputy Principal & Mike Deasy: Head of Business and Social Science Faculty, King Edward VI College, Stour-bridge Stella Dudzic: MEI Programme Leader (Curriculum)

2.15 pm	Key Note	The Westmorland Story John Dunning Founder and Director of Westmorland Ltd & Gary Forrest Education for Employability
3.00 pm	Refreshments & Exhibition	
3.20 pm Breakout sessions	2.6	Developing Young People's Employability Gary Forrest: Education for Employability
	2.7	Creating Engaging and Interactive Resources Adrian Murray: Business and Economics Teacher (Business Studies Online)
	2.8	Playground Business Studies Sandra Donnelly: Director of Teaching and Learning Business, Economics and Enterprise (Fallibroome Academy)
	2.9	Tackling the prejudices that undermine evaluation : 'The Sun the French and all that' Ian Marcou��: well known author of Business Studies Books
	2.10	Cambridge IGCSE: Enterprise & Business Studies for globally mobile leaders of the future Karen Borrington: University of Cambridge International Examinations
4.20 pm	Refreshments & Exhibition	
4.45 pm to 5.15 pm	AGM	
7.00 pm	Reception and Teacher Awards	
7.30 pm	Conference Dinner After Dinner Speaker Simon Topman Managing Director & owner of Acme Whistles, Birmingham	

Delegates are invited to bring a resource or lesson activity which they can share with colleagues in the informal setting of the **Market Place.*

NB This is the information available at present. Minor changes may be made to the programme if necessary. Further details will be provided in the conference handbook.



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Aston Business School Conference Centre, Birmingham

Wednesday 13 June – Thursday 14 June 2012

Thursday 14 June

Focus: Economics & Enterprise

8.30 am	Exhibition Registration & refreshments	
9.30 am	Welcome and introduction: EBEA Executive	
9.40 am	Key Note: a panel debate	HS2: is it in the national interest? Different perspectives about the proposed High Speed Rail development, presented by: David Bull Assistant Director, Development Strategy, Birmingham City Council Joe Rukin A lead campaigner (StopHS2)
	Follow up	Discussion groups to review resources & consider curriculum implications A further networking opportunity
11.10 am	Refreshments & Exhibition	
11.30 am	Key Note	Hard Times to Great Expectations: unlocking the entrepreneurial potential of young people Professor Mark Hart Chair of Small Business and Entrepreneurship, Aston University Business School
12.15 pm to 2.15 pm	Lunch & Breakout sessions	Buffet Lunch will be available from 12.15 – 2.00 pm Breakout sessions of up to one hour will be held at 12.15 – 1.15 pm and 1.15 – 2.15 pm (<i>times TBC</i>) There will be time for you to: Eat Lunch Attend one Breakout session Visit the Exhibition Participate in the Market Place *
Breakout sessions	2.1	Understanding and using the new Ofsted guidance for inspecting economics, business and enterprise education Gwen Coates: HMI & David Butler: LB Associates
	2.2	New Forms of Innovation: an enterprising approach to creativity Dr Terry Warburton: Co-Director, CASI (Centre for Applied Research in Security Innovation)
	2.3	Teaching the difficult topics of A Level Economics Lucy Barton: Head of Economics and Business Studies, Newcastle-under-Lyme School; former Senior Examiner for A Level Economics (Edexcel)
	2.4	Managing your own personal finances as the key to being entrepreneurial: the role of teachers in developing successful entrepreneurs Gary Millner: Director of Operations, Personal Finance Education Group
	2.5	Getting outcomes and income: social enterprise education Richard Strudwick: Enterprise Education Specialist, Enterprise Rich/Xing Education Philip Benson: Young Entrepreneur at Xing Smoothies

Breakout sessions from 2.15 pm	2.6	Economic awareness in the curricula Robert Geddis: Project Manager Economics, Citizenship Foundation
	2.7	Making economics memorable Peter Imeson: Head of Business and Economics, Farmor's School, Gloucestershire
	2.8	Students are tomorrow's enterprising future Claire Young: Entrepreneur
	2.9	Business Class: building relationships between local business and schools: a successful beginning at Linton Village College Ian Simmons: Assistant Head, Leader of Business & Enterprise Specialism, Linton Village College
	2.10	Using self and peer assessment to help raise attainment of KS4 students Sandra Butler: Head of Business and ICT, Holmesdale Technology College
3.15 pm	Key Note	The UK Economic Outlook Professor Patrick Minford Professor of Applied Economics, Cardiff Business School, Cardiff University
	Conference Review & Close	
4.15 pm	Refreshments	

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