

# Kaplan ICAEW Courses Brochure





**Kaplan began in 1938 as one student and one instructor and has now become one of the world's largest diversified education companies working with thousands of companies to deliver courses to more than 1 million students globally.**

# Introduction

Kaplan has been training accountants and finance professionals for over 70 years and prepares over 60,000 students<sup>β</sup> a year for exams such as ICAEW. As the substantive market leader, training more ICAEW accountants than anyone else, we are experts in delivering tailored content to help trainees study, learn and achieve their qualification.



## Live Online

With ICAEW Live Online, the classroom comes live and direct to you over the internet. It follows the same structure, study materials and timings as our UK classroom courses and allows you to ask questions in real-time and use the recorded lecture facility to playback lectures or topics.

## Course overview

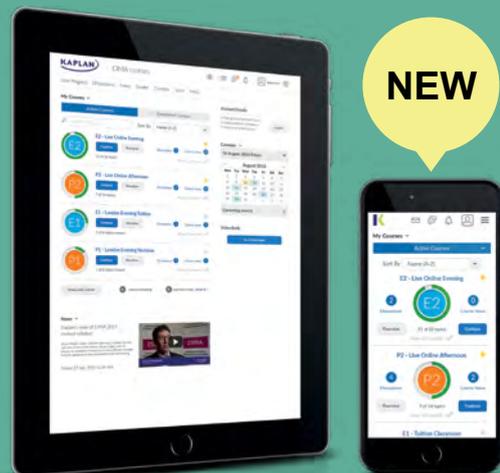
Advanced Level	Case Study			
	Corporate Reporting	Strategic Business Management		
Professional Level	Business Planning	Business Strategy		
	Audit & Assurance	Financial Accounting and Reporting	Tax Compliance	Financial Management
Certificate Level	Accounting	Management Information	Principles of Taxation	
	Assurance	Business and Finance	Law	

# Your new and improved MyKaplan

We've listened to your feedback and have been making lots of changes and improvements to MyKaplan, to make it much easier for you to use.

## So what's new?

- ✓ Easier access to your content
- ✓ Built-in marking tool
- ✓ Progress and performance check
- ✓ Course discussion forums
- ✓ Support available via email and live chat
- ✓ News and updates





# Live Online

Since its launch in 2009, Kaplan's Live Online courses have become the learning method of choice for over 20,000 students across 65 countries. Our expertise in this learning method is proven by our student pass rates and prize winners.

## Features and benefits of Live Online:

- ✓ **Live lectures** – Fully interactive virtual classroom with a live video link of the lecturer and a “virtual whiteboard” where course material and the lecturer’s own notes and examples will appear
- ✓ **Interactive** – You can post questions to the lecturer and the other students, they will be answered immediately through an instant messenger chat panel
- ✓ **Convenience** – Study in the evening from home, library or a cafe
- ✓ **Flexibility** – Lectures are recorded so if you miss a session you can catch up in your own time and not fall behind with your studies
- ✓ **Academic Support** – In addition to the live lecturer support all trainees get access to expert lecturers outside of the classroom who are on hand every step of the way. Available via email and live chat.
- ✓ **User-friendly** – A relaxed learning environment, allows you to absorb the knowledge of a live classroom with easy to use technology via our WebEx platform
- ✓ **Value for money** – Our courses are up to 24% lower than other local Platinum classroom providers\*\*

Try a Live Online demo – <https://kaplanprofessional.wufoo.com/forms/x1ua6dbd1m77b5k/>

## What does a Kaplan Live Online Lecture look like?

### Study Material

The lecturer will work through the exact same material as the student, annotating, highlighting and working through examples.

### Participants' Panel

Students can see who is online. Raise a virtual hand to get the attention of the lecturers and can use emoticons for feedback.

### Chat Panel

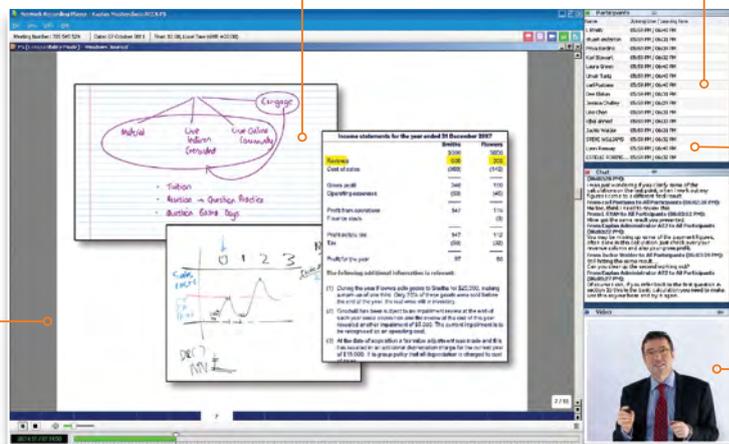
Students can communicate with their lecturer and classmates. They can ask questions privately or openly with their lecturers.

### Interactive White Board

Students can watch the lecturer work through examples on an interactive whiteboard.

### Video Panel

The lecturer can be seen live through streaming audio and video.



\*\* Based on a comparison of published ACCA Platinum tuition providers versus Live Online Tuition and Revision for the Professional papers (P1, P2, P3, P4, P5, P7) as at 01/12/2014.

# Prepare, Practise and Perform

**We have listened. Employers have identified the key attributes they would like to see in our ACA courses. The key themes that emerged included: flexibility, efficiency, proactive monitoring, accessibility of resources, minimised time out of the office, workplace skills and, of course, maintaining our market leading exam success.**



## PREPARE

### TECHNICAL KNOWLEDGE

Development of  
*underpinning*  
Technical Knowledge.



## PRACTISE

### APPLIED WORKSHOP

Students *apply* their knowledge  
using exam based scenarios  
and real to life work situations.

EXAM  WORK



## PERFORM

### EXAM PREPARATION

Through *question practice*,  
key skills and exam  
techniques are developed.

Using this research and our learning expertise, we have created a new common learning and assessment framework with three distinct phases; **Prepare, Practise** and **Perform**.

A student needs to **Prepare** at the start by gaining an understanding of the fundamental technical concepts. This is undertaken within the Technical Knowledge phase and reinforced by the expert-led common online content available to all.

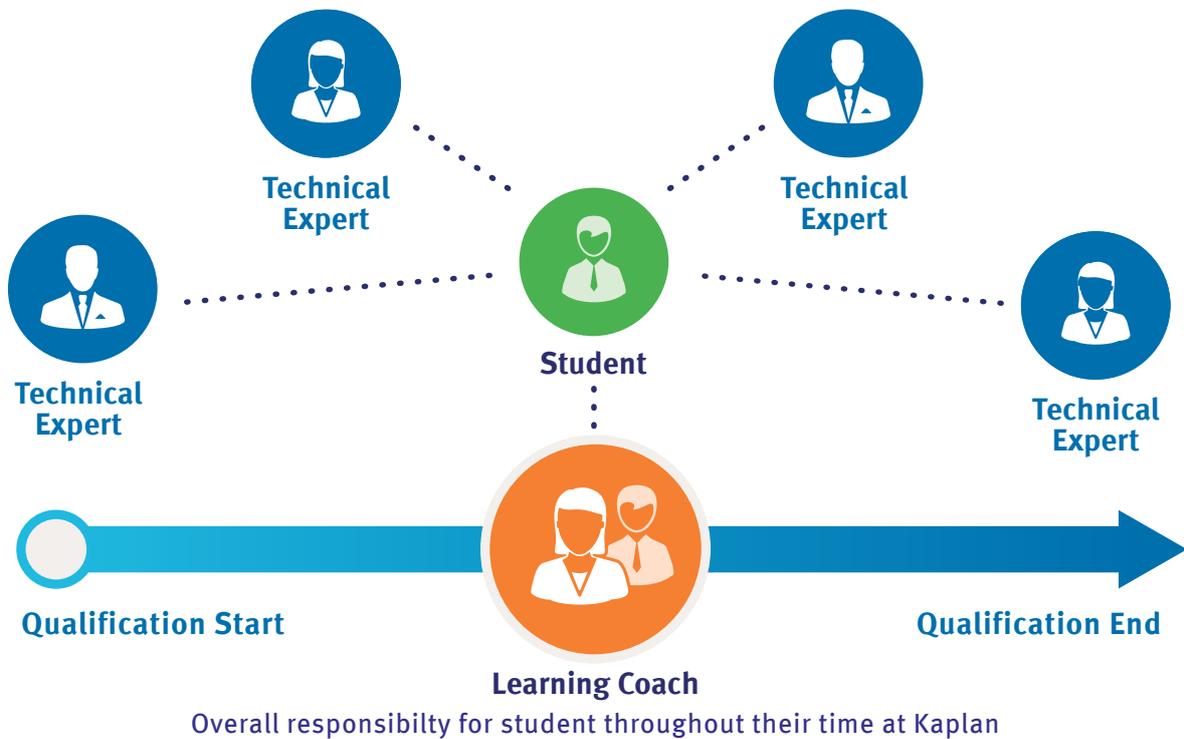
Knowledge in isolation has limited value. It is how it is applied in the exams and back in the workplace that really counts. During the **Practise** phase in our Applied Workshops instructors develop students' ability to apply their knowledge using exam style scenarios and real to life work situations. This repetition of subject matter but in a scenario format creates an earlier, deeper level of understanding.

Finally students need to be able to **Perform**. From an exam perspective key skills will be refined and honed during the Exam Preparation phase with students completing numerous past exam questions and receiving detailed guided lecture de-briefs highlighting the tricky areas, key techniques and potential pitfalls. Marked mock exams with personalised feedback will allow students to gain confidence.

This three phase approach, rooted in learning science, means students learn more effectively and are able to recall information more readily and accurately, enabling them to better perform in the exam and in the workplace.

# Supporting Students

Regardless of the pathway selected, students will never feel alone at Kaplan. Each student is allocated their own *Kaplan Learning Coach* who will monitor their progress and contact students when needed.

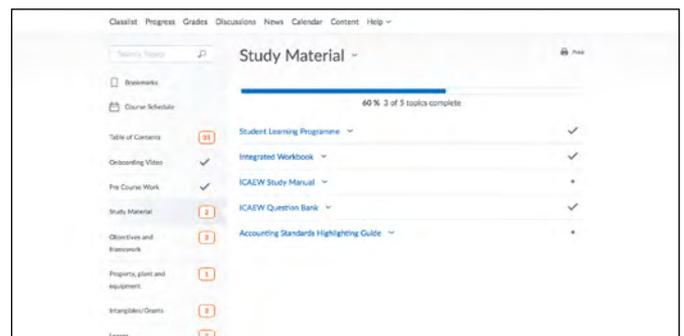
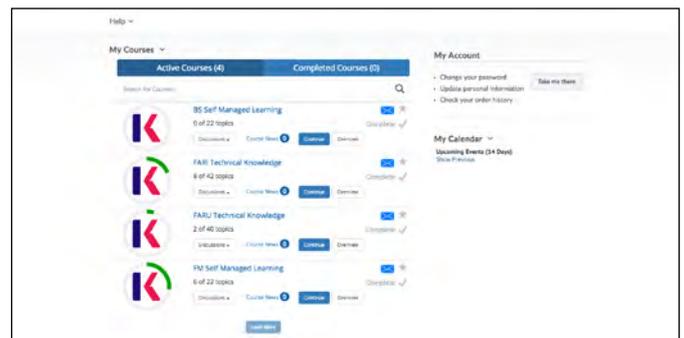


They will also have continuous access to a team of **Technical Experts** for each and every subject via e-mail, phone or live chat. So even when studying independently, a student is able to get answers to their questions quickly, just like they would in class.

## MyKaplan

All students will have access to the **Technical Knowledge** online learning resource via their learning portal, **MyKaplan**, enabling them to revisit it at any point throughout the course complementing the early application in the new Applied Workshop phase.

A **common Integrated Workbook** binds the course together. It guides students through all the resources available to them to ensure they cover the syllabus effectively and enables them to take more effective notes to support their learning.



# Why Kaplan?

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We are a global business with a national approach to providing local expertise.



We are the substantive market leader, training more ACA Accountants than anyone else.



Innovation is one of our core values and demonstrated by our track record of change and external recognition; eLearning Age Awards for “Best Use of Blended Learning” and PQ magazine’s Innovation in Accountancy winner two years running.



Our pass rates are unrivalled. Our average pass rates since the new evolved ACA qualification was introduced in 2013 has been 5% above the ACA national average for the Professional Level papers and 14% above at the Advanced Level.



We achieved “One to Watch” status in the highly regarded Best Companies annual survey in 2014.



**ICAEW  
PARTNER IN  
LEARNING**



We have the largest and most experienced ACA tutorial team in the UK with 168 ACA qualified tutors, with an average 5.3 years’ practice experience.



To find out more:

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