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# Cambridge International AS & A Level Business (9609) for examination from 2023

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## What you need to know



We’ve created new resources ready for the updated Cambridge International AS & A Level Business syllabus for examination from 2023. This brochure explains how our resources will help you. Full syllabus details can be found on the Cambridge International website, **cambridgeinternational.org**. We are working with Cambridge Assessment International Education towards endorsement of this series.

To inform the development of this series, we talked to business teachers from all over the world. This, combined with insights from leading educational thinkers from Cambridge and beyond, has allowed us to create a series filled with lesson activities and plans, skills development and more.

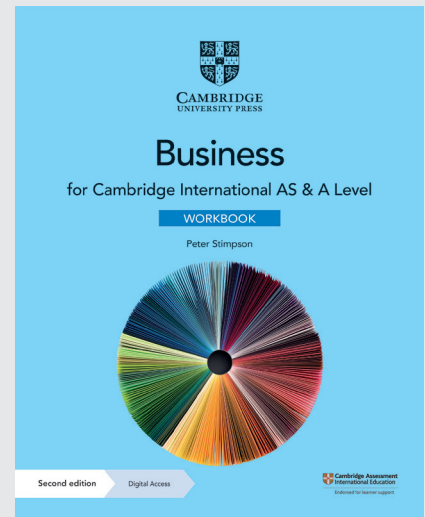
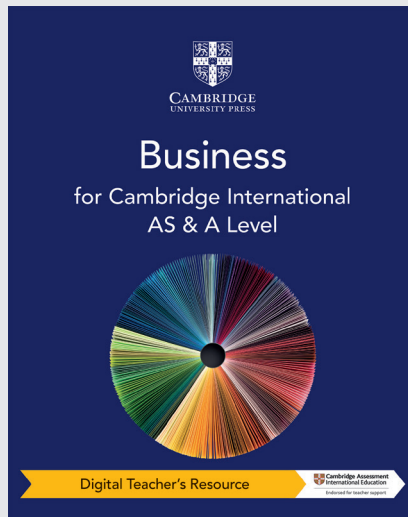
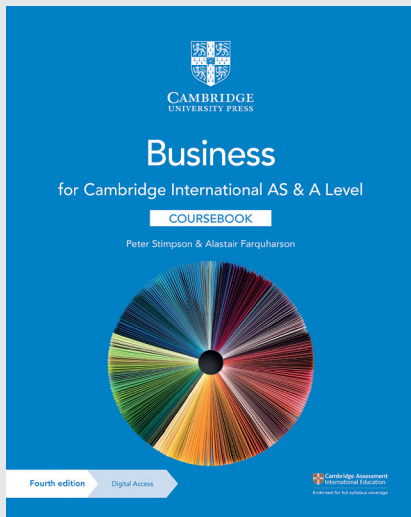
Key changes		How we support you	
Aims	<p>For details of full syllabus changes, please see the Cambridge International website at <b>cambridgeinternational.org</b>. The aims of the syllabus have been updated. These are:</p> <ul style="list-style-type: none"><li>• Understand and appreciate the role of enterprise and the contribution of business to society – locally, nationally and internationally</li><li>• Develop critical understanding of business organisations, the markets they serve and the process of adding value</li><li>• Evaluate business behaviour from the perspective of a range of stakeholders and consider their relative influence on business organisations</li><li>• Develop an awareness of the political, economic, social, technological, legal, environmental and ethical issues that influence, or may be influenced by, business activity</li><li>• Apply quantitative, problem-solving, decision-making and communication skills</li><li>• Develop skills and knowledge needed for further study or employment in business</li></ul>	<p>The new aims of the syllabus are covered with the new content in the coursebook. These are supported by the activities throughout the coursebook as well as the workbook to develop students’ skills further.</p> <p>We also have a new ‘Business in action’ feature which provides students with real-world business case studies and accompanying questions to help them make connections between employment and their studies.</p>	
	<p>Terminology has been updated to reflect changes in international standards for accounting and formulae for ratios have been introduced.</p>	<p>Our coursebook author has used the latest terminology as defined in the syllabus.</p> <p>We have included formulae in each relevant chapter and in an appendix in the coursebook so that students can easily find them and reference them where necessary throughout their studies. They are also useful for exam revision.</p>	
Subject content			

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Key changes		How we support you
Command words	<p>The following new command word has been introduced:</p> <ul style="list-style-type: none"><li>Advise: write down a suggested course of action in a given situation</li></ul>	<p>At the beginning of the coursebook, we have an ‘Introduction to Command Words’ page to help students understand what each one is asking them to do and to support English as a second language (ESL) learners. Examples of words covered include terminology such as evaluate, assess and analyse. We have also included the relevance of these command words to the exam-style questions.</p>
Assessment	<p>There are now four papers across AS Level and A Level:</p> <ul style="list-style-type: none"><li>Paper 1 is now called Business Concepts 1</li><li>Paper 2 is now called Business Concepts 2</li><li>Paper 3 is now called Business Decision-Making and has been reduced from 3 hours to 1 hour and 45 minutes. Students also need to use a case study to answer all five questions.</li><li>Paper 4 is new and is called Business Strategy; the duration will be 1 hour and 15 minutes. Case studies are also used in this paper.</li></ul>	<p>We have reflected the assessment details of the syllabus in the ‘Preparing for Assessment’ chapter in the coursebook. We have also paid close attention to this when writing exam-style questions in the coursebook and workbook.</p> <p>We have also included real-life case studies throughout the coursebook from international and local brands.</p>
Assessment objectives	<p>The wording of the assessment objectives (AOs) has been refined for clarity and there have been small changes to the weighting.</p> <div><p><b>The AO weightings are as follows:</b></p><p>AO1 Knowledge and understanding – AS Level: 30%, A Level: 25%</p><p>AO2 Application – AS Level: 30%, A Level: 25%</p><p>AO3 Analysis – AS Level: 20%, A Level: 25%</p><p>AO4 Evaluation – AS Level: 20%, A Level: 25%</p></div>	<p>Assessment objectives are explained in the final coursebook chapter called ‘Preparing for Assessment’. This chapter includes an explanation of what assessment objectives are, as well as how students can easily demonstrate these skills in the classroom. There are also sample questions and sample answers that show these AOs in action.</p> <p>They are also explained in the ‘Getting started with AS &amp; A Level Business’ chapter at the beginning of the book along with further guidance on how to evidence the required skills.</p>

Content will be available in print and digital resources



This series has been written to support the Cambridge International AS & A Level Business (9609) syllabus for examination from 2023.

Featuring a coursebook with digital access, workbook and digital teacher's resource, this collection helps students develop an understanding of business, and business-related concepts, so they can progress through the syllabus with confidence. New features for this edition include 'Business in Context' and 'Business in Action', which make use of local and global case studies as well as placing students in real-life business scenarios. We have also introduced a brand-new 'Preparing for assessment' chapter and have a wide variety of exam-style questions across both the coursebook and the workbook.

## Brighter Thinking, Better Learning

**Brighter Thinking** drives our approach to business: a solid foundation of research from leading educational thinkers, expert authors and business teachers in Cambridge and around the world underpins the resources we publish to support

students learning business. Through a flexible suite of resources, designed to meet a wide range of needs in the classroom, **Better Learning** is possible. Students can accelerate their learning and develop skills for life.

Contact your local Cambridge University Press representative:

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