



CATERHAM SCHOOL

10 February 2011

To Parents and Guardians of Upper Sixth students of Business Studies



Dear Parents and Guardians

Information Letter for the Upper Sixth 'AQA A2 Business Studies Unit 4 revision conference'

The main aim of the revision conference is to prepare students for the most challenging paper of all with a detailed look at the pre-released research task and other key topics.

We will assemble at Caterham station at 8.20am on 21 March 2011 to ensure time to buy tickets. Students may wish to join us en route, or indeed meet us at the venue. If you give permission for your son or daughter to travel independently, please fill in the parental consent from stating this. Everyone will need their fare, and money for food for a packed lunch. Contact Number on the day will be 07843 265532.

Travel by	Leaving	From	Platform	To	Arriving	Platform	Duration	Additional info
	08:40	Caterham [CAT]	2	> London Bridge [LBG]	09:23	12	0h 43m	
Southern service from Caterham to London Bridge + show calling points								

	09:23	London Bridge [LBG]	>	Russell Square 	09:50		0h 27m	
-------------------------------------------------------------------------------------	-------	---------------------	---	----------------------------------------------------------------------------------------------------	-------	--	--------	--

From London Bridge Underground Station take the **Northern** Line (Northbound Platform 1) to King's Cross St. Pancras Underground Station. Change and take the **Piccadilly** Line (Westbound, Platform 5) to Russell Square Underground Station.

Yours sincerely

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

AQA A2 Business Studies

BUSS4: The Business Environment and Managing Change

Aims of the Day

- How to prepare for the most challenging paper of all with a detailed look at the research task and other key topics
- Opportunity to have your essay marked by our examiner and learn from the feedback provided on all essays submitted*
- £25 prize in iTunes vouchers for the winning essay
- Understand how to tackle 40 mark questions
- Making effective use of your research
- Refresh your understanding of key theories from across the two years
- Learn how to write powerful conclusions
- Develop real world examples to support your essay writing
-

All delegates will receive detailed notes and materials, which will be of immediate practical benefit in the classroom.

Course Fee

£20.50 inc. VAT

Venue

Logan Hall
Institute of Education
20 Bedford Way
London
WC1H 0AL

Directions

By rail: Euston, St Pancras and King's Cross stations are within 20-25 minutes' walking distance.

By underground: The nearest tube station is Russell Square (Piccadilly Line) which is within 5-10 minutes' walking distance. Exit Russell Square tube station and turn left into Bernard Street. Walk 200 yards until you reach a crossroads. Go straight over the crossroads continuing along Russell Square. After 200 yards, turn right into Bedford Way. The street level entrance to the Institute is a further 150 yards on the left. Wheelchair access is a further 50 yards on the left.

By bus: Connections are excellent. Southampton Row is a major bus route. We strongly recommend the use of public transport. Parking is limited and expensive. The institute does not have parking on site. Please also note that the Institute of Education is located inside the congestion zone. You can go to <http://www.cclondon.com/> for details of how to pay.

Programme for the day

10.30am

- Welcome and introduction

10.35am

- Why is this exam so challenging?
- How to show off your exam technique and ensure you understand what the examiner is looking for in content, application, analysis and evaluation. All of which are slightly different when it comes to BUSS4

10.50am

- Porter's 5 force analysis
- Experienced examiner will look at porter's 5 force analysis in relation to a couple of industries and consider how useful a tool this is in answering a host of essay questions

11.20am

- Quick quiz

11.30am

- Break

11.45am

- Our speaker from industry gives their expert views on your research task

12.15pm

- The research task – part 1
- The first 3 bullet points on the research task.
- Considers what the bullet point wants you to understand and give a supporting business example

12.45pm

- Lunch

1.45pm

- The research task – part 2
- The second 3 bullet points on the research task.
- Considers what the bullet point wants you to understand and give a supporting business example

2.15pm

- The synoptic nature of BUSS4
- What are the most useful bits of business knowledge from across the two years that can be used in a variety of ways

2.45pm

- Break

3.00pm

- Quiz results and prize giving

3.10pm

- PESTEL
- Using PESTEL as a holistic approach to revising the business environment

3.30pm

- How to structure your responses
- Students will be set an essay question in advance with the opportunity for centres to submit 2 responses to be marked prior to the day.
- All essays submitted will receive written feedback and a prize awarded for the best essay.
- Final session will consider what have been the key points of the day and how you can use this to write good chunky paragraphs.
- We will break down paragraphs submitted by students in the audience and see how it has been built: if you can do it in one paragraph you can do it in every paragraph!

3.45pm

- Day ends



CATERHAM SCHOOL

PARENTAL CONSENT FOR SCHOOL DAY TRIP

Trip Description - AQA A2 Business Studies BUSS4: The Business Environment and Managing Change Student Revision Day

Date – 21 March 2011

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