



IGCSE

Business

Contact one of specialist **IGCSE**
Advisers on **0330 111 4006**

Secure your Future Success with our Fast-track Online, Accredited Courses

CloudLearn was the first UK distance learning company to offer a full suite of high school qualifications online allowing students to study on any device. Study on your phone, tablet or laptop with interactive and fully flexible courses that are designed to fit around your busy schedule. Get started in the Cloud today and achieve the qualification you need, when you need it.



Online Learning Specialists

We only offer online courses. We only provide High-School qualifications. We are the UK's only Specialist in online GCSE & A-Level Courses.



Easy Flexible Payments

Spread the cost of your course with affordable, 0% interest, payment plans.



Your Learning Supported

Need help? No worries, we've got you covered. You have a dedicated tutor that you can contact 24/7. Our Student Service team are also available should you need any help.

A New Way of Learning

Here at CloudLearn we believe that learning should fit around your schedule, not the other way around. In today's world your smartphone can do almost everything, but have you ever considered you could study an entire A-Level course on this clever little device? Increasingly people are finding it more challenging to fit work commitments around their education, one often suffers as a result.

However, by delivering learning, assessments and support online, it is a lot easier for students to manage their workload as well as learn wherever and whenever they like. Studying with CloudLearn will better prepare you for the transition to independent learning commonly found at universities across the UK.

One of the main criticisms coming from universities and colleges is that students leaving school to pursue higher education often lack the independent learning skills needed to succeed within their chosen course. Our methods of learning address this concern by giving students more tools which they can use to study independently at their own pace.

Moving from a more teacher-directed environment to a learner-centric environment is what we are all about. Don't worry though, a dedicated and experienced tutor is assigned to you on enrolment. So should you come across any hurdles, your tutor will be able to help guide you and overcome them.

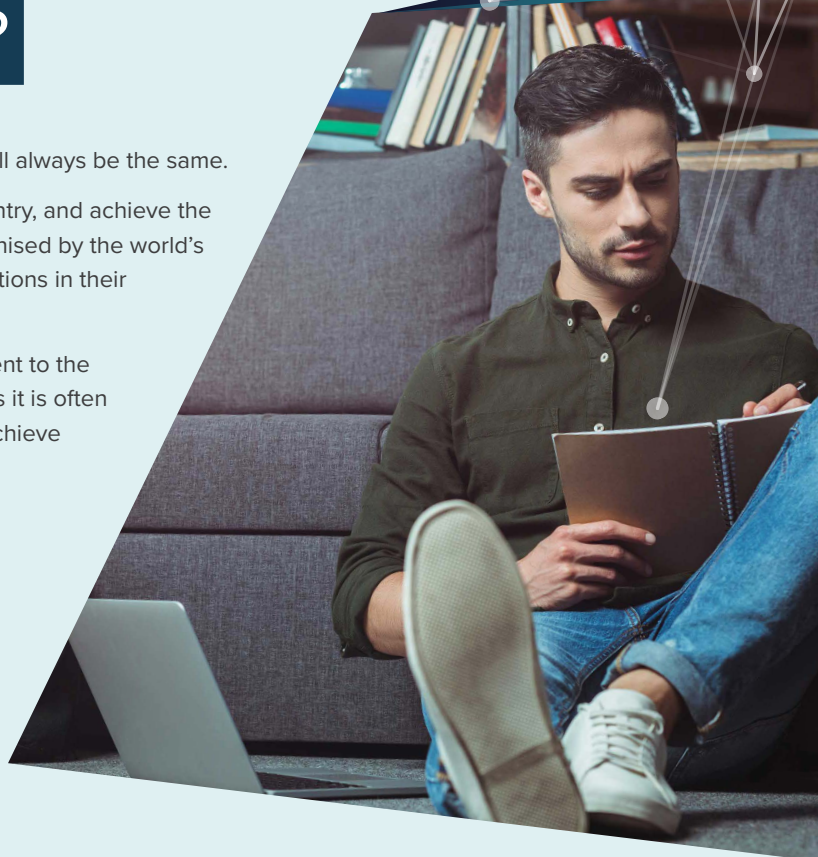
Is This the Same Qualification I Would get at School?

It sure is. Regardless of how or where you study, the qualification will always be the same.

You will sit the same exam as thousands of students across the country, and achieve the same qualification as everyone else. IGCSE qualifications are recognised by the world's best universities and employers, giving students a wide range of options in their education and career.

The IGCSE or International GCSE is recognised as an exact equivalent to the standard GCSE, it is offered by most distance learning companies as it is often easier to deliver at distance, and as a result easier for students to achieve when studying from home.

The IGCSE is the world's most popular international high-school qualification. It is taken by students in over 160 countries around the world, including over 3000 schools in the UK.



Fast-track Your Learning

Patience is a virtue, or is it? Sometimes you need a certain grade 'yesterday'. However, until they invent a time machine, Fast-tracking is your next best option. Depending on which course you choose to study, each will have a recommended amount of guided learning hours. This is the minimum amount of study time recommended for the course in preparation for the exam.

It is easier to visualise how Fast-tracking works with an example. Any GCSE course undertaken has a recommended 120 guided learning hours. Breaking down a 120 hour course into 4 weeks, you would need to be able to commit to 30 hours per week of studying. It is entirely up to you the amount of time you can commit to studying.

Do remember though that depending on the examination you will be sitting, you may be restricted to when you can sit your exam. IGCSE examinations for example, are held twice a year in May/June and Oct/Nov whereas the standard GCSE examinations can only be taken in May/June. It is recommended that you aim to book your examinations 6 months in advance. Additionally, we would advise that you contact a few exam centres and find out the best price.

We offer 12 month and 24 month tutor support depending on which course you take. So if you do change your mind about Fast-tracking a course, you can take it at a slower pace and still use the tutor support should you ever need it. With this flexibility, in the unfortunate event you ever fall ill, have a change of circumstances or go on holiday we can put your studies on hold for as long as you like. Just let us know when you want to continue studying and we can reactivate your account!

Course Information

Exam Code **4BS0**

4BS1

Our online GCSE Business Studies Course is the international version or IGCSE. This course aims to prepare students for further learning opportunities and career choices.

Throughout studying this course you will learn to think critically, distinguish facts and opinions to build arguments and make informed judgements. You will develop knowledge, understanding and skills and learn how to apply these to current issues within business. You will also learn how business can be ethical and sustainable.

Transferable skills are gained from a business course. During your business course, you'll develop a broad knowledge of business operations as well as gaining targeted skills in your specific field, such as customers, markets, finance, operations, strategy, business policy, communications and IT.

Section	Marks	Course Overview - Skills
A	25	Recall, select, use and communicate their knowledge and understanding of business concepts, issues and terminology used in business in an effective manner
B	30	Apply knowledge and understanding using appropriate terms, concepts, theories and methods effectively in specific business contexts
C	25	Select, organise and interpret data from a variety of sources to investigate and analyse issues and problems
D	20	Analyse and evaluate evidence, make reasoned judgements and present appropriate conclusions

Our online GCSE Business Studies Course enables students to:

- ✔ Develop an interest in, and enjoyment of, business subjects that will be sustained in later life
- ✔ Use relevant terminology, concepts and methods effectively and recognise the strengths and limitations of the ideas used
- ✔ Develop and apply their knowledge, understanding and skills to current issues in a wide range of contexts
- ✔ Use an enquiring, critical approach to distinguish between facts and opinion and evaluate qualitative and quantitative data, to help build arguments and make informed judgements

- ✔ Appreciate the range of different stakeholder perspectives in relation to business activities
- ✔ Have an understanding of the dynamics of business activity and the related considerations of ethics and sustainability in business.

As you progress through the online GCSE Business Studies Course sections you will encounter lessons, activities, core reading and assessments.

GCSEs are level 2 course which means that you do not need any prior experience or qualification to enrol on this course.

Our courses are online, so make sure you have access to the Internet. We also offer our courses in print, helpful if you wish to study Offline, take notes, or to 'take a break away from the screen'.



Course Overview

The course is structured into bite-sized parts:

Business Activity and Influences on Business

- ✔ Business objectives
- ✔ Types of organisation
- ✔ Classification of businesses
- ✔ Decisions on location
- ✔ Business and the international economy
- ✔ Government objectives and policies
- ✔ External factors
- ✔ What makes a business successful?

People in Business

- ✔ Internal and external communication
- ✔ Recruitment and selection process
- ✔ Training
- ✔ Motivation and rewards
- ✔ Organisation structure and employees

Business Finance

- ✔ Business finance – sources
- ✔ Cash flow forecasting
- ✔ Costs and break-even analysis
- ✔ Financial documents
- ✔ Accounts analysis

Marketing

- ✔ Market research
- ✔ The market
- ✔ The marketing mix

Business Operations

- ✔ Economies and diseconomies of scale
- ✔ Production
- ✔ Factors of Production
- ✔ Quality

For a full breakdown of content and assessment requirements, see the full specification document available for download on our website.

Studying in the Cloud

Cloud (Computing)

noun

A network of remote servers hosted on the Internet and used to store, manage, and process data in place of local servers or personal computers.

It's your learning, you decide

Cloud-based Learning allows you the flexibility of 21st century learning. You can access your course anywhere, on any device, when you need. Think of it as a 'Classroom in your Pocket'. This allows you to set the pace. Take your time or Fast-track, get the qualification when you need it.

Track your performance

Our interactive assessments allow you to keep an eye on your performance as you progress towards examination. You have ALL your formative assessments available 24/7 on any device, ensuring sufficient practice.

Unlimited and dedicated GCSE support

Our academic support team are hand-picked specialists with years of experience in online learning so they have what it takes to motivate and support you towards the completion of your course. They also provide exam guidance benefiting from years of experience supporting students through examination, so you know you have the support you need from enrolment to graduation.

Sitting exams at your local school or college

We are not yet at the stage where we can assess from home (although we are continually pressuring awarding bodies to consider this). So for the time being you will sit your exam at a national test centre (a school, college or learning centre). Our dedicated Exam Information section on our website gives you a compressive breakdown of the entire process and highlights everything you will need to know including costs, venues and booking advice.

Learn

verb

Gain or acquire knowledge of or skill in (something) by study, experience, or being taught.

Supporting You Every Step of the Way

CloudPort is our VLE or *Virtual Learning Environment*. This is where you will:

- ✔ Access your course materials
- ✔ View course videos
- ✔ Complete interactive assessments
- ✔ Talk with other students
- ✔ Contact your tutor
- ✔ Submit Mock Exams
- ✔ Track your performance

Your course materials have been designed and written by a team of subject experts with years of experience in distance and online learning. The team map these course to the awarding body syllabus to ensure the content prepares you for the examination. We break the courses down into 'bite-size' sections to make your learning flexible and manageable.

Learning in the Cloud ensure you have the contact you need. With thousands of fellow students online you can engage in discussion (or not), you can post questions and host debates on course forums (or not), it's down to you to choose the style and format of study that fits you.

You are assigned a dedicated tutor on the day you enrol and they will stay by your side until the day you graduate. They will support you with any questions on course content or assessment, they will provide you with detailed feedback on your mock exams and offer academic support and guidance when you need it.

You also have the help of our Student Support team. They are office-based and are on-call should you have any administrative needs or require any non-academic support. They are available Monday to Friday 9am to 5pm and can be contacted on 0330 111 4006. They are very friendly and are tasked to help you, so don't hesitate to contact them should you have any questions.

Rest assured, we've got you covered :)



We Love Our Guaranteed Pass...

So should you. We are the only Online Learning Provider that offers a full money back guarantee.

Study to our recommendations and we guarantee your pass. Fail your exam and we will refund your course fees in full, subject to terms and conditions.

We took our son out of private school due to his grades being around 40% and enrolled him on CloudLearn IGCSE Maths, English and Physics. Within a year he achieved 3 A grades. We found the courses well-structured, engaging and packed with practice assessments. The tutor responded quickly and was always able to keep our son focussed and motivated. I would highly recommend CloudLearn, especially since they are the only company to offer a guaranteed pass.

Paul Howes. Father of an IGCSE Student.

Affordable Payment Plans

We recognise that financing your own learning is expensive. This is why we are dedicated to making learning as affordable and accessible as possible.

Depending on your requirements, we have flexible options available for payment which include:

- ✔ Get started - with NO deposit
- ✔ 0% interest payment plans
- ✔ At least 30 days before first payment
- ✔ Stay in control with Flexible Payments*
- ✔ Manage your own account

All course fees are listed on the course page if you are looking to pay in full. Payment plan options are also detailed in the 'checkout' section of the website, simply click on the button: 'View Finance Options'.

Alternatively, give one of our friendly advisors a call who will talk you through the various options.

Exam Fees

We are committed to making students aware at the point of enrolment that their exam fees are **not** included in the cost of their course. These fees are payable directly to the exam centre with costs ranging from £80 and upwards per paper.

Different centres have different fees so make sure you contact a few centres to get an idea of an average cost. We affiliate with numerous centres across the UK who offer CloudLearn students preferential pricing. Information on this can be found on our Exam Information page on our website.

Exams fees will mount up, particularly if you are studying 2 or 3 GCSE subjects. We can offer payment plans on our courses including exam fees - making sure the total cost is as affordable as possible and that you are not surprised by any hidden costs.

* Flexible Payments allow you to make larger payments to settle balances sooner than scheduled.

Don't be Fooled - Demand a Trial

There are a lot of companies out there that claim to be experts in online learning. When in doubt - ask for a trial. We have offered free sample courses since the day we launched, so that students are always able to evaluate our platform, content and assessment prior to enrolling. You will always be able to find a link to our **free trial** on every page of our website. Why?... because we are confident that you will like it :)

Ask about Hidden Costs

Not all learning companies volunteer information about additional costs such as exam fees. We think it's important to understand ALL the costs before you embark on a course of study. GCSE exams start at around £230 and upwards depending on the subject and the centre you choose.

Remember that we have exam partners who provide discounted fees for CloudLearn students.

FAQ

We think we have detailed everything you need to know, but in case we haven't check out the FAQ page on our website, and remember if the question isn't answered there, let us know and we will get back to you. Your questions will help a new generation of online learners.

Get Your Boss to Pay

A lot of our students have learning funded by their employer. That's not a problem, provide us with your employers details and we will invoice them directly.

Employers benefit from your continued professional development (CPD), why not ask your line manager today if we can help with your upskilling needs.

New 9-1 Grading Explained

We appreciate that the move from an A* to G GCSE to a 9-1 grading scale is a significant change. To support you through the transition, the diagram on the right is a good starting point in terms of understanding how the new scale maps to the existing A*-G grading structure.

- ✔ The bottom of grade 1 will be aligned with the bottom of grade G.
- ✔ Grade 5 will be positioned in the top third of the marks for a current Grade C and bottom third of the marks for a current Grade B. This will mean it will be of greater demand than the present grade C.

CURRENT	NEW INTERNATIONAL GCSE
A*	9
A	8
B	7
C	6
D	5
E	4
F	3
G	2
U	1
	U



Student Services

We pride ourselves on ensuring your learning journey is as smooth and stress-free as possible. So, don't forget we are here to help. Our Student Services team are always on hand to help guide you on:

- ✓ Exam information
- ✓ Predicted grades for UCAS
- ✓ Student confirmation letters
- ✓ General admin
- ✓ Technical support
- ✓ Finance queries
- ✓ Fast-track scheduling
- ✓ Employer funding



Preparing World-class Students

As one of the most recognised and respected secondary qualifications in the world, International GCSEs inspire the minds of world class students while preparing them for further study, such as A-Levels.

Developed by global subject specialists, they are reviewed on a regular basis and are written to the same rigorous standards as mainstream GCSEs. Many International GCSEs include specific global content, making them highly relevant to students across the world.

CloudLearn Gold Standard Exam Service

Take Your Exams in a CloudLearn Exam Centre

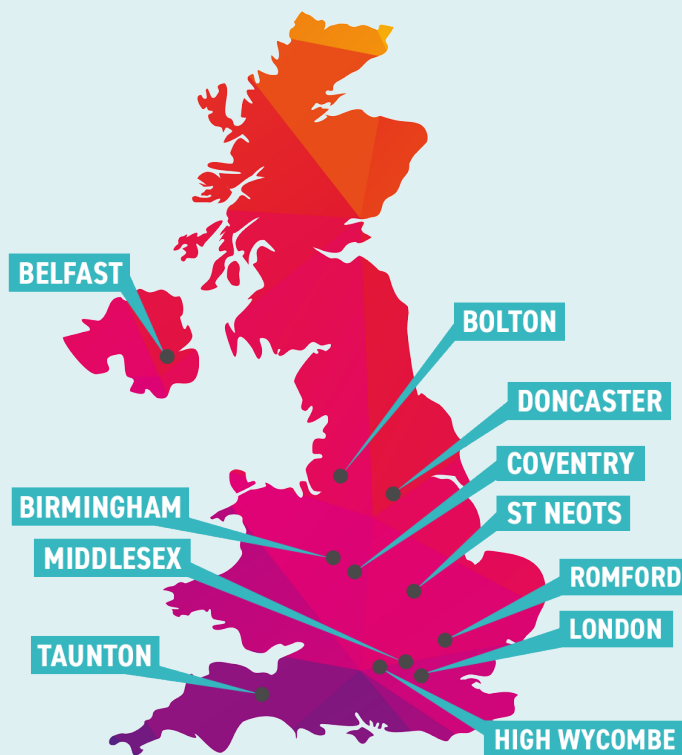
Remove the Headache of Having to Find a Centre - Use One of Ours.

There are thousands of exam centres in the UK, but not all of them accept private candidates. In fact for some subjects that require coursework or practicals, finding a centre as a private candidate can prove tricky. That is why we have partnered with a network of centres in the UK.

Channeling thousands of students through examination gives us some buying power. We use this leverage to get CloudLearn students preferential pricing for exam fees. Taking your exam at one of our affiliated centres could save you hundreds of pounds, not to mention the hassle in locating a centre in your local area.

Take the stress out of exam time. Bundle the cost of your exams when you enrol and spread the cost using one of our payment plans.

If you want us to arrange your exam you will need to give us at least 6 months notice. We can only guarantee prices at our Belfast, Bolton, Birmingham, Coventry, Doncaster, High Wycombe, London, Middlesex, Romford, St Neots and Taunton centres. Other centres are available but exam fees will vary.



Start your journey today



www.cloudlearn.co.uk

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