

Introduction to the series by the editors

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Approaches to learning and teaching Business & Economics

This series of books is the result of close collaboration between Cambridge University Press and Cambridge International, both departments of the University of Cambridge. The books are intended as a companion guide for teachers, to supplement your learning and provide you with extra resources for the lessons you are planning. Their focus is deliberately not syllabus-specific, although occasional reference has been made to programmes and qualifications. We want to invite you to set aside for a while assessment objectives and grading, and take the opportunity instead to look in more depth at how you teach your subject and how you motivate and engage with your students.

The themes presented in these books are informed by evidence-based research into what works to improve students' learning and pedagogical best practices. To ensure that these books are first and foremost practical resources, we have chosen not to include too many academic references, but we have provided some suggestions for further reading.

We have further enhanced the books by asking the authors to create accompanying lesson ideas. These are described in the text and can be found in a dedicated space online. We hope the books will become a dynamic and valid representation of what is happening now in learning and teaching in the context in which you work.

Our organisations also offer a wide range of professional development opportunities for teachers. These range from syllabus- and topic-specific workshops and large-scale conferences to suites of accredited qualifications for teachers and school leaders. Our aim is to provide you with valuable support, to build communities and networks, and to help you both enrich your own teaching methodology and evaluate its impact on your students.

Each of the books in this series follows a similar structure. In the first chapter, we have asked our authors to consider the essential elements of their subject, the main concepts that might be covered in a school curriculum, and why these are important. The next chapter gives you a brief guide on how to interpret a syllabus or subject guide, and how to plan a programme of study. The authors will encourage you to think too about what is not contained in a syllabus and how you can pass on your own passion for the subject you teach.

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The main body of the text takes you through those aspects of learning and teaching which are widely recognised as important. We would like to stress that there is no single recipe for excellent teaching, and that different schools, operating in different countries and cultures, will have strong traditions that should be respected. There is a growing consensus, however, about some important practices and approaches that need to be adopted if students are going to fulfil their potential and be prepared for modern life.

In the common introduction to each of these chapters we look at what the research says and the benefits and challenges of particular approaches. Each author then focuses on how to translate theory into practice in the context of their subject, offering practical lesson ideas and teacher tips. These chapters are not mutually exclusive but can be read independently of each other and in whichever order suits you best. They form a coherent whole but are presented in such a way that you can dip into the book when and where it is most convenient for you to do so.

The final two chapters are common to all the books in this series and are not written by the subject authors. Schools and educational organisations are increasingly interested in the impact that classroom practice has on student outcomes. We have therefore included an exploration of this topic and some practical advice on how to evaluate the success of the learning opportunities you are providing for your students. The book then closes with some guidance on how to reflect on your teaching and some avenues you might explore to develop your own professional learning.

We hope you find these books accessible and useful. We have tried to make them conversational in tone so you feel we are sharing good practice rather than directing it. Above all, we hope that the books will inspire you and enable you to think in more depth about how you teach and how your students learn.

Paul Ellis and Lauren Harris

Series Editors