

# e-Newsletter



In spite of the rather theoretical nature of the new GCSE Specifications, the EBEA wants to see teachers continuing to use extensive case study material. Therefore the EBEA is pleased to be able to offer Ian Marcousé's GCSE Topical Cases free of charge for two years? You can place your order below.

**eBus** is a monthly email subscription service providing classroom-ready materials for GCSE Business teachers. The case materials will be highly topical and come with suggested answers/mark schemes. For the first two school years they will be entirely free. They will be emailed on the 10<sup>th</sup> of each month from September to April/May (depending when Easter is). The service will start on September 1<sup>st</sup> 2017 for the new specifications but as a one-off, there will be a July 10<sup>th</sup> 2017 issue to help in preparations for September. The materials will be written for the Edexcel GCSE Business specification and will therefore mimic Edexcel mark tariffs and question styles. However as there are mandatory new topics for all the specifications, eBus can provide useful new materials for all. As the activities will be sent out in Word, all centres using any specification can easily adapt the questions to their requirements. The knowledge tests will be especially of interest to OCR centres.

**Reasons you have to get eBus2017** are because they are topical, help with Ofsted as outstanding teaching requires up-to-date resources and challenging materials, it is free for the 2017/18 and 2018/19 school years and networkable as there are no network licences. All the material can be used as you wish, including storing it in a VLE or on a network.

**Terms and conditions** are that each subscription to eBus is taken out by a school or college. Staff at the institution can photocopy, tailor or network the materials as they see fit, but must not distribute, lend or sell the materials to any other school or college, or staff/students at any other school or college. In the medium/long term, this service can only survive if subscribers help to protect the copyright of the author. eBus is an **Electronic Publication** delivered via email to up to two email addresses and the materials will be published in Word. Whenever possible, Ian Marcousé will add extra files of data such as updated schemes of work.

**The Author is** Ian Marcousé who has been a keen case study writer for many years. He prides himself on having a good eye for a story plus the dedication to research his material with rigour. As a former Chair of Examiners for Edexcel GCSE Business, his knowledge of GCSE standards ensures that the pitch of the questions will be appropriate and the mark schemes are in line with the new Specification. Ian has been running Topical Cases (for Business A Level) and Topical Economics for many years. They provide 4 or more activities per month (at £65 for 2017/18) whilst **eBus2017** will provide 2 or more each month.

**Subscribers say (of Topical Cases):** "Terrific case on 3D printing; so rare to find anything interesting on Ops and IT!"; "It's a valuable and much appreciated resource in our department."; "I just used your Bernard Matthews case (again) – even used it with GCSE – and they lapped it up!" and "I love the way you puncture company hype. I found out about BP and Tesco's problems in Topical long before I heard it on the Today programme!"

**SPECIAL BONUS** – at the end of each year, subscribers will be sent an index relating each case to the relevant part of the (Edexcel) Specification. This will make it easy for subscribers to incorporate the materials into their Scheme of Work.

## Order Form for eBus (and Topical Economics or Topical Cases):

Email your order to [marcouse@btopenworld.com](mailto:marcouse@btopenworld.com) or fax to: 020 8715 0925

Or post to: A-Z Business Training Ltd., 3 Rayleigh Road, London SW19 3RE. Phone 020 8540 4188

I would like to order a free two year subscription to eBus 2017 and 2018: \_\_\_\_\_ (tick here)

I would like to order a 2017 and 2018 subscription to Topical Economics costing £65+VAT \_\_\_\_\_ (tick here)

I would like to order a 2017 and 2018 subscription to Topical Cases costing £65+VAT \_\_\_\_\_ (tick here)

I would like to order a 2017 and 2018 subscription to Topical Economics & Topical Cases at £105+VAT \_\_\_\_\_ (tick here)

Please put your email address below (We will assume everything is lower case unless you state otherwise).

Email address 1: \_\_\_\_\_

Email address 2: \_\_\_\_\_

Booking made by (your name) \_\_\_\_\_

My awarding body for the new GCSE Specifications will be: AQA: \_\_\_\_\_ Edexcel: \_\_\_\_\_ OCR: \_\_\_\_\_ Other: \_\_\_\_\_

Materials required for Economics: AQA: \_\_\_\_\_ Edexcel: \_\_\_\_\_ OCR: \_\_\_\_\_ Other: \_\_\_\_\_

Materials required for Business A Level: AQA: \_\_\_\_\_ Edexcel: \_\_\_\_\_ OCR: \_\_\_\_\_ Other: \_\_\_\_\_

School/College: \_\_\_\_\_

School/College postcode: \_\_\_\_\_