



CATERHAM SCHOOL

16 November 2010

To Parents and Guardians of Sixth Form students of Business Studies

Dear Parents and Guardians,

The Business Studies Department are organising a trip for all U6 students to the Business Studies Revision Conference. This is an intensive revision session programme which focuses solely on preparing students taking Unit 3 Business Studies on 8 December 2010. The session is led by an experienced examiner and so should provide students not only with excellent revision, but also a good insight into what examiners are looking for.

The cost of entrance to the conference is **£23.50** and this can be placed on the student's school bill. Students will be responsible for their travel to and from the venue, either travelling from Caterham Station with staff, or making their own arrangements to travel in groups. Please indicate your preference on the attached consent form.

Please return the completed consent forms to me by Monday 22 November.

Yours sincerely

Campbell Smith
Head of Business Studies and Economics
campbell.smith@caterhamschool.co.uk

Programme for the day

10.30am - Welcome and registration

10.35am - What is the examiner looking for? Stepping up from AS to A2

- This opening session examines the skills required to tackle this challenging A2 examination, including how to approach the BIG mark strategic question and gain high marks for your recommendation.

11.00am - Effective use of data in the examinations

- Looks at the role of the appendices in the examination, how to combine text and data effectively in your answers and the scope for calculations

11.30am - Quiz time – with edible prizes

11.45am - Break

12.00pm - Marketing at A2

- A senior examiner will use an exam style case study to help you understand the complex nature of marketing at A2, with particular reference to developing and implementing Marketing Strategy.
- This session will also include a look at a student's response to a marketing strategy question to identify exactly where marks are gained and lost.

12.30pm - Strategies for Success

- Our guest speaker from the world of industry analyses the role of strategic decision making.

1.00pm - Lunch

2.00pm - Interpreting published accounts

- The formula will be given so the calculations should be OK, but how do you really impress the examiner when analysing the results?

2.30pm – Top tips for revising Operations Management

- A quick fire session to revise all of the key topics in OM

2.45pm - Break

3.00pm - Quiz results and prize giving

3.15am - Performing on the day

- The final session of the day will look at an overview of what you need to know and how to show off your knowledge, including writing strategically about employee/employer relationships

3.45pm - Day ends



CATERHAM SCHOOL

PARENTAL CONSENT FOR SCHOOL DAY TRIP

Upper 6 Business Studies Revision Conference

Date: Wednesday 8 December 2010

Trip Organiser: Mr C Smith

I accept the School's offer to take my son/daughter on the above journey, and agree to their taking part in all activities described in the information sheet. I agree to the cost of the trip being added to my School bill.

Name of studentForm.....

I agree to authorise any member of staff during the course of the trip to approve such medical treatment for my son/daughter as is deemed necessary in any emergency or upon the advice of a qualified medical practitioner.

Any medical condition from which my son/daughter is suffering, to my knowledge, is described in a separate letter attached to this form, which also sets out any special medical requirements (such as drugs or other treatment) which may be required. The letter should both authorise staff to administer medicines and state appropriate dosage and frequency.

Please note that the School can not take responsibility for any existing ailment about which the School was not informed explicitly on this consent form.

**I agree to my son/daughter making his/her own way to the venue.
I agree to my son/daughter making his/her own way home.
(please delete if this does not apply)**

Letter attached: YES / NO

Signed
(Parent/Guardian)

Print Name

Date

Emergency contact number

Information on the school's Policy for Welfare, Health & Safety on School Trips can be found on the website at www.caterhamschool.co.uk