

Boot Camp Year 12 →13 2020

For students of AQA and Edexcel A Level Business

- The full programme taught by Ian Marcousé, author & examiner
 - 3-Day intensive course 9.30 – 5.00, with small class sizes
 - Key aspects of theory plus detailed work on exam technique
 - August 25th – 27th 2020; online version Aug 28 – 30th 2020
- Venue: Central Foundation School, Old St tube station, London
 - The objective: to set you up for a strong Year 13

1. Day 1 and 2 A Level programme

August 25th and 26th 2020 9.30 - 5.00

- Day 1 will focus on Marketing and Human Resources, with special focus on numerical techniques (price elasticity, calculating productivity, % changes and so on) and on higher-level theory
- Marketing and H.R. share a common problem. They seem quite easy and familiar, so students waffle a lot and fail to learn the precise meaning of key terms. So precision of understanding will be key, with a lot of work on pairs that students mush together: production & productivity, motivation and movement, delegation and consultation and so on.
- Day 2 will look at Finance and Operations/Resource management. These are more technical and more based on formulae. So students work harder at precision, yet struggle to understand fully the terms concerned.
- It is also crucial to understand the importance of coordinating the business functions and the threat posed by trade-offs between them.
- The final content session will look in detail at the external environment of business, including the macro economy, the legal framework and the role of shock in business.

1. Day 3 programme

August 27th 2020 9.30 - 4.30

- Two weeks before the course you will get a case study homework consisting of one 10 and one 20-mark question. You will email your answers to Ian, for marking by August 22nd. He will go through your answers on a one-to-one basis - to help improve your exam technique
- The subject content of the day will cover integrated themes within business functions, such as objectives and strategy, opportunity costs and business ethics
- The main part of the day will be on written and exam techniques, with 1 hour sessions each on the exam skills of Application, Analysis and Evaluation. This will be hugely helpful for Year 13 material - especially exam paper practice
- There will also be two tests during the day, to see whether days 1 and 2 were assimilated. One test on vocabulary and knowledge. The other on Year 12 business maths.
- All delegates will receive a memory stick with hundreds of Year 12 A Level revision questions providing many hours of revision materials, from which you can choose the topic areas at which you need help

Price for a full 3-Day course: £375 (inc VAT) inclusive of Ian's Year 12 revision memory stick, 1-2-1 advice on written work, refreshments and lunch.

Please note this does not include accommodation. If you need to stay for one or more nights, we recommend the very reasonable B&B prices at the London School of Economics halls of residence.

To make a booking, contact Ian Marcousé at marcouse@btopenworld.com, who can email you an Order Form. The details on this page can be accessed - and bookings made - on our website: www.a-zbusinessstraining.com.

Ian Marcousé and A-Z Business Training Ltd.

Summer Boot Camp 2020

3 Rayleigh Road, London SW19 3RE Phone 020 8542 5778 Fax 020 8715 0925 or 020 8540 4188
Email: marcouse@btopenworld.com See website: www.a-zbusinessstraining.com

Dear Colleague,

Every year students return in September looking puzzled to hear that they'd studied Business in Year 12. This year they have a fair excuse. Lock-down, home-schooling - bleah.

The goal here is to provide high quality, intensive revision of Year 12 course content that gives students a head start to Year 13. By October, UCAS references are being done and it would be good to be on top of things. The course consists not only of the three days, but also pre-course-work that I mark beforehand and give individual feedback on. It's a package that is comprehensive and very well informed. It will focus on writing and exam technique as well as course content.

The focal points will be:

- Application and Evaluation (you've covered them to death, no doubt, but a new voice can make an amazing difference)
- Key concepts that can be used to answer a wide range of questions
- How to write answers to questions from 8 - 20 marks
- Writing well and writing badly; what are the pitfalls and what does quality really look like
- Marking exercises based on real scripts and real marks
- Getting calculations right; and interpreting the findings

The 3 Business days will be run by me together with some young, bright teachers who will be able to help with groupwork and one-to-one advice. The venue is the Central Foundation School for Boys, Cowper Street EC2A 4SH which is right by Old Street station, on the Northern Line. Easy to access from Kings Cross and London Bridge.

The prices overleaf are for individuals who want to come. If you have need to send a group along, I am happy to discuss a set fee that would bring the individual price down significantly (between 20 and 30%). On the 3 days I provide lunches and refreshments for all.

If you think some of your students may be interested, please copy this flyer and hand it out. And if you think the school may be willing to do a group booking, email me at marcouse@btopenworld.com and we'll sort out the finances. Thanks for your help,

Ian Marcousé

Booking Form For 2020 Business Summer Boot Camp

A-Z Business Training Ltd, 3 Rayleigh Road, London SW19 3RE Tel 020 8540 4188; Fax 020 8715 0925

Email: marcouse@btopenworld.com or fax or phone or post. Or book through www.a-zbusinessstraining.com

Price: £375 (inc VAT) for the 3-day course, inclusive of refreshments, lunches and a memory stick of Year 12 revision materials.

Cheques should be made payable to "A-Z Business Training Ltd". For electronic banking details, please email the above address.

Student name and Mob No _____

Student address _____

Student email _____

If you wish to book for just one or two days, please email marcouse@btopenworld.com to discuss this.

I have enclosed a cheque for £_____, cheque number _____. Or book via the website: www.a-zbusinessstraining.com