

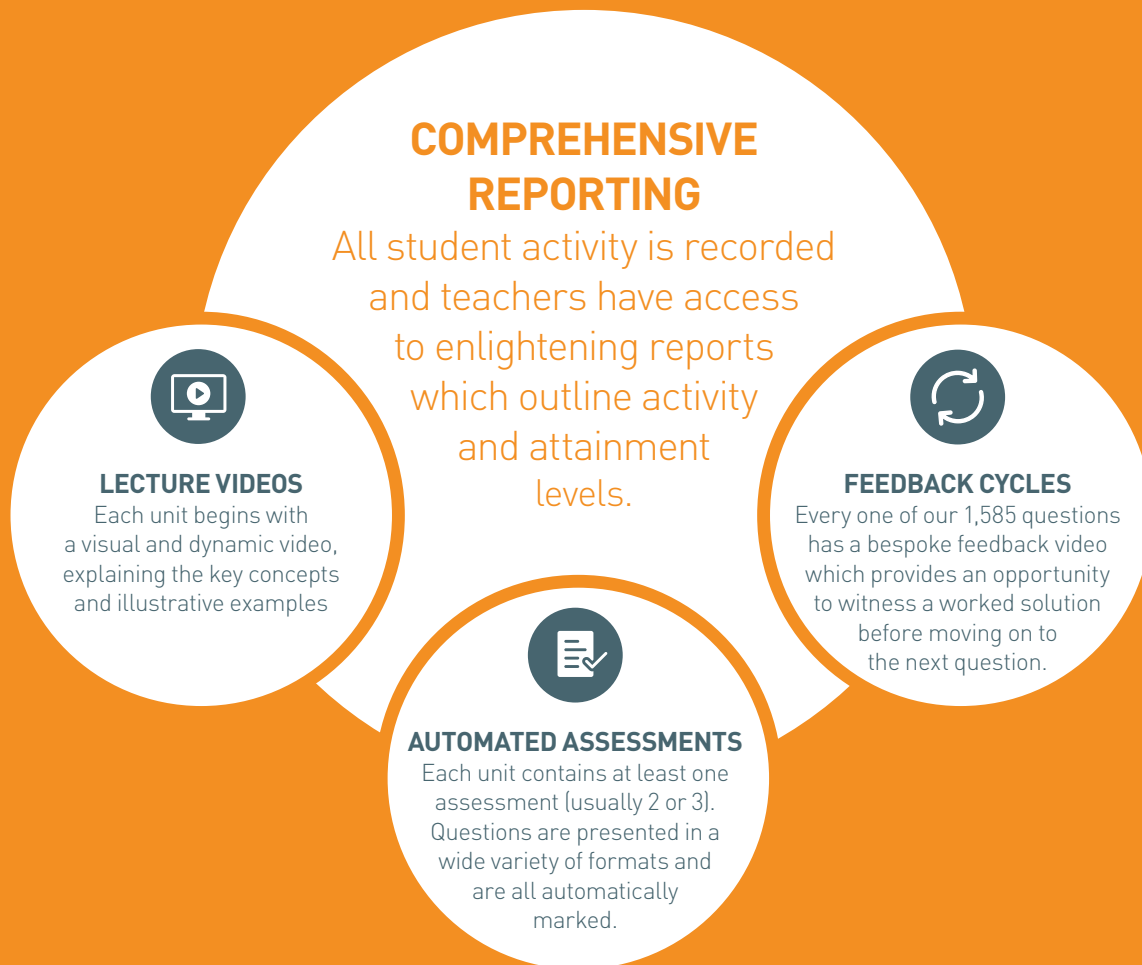
**EZY** BUSINESS

FOR STUDENTS STUDYING  
FOR EXAMINATIONS BY  
THE **AQA** AND **EDEXCEL**  
EXAM BOARDS

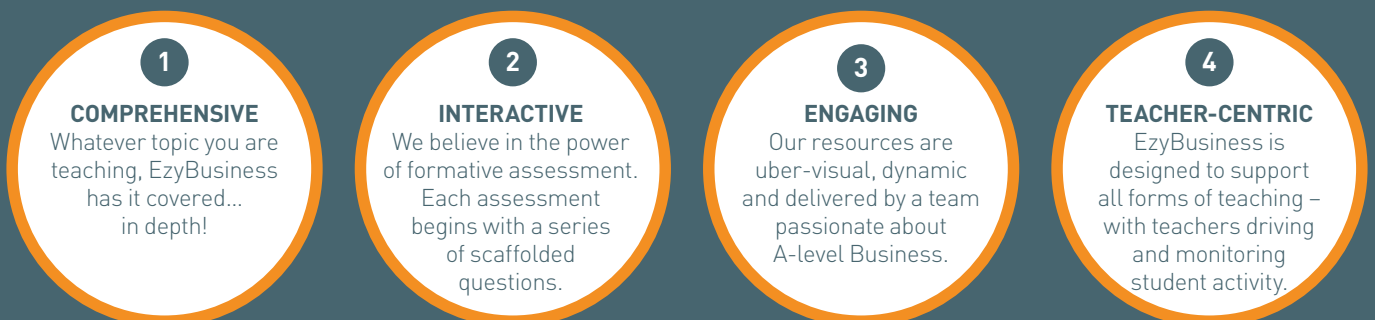
# A-LEVEL COURSE GUIDE

**EzyBusiness covers both AQA and Edexcel exam boards and provides full syllabus content coverage.**

# OUR MODEL



## WHEN CREATING EZYBUSINESS, WE WANTED EVERY VIDEO AND ASSESSMENT TO ADHERE TO 4 KEY PRINCIPLES:



# POTENTIAL USES

EzyBusiness is designed to put teachers in charge and be used to support a wide variety of approaches. Here are just some examples:



## **AUTOMATED ASSESSMENTS**

With over 70 assessments, covering the entire course, you can set plenty of work every week as you teach the syllabus.



## **FLIPPED LEARNING**

Use EzyBusiness to support flipped classrooms and blended learning. Know for sure whether or not students have completed their preparations.



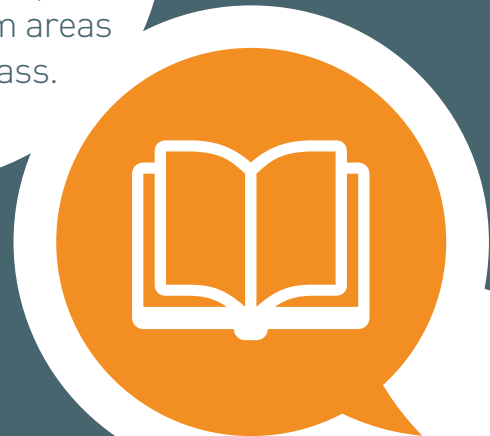
## **MONITORING & INTERVENTION**

Use our comprehensive reports to monitor student completion and identify problem areas to focus on in class.



## **PARENTS' EVENINGS**

Print off our automated reports and hand them out at Parents' Evenings. Easy to evidence student effort and attainment levels.



## **REVISION TOOL**

EzyBusiness is the ideal revision tool. When exams approach, students have 24/7 access to resources covering every single topic in depth.

# BUSINESS – COURSE OUTLINE

## SECTION 1 BUSINESS BASICS

## SECTION 2 MARKETING

Y	= AS Level
L	= Lecture
A	= Assessment
Exam Board	
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### Module 1 The Nature and Purpose of Businesses

<b>BB1.1.1</b>	Why Do Businesses Exist?	L	AQ ED	Y
<b>BB1.1.2</b>	Different Business Forms	L	AQ ED	Y
<b>BB1.1a</b>	Business Forms	A	AQ ED	Y
<b>BB1.2</b>	Stakeholders and Shareholders	L	AQ ED	Y
<b>BB1.2a</b>	Stakeholders and Shareholders	A	AQ ED	Y

### Module 2 The Business Environment

<b>BB2.1.1</b>	Demand	L	AQ ED	Y
<b>BB2.1.2</b>	Supply	L	AQ ED	Y
<b>BB2.1.3</b>	Markets	L	AQ ED	Y
<b>BB2.1.4</b>	Opportunity Costs and Trade Offs	L	AQ ED	Y
<b>BB2.1a</b>	Demand, Supply and Markets	A	AQ ED	Y
<b>BB2.2</b>	The External Environment (PESTLE)	L	AQ ED	Y
<b>BB2.2a</b>	The External Environment (PESTLE)	A	AQ ED	Y

### Module 3 Mission, Corporate Objectives and Strategy

<b>BB3.1.1</b>	Influences on Mission and Objectives	L	AQ ED	
<b>BB3.1.2</b>	Theories on Corporate Strategies	L	AQ ED	
<b>BB3.1.3</b>	The Value of SWOT Analysis	L	AQ ED	
<b>BB3.1a</b>	Mission, Corporate Objectives and Strategy	A	AQ ED	
<b>BB3.2.1</b>	Short-Term vs. Long-Term	L	AQ ED	
<b>BB3.2.2</b>	Corporate Culture	L	AQ ED	
<b>BB3.2.3</b>	Business Ethics and CSR	L	AQ ED	
<b>BB3.2a</b>	Influences on Business Decisions	A	AQ ED	
<b>BB3.3.1</b>	Expansion and Retrenchment	L	AQ ED	
<b>BB3.3.2</b>	Types of Growth and Retrenchment Strategies	L	AQ ED	
<b>BB3.3.3</b>	Evaluating Growth	L	AQ ED	
<b>BB3.3.4</b>	Greiner's Model of Growth	L	AQ ED	
<b>BB3.3a</b>	Business Growth	A	AQ ED	

### Module 1 Marketing Objectives and Markets

<b>M1.1.1</b>	Marketing Objectives	L	AQ ED	Y
<b>M1.1.2</b>	Influences on Marketing Objectives	L	AQ ED	Y
<b>M1.1a</b>	Marketing Objectives	A	AQ ED	Y
<b>M1.2</b>	Marketing Research	L	AQ ED	Y
<b>M1.2a</b>	Marketing Research	A	AQ ED	Y
<b>M1.3.1</b>	Sampling	L	AQ ED	Y
<b>M1.3.2</b>	Interpreting Marketing Data	L	AQ ED	Y
<b>M1.3a</b>	Marketing Data	A	AQ ED	Y
<b>M1.4</b>	The Value of Technology	L	AQ ED	Y
<b>M1.4a</b>	Marketing Technology	A	AQ ED	Y
<b>M1.5.1</b>	Price Elasticity of Demand	L	AQ ED	Y
<b>M1.5.2</b>	Income Elasticity of Demand	L	AQ ED	Y
<b>M1.5a</b>	Price and Income Elasticity of Demand	A	AQ ED	Y

## SECTION 3 OPERATIONS

Module 2 Positioning and the Marketing Mix				
<b>M2.1.1</b>	Segmentation, Targeting and Positioning	L	AQ ED	Y
<b>M2.1.2</b>	Segmentation, Targeting and Positioning in Practice	L	AQ ED	Y
<b>M2.1a</b>	Segmentation, Targeting and Positioning	A	AQ ED	Y
<b>M2.2.1</b>	Introduction to the Marketing Mix	L	AQ ED	Y
<b>M2.2.2</b>	Product	L	AQ ED	Y
<b>M2.2.3</b>	Price	L	AQ ED	Y
<b>M2.2a</b>	Product and Price	A	AQ ED	Y
<b>M2.3.1</b>	Promotion	L	AQ ED	Y
<b>M2.3.2</b>	Place	L	AQ ED	Y
<b>M2.3.3</b>	People, Process and Physical Environment	L	AQ ED	Y
<b>M2.3a</b>	Promotion, Place, People, Process and Physical Env.	A	AQ ED	Y
<b>M2.4</b>	Integrating and Applying the Marketing Mix	L	AQ ED	Y
<b>M2.4a</b>	The Marketing Mix in Practice	A	AQ ED	Y
<b>M2.5</b>	Digital Marketing and E-commerce	L	AQ ED	Y
<b>M2.5a</b>	Digital Marketing and E-commerce	A	AQ ED	Y
Module 3 Strategic Positioning				
<b>M3.1.1</b>	Ansoff Matrix	L	AQ ED	
<b>M3.1.2</b>	Porter's Strategies and Bowman's Strategic Clock	L	AQ ED	
<b>M3.1a</b>	Markets and Products	A	AQ ED	
<b>M3.2</b>	Strategic Positioning and Competitive Advantage	L	AQ ED	
<b>M3.2a</b>	Strategic Positioning and Competitive Advantage	A	AQ ED	
<b>M3.3</b>	Global Marketing Strategy	L	ED	
<b>M3.3a</b>	Global Marketing Strategy	A	ED	

Module 1 Operational Objectives and Performance				
<b>O1.1</b>	Operational Objectives	L	AQ ED	Y
<b>O1.1a</b>	Operational Objectives	A	AQ ED	Y
<b>O1.2.1</b>	Labour Productivity and Efficiency Data	L	AQ ED	Y
<b>O1.2.2</b>	Analysing Labour Productivity and Efficiency	L	AQ ED	Y
<b>O1.2a</b>	Labour Productivity and Efficiency	A	AQ ED	Y
<b>O1.3.1</b>	Capacity Data	L	AQ ED	Y
<b>O1.3.2</b>	Analysing Capacity	L	AQ ED	Y
<b>O1.3a</b>	Capacity Data	A	AQ ED	Y
<b>O1.4.1</b>	Lean Production	L	AQ ED	Y
<b>O1.4.2</b>	Technology in Operations	L	AQ ED	Y
<b>O1.4a</b>	Lean Production and Technology	A	AQ ED	Y
Module 2 Quality, Inventory and Supply Chains				
<b>O2.1.1</b>	The Importance of Quality	L	AQ ED	Y
<b>O2.1.2</b>	Quality Control	L	AQ ED	Y
<b>O2.1.3</b>	Quality Assurance	L	AQ ED	Y
<b>O2.1.4</b>	Other Quality Initiatives	L	AQ ED	Y
<b>O2.1a</b>	Quality	A	AQ ED	Y
<b>O2.2.1</b>	Supply Chain Management	L	AQ ED	Y
<b>O2.2.2</b>	Inventory Controls	L	AQ ED	Y
<b>O2.2.3</b>	Inventory Control Charts	L	AQ ED	Y
<b>O2.2.4</b>	The Value of Outsourcing	L	AQ ED	Y
<b>O2.2a</b>	Inventory and Supply Chains	A	AQ ED	Y

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### Module 1 Managing People

<b>HR1.1.1</b>	Human Resources Objectives	L	AQ ED	Y
<b>HR1.1.2</b>	Human Resources Approaches	L	AQ ED	Y
<b>HR1.1a</b>	HR Objectives and Approaches	A	AQ ED	Y
<b>HR1.2.1</b>	Approaches to Staffing	L	AQ ED	Y
<b>HR1.2.2</b>	Recruitment, Selection and Training	L	AQ ED	Y
<b>HR1.2.3</b>	Employee Involvement in Decision Making	L	AQ ED	Y
<b>HR1.2.4</b>	Managing Employer-Employee Relations	L	AQ ED	Y
<b>HR1.2a</b>	Staffing	A	AQ ED	Y
<b>HR1.3.1</b>	Theories of Motivation	L	AQ ED	Y
<b>HR1.3.2</b>	Motivation in Practice	L	AQ ED	Y
<b>HR1.3.3</b>	Choosing Between Different Methods	L	AQ ED	Y
<b>HR1.3a</b>	Motivation	A	AQ ED	Y

### Module 2 Management, Leadership and Entrepreneurship

<b>HR2.1</b>	The Role of Managers	L	AQ ED	Y
<b>HR2.1a</b>	The Role of Managers	A	AQ ED	Y
<b>HR2.2.1</b>	Types of Management and Leadership Styles	L	AQ ED	Y
<b>HR2.2.2</b>	Evaluating Management and Leadership Styles	L	AQ ED	Y
<b>HR2.2a</b>	Management and Leadership Styles	A	AQ ED	Y
<b>HR2.3.1</b>	The Role of an Entrepreneur	L	AQ ED	Y
<b>HR2.3.2</b>	Entrepreneurial Motives and Characteristics	L	AQ ED	Y
<b>HR2.3.3</b>	Moving from Entrepreneur to Leader	L	AQ ED	Y
<b>HR2.3a</b>	Entrepreneurship	A	AQ ED	Y

### Module 3 Organisational Design and HR Performance

<b>HR3.1.1</b>	Job Design	L	AQ ED	Y
<b>HR3.1.2</b>	Organisational Design	L	AQ ED	Y
<b>HR3.1.3</b>	Influences on Job and Organisational Design	L	AQ ED	Y
<b>HR3.1a</b>	Job and Organisational Design	A	AQ ED	Y
<b>HR3.2.1</b>	Human Resources Flow	L	AQ ED	Y
<b>HR3.2.2</b>	Human Resources Planning	L	AQ ED	Y
<b>HR3.2a</b>	Human Resources Flow and Planning	A	AQ ED	Y
<b>HR3.3.1</b>	Calculating HR Data	L	AQ ED	Y
<b>HR3.3.2</b>	Using and Interpreting HR Data	L	AQ ED	Y
<b>HR3.3a</b>	Human Resources Data	A	AQ ED	Y

## SECTION 5 FINANCE AND ACCOUNTING

Module 1 Finance and Accounting Foundations				
FA1.1.1	Introduction to Financial Objectives	L	AQ ED	Y
FA1.1.2	Influences on Financial Objectives	L	AQ ED	Y
FA1.1a	Introduction to Financial Objectives	A	AQ ED	Y
FA1.2	Revenue	L	AQ ED	Y
FA1.2a	Revenue	A	AQ ED	Y
FA1.3	Costs	L	AQ ED	Y
FA1.3a	Costs	A	AQ ED	Y
FA1.4	Profit	L	AQ ED	Y
FA1.4a	Profit	A	AQ ED	Y
FA1.5.1	Introduction to Cash Flow	L	AQ ED	Y
FA1.5.2	Cash Flow Statements and Forecasts	L	AQ ED	Y
FA1.5.3	Analysing Cash Flow	L	AQ ED	Y
FA1.5.4	Managing Cash Flow	L	AQ ED	Y
FA1.5a	Cash Flow	A	AQ ED	Y

Module 2 Budgeting, Break-Even and Profitability				
FA2.1.1	Budgeting	L	AQ ED	Y
FA2.1.2	Variance Analysis	L	AQ ED	Y
FA2.1a	Budgeting	A	AQ ED	Y
FA2.2.1	Introduction to Break-Even	L	AQ ED	Y
FA2.2.2	Break-Even Charts	L	AQ ED	Y
FA2.2.3	Analysing Break-Even	L	AQ ED	Y
FA2.2a	Break-Even	A	AQ ED	Y
FA2.3.1	Profit and Profitability	L	AQ ED	Y
FA2.3.2	Analysing Profitability	L	AQ ED	Y
FA2.3a	Profit and Profitability	A	AQ ED	Y

Module 3 Sources of Finance				
FA3.1.1	Introduction to Raising Finance	L	AQ ED	Y
FA3.1.2	Internal Sources of Finance	L	AQ ED	Y
FA3.1.3	External Sources of Finance	L	AQ ED	Y
FA3.1a	Raising Finance	A	AQ ED	Y
FA3.2	Short and Long-Term Finance	L	AQ ED	Y
FA3.2a	Short and Long-Term Finance	A	AQ ED	Y

Module 4 Financial Statements and Ratios				
FA4.1.1	The Balance Sheet	L	AQ ED	
FA4.1.2	Analysing the Balance Sheet	L	AQ ED	
FA4.1a	The Balance Sheet	A	AQ ED	
FA4.2.1	The Income Statement	L	AQ ED	
FA4.2.2	Analysing the Income Statement	L	AQ ED	
FA4.2a	The Income Statement	A	AQ ED	
FA4.3.1	Profit Margins and ROCE	L	AQ ED	
FA4.3.2	Liquidity Ratio	L	AQ ED	
FA4.3.3	Gearing Ratio	L	AQ ED	
FA4.3.4	Efficiency	L	AQ ED	
FA4.3a	Financial Ratios	A	AQ ED	
FA4.4	Value and Limitations of Financial Ratios	L	AQ ED	
FA4.4	Value and Limitations of Financial Ratios	A	AQ ED	

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Module 1 Decision Trees and Elasticity				
<b>QM1.1.1</b>	Introduction to Decision Making	L	AQ ED	Y
<b>QM1.1.2</b>	Factors Affecting Business Decision Making	L	AQ ED	Y
<b>QM1.1a</b>	Introduction to Decision Making	A	AQ ED	Y
<b>QM1.2.1</b>	Introduction to Decision Trees	L	AQ ED	Y
<b>QM1.2.2</b>	Constructing Decision Trees	L	AQ ED	Y
<b>QM1.2.3</b>	Calculations Using Decision Trees	L	AQ ED	Y
<b>QM1.2.4</b>	Using and Evaluating Decision Trees	L	AQ ED	Y
<b>QM1.2a</b>	Decision Trees	A	AQ ED	Y
<b>QM1.3.1</b>	Price Elasticity of Demand (PED)	L	AQ ED	
<b>QM1.3.2</b>	PED Calculations	L	AQ ED	
<b>QM1.3.3</b>	Income Elasticity of Demand (YED)	L	AQ ED	
<b>QM1.3.4</b>	YED Calculations	L	AQ ED	
<b>QM1.3a</b>	Elasticity	A	AQ ED	

Module 2 Management, Leadership and Entrepreneurship				
<b>QM2.1.1</b>	Introduction to Investment Appraisal	L	AQ ED	
<b>QM2.1.2</b>	Payback Periods	L	AQ ED	
<b>QM2.1.3</b>	Using and Evaluating Payback Periods	L	AQ ED	
<b>QM2.1.4</b>	Average Rate of Return	L	AQ ED	
<b>QM2.1a</b>	Payback Periods and ARR	A	AQ ED	
<b>QM2.2.1</b>	Discounting and Present Value	L	AQ ED	
<b>QM2.2.2</b>	Calculating Net Present Value	L	AQ ED	
<b>QM2.2.3</b>	Using and Evaluating NPV	L	AQ ED	
<b>QM2.2a</b>	Net Present Value	A	AQ ED	

Module 3 Sensitivity Analysis and Critical Path Analysis				
<b>QM3.1.1</b>	Introduction to Sensitivity Analysis	L	AQ ED	
<b>QM3.1.2</b>	Performing Sensitivity Analysis	L	AQ ED	
<b>QM3.1.3</b>	Using and Evaluating Sensitivity Analysis	L	AQ ED	
<b>QM3.1a</b>	Sensitivity Analysis	A	AQ ED	
<b>QM3.2.1</b>	Introduction to Strategic Implementation	L	AQ ED	
<b>QM3.2.2</b>	Introduction to Network Analysis	L	AQ ED	
<b>QM3.2.3</b>	Constructing Network Analysis Diagrams	L	AQ ED	
<b>QM3.2.4</b>	Finding the Critical Path	L	AQ ED	
<b>QM3.2.5</b>	Using and Evaluating Critical Path Analysis	L	AQ ED	
<b>QM3.2a</b>	Critical Path Analysis	A	AQ ED	



## SECTION 7 GLOBAL BUSINESS

Module 1 Globalisation			
<b>GB1.1.1</b>	Reasons for Globalisation	L	AQ ED
<b>GB1.1.2</b>	Impacts of Globalisation	L	AQ ED
<b>GB1.1a</b>	Globalisation	A	AQ ED
<b>GB1.2.1</b>	Internationalisation	L	AQ ED
<b>GB1.2.2</b>	The Impact of Internationalisation	L	AQ ED
<b>GB1.2.3</b>	Managing International Business	L	AQ ED
<b>GB1.2a</b>	Internationalisation	A	AQ ED

Module 2 Global Markets and Business Expansion			
<b>GB2.1.1</b>	International Trade	L	AQ ED
<b>GB2.1.2</b>	Production and Market Opportunities	L	AQ ED
<b>GB2.1a</b>	International Production and Trade	A	AQ ED
<b>GB2.2</b>	Methods of Entering International Markets	L	AQ ED
<b>GB2.2a</b>	Methods of Entering International Markets	A	AQ ED
<b>GB2.3.1</b>	Protectionism	L	AQ ED
<b>GB2.3.2</b>	Trading Blocs	L	AQ ED
<b>GB2.3a</b>	Protectionism and Trading Blocs	A	AQ ED

Module 3 Global Industries and Companies (MNCs)				
<b>GB3.1</b>	The Impact of MNCs	L	AQ ED	Y
<b>GB3.1a</b>	The Impact of MNCs	A	AQ ED	Y
<b>GB3.2</b>	Stakeholder Conflicts and Ethics	L	AQ ED	Y
<b>GB3.2a</b>	Stakeholder Conflicts and Ethics	A	AQ ED	Y
<b>GB3.3</b>	Controlling MNCs	L	AQ ED	Y
<b>GB3.3a</b>	Controlling MNCs	A	AQ ED	Y

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### Module 1 Performance and Threats to Performance

<b>TO1.1.1</b>	Business Performance – Financial Assessment	L	AQ
<b>TO1.1.2</b>	Business Performance – Non-Financial Assessment	L	AQ
<b>TO1.1.3</b>	Overall Business Performance Measures	L	AQ
<b>TO1.1a</b>	Business Performance	A	AQ
<b>TO1.2</b>	Introduction to PESTLE Analysis	L	AQ
<b>TO1.2a</b>	PESTLE Analysis	A	AQ
<b>TO1.3.1</b>	Political and Legal Threats and Opportunities	L	AQ
<b>TO1.3.2</b>	Competition Laws	L	AQ
<b>TO1.3.3</b>	Employment Laws	L	AQ
<b>TO1.3.4</b>	Tax Laws	L	AQ
<b>TO1.3a</b>	Political and Legal Threats and Opportunities	A	AQ
<b>TO1.4.1</b>	GDP and the Business Cycle	L	AQ
<b>TO1.4.2</b>	Business Implications of the Business Cycle	L	AQ
<b>TO1.4.3</b>	Fiscal Policy	L	AQ
<b>TO1.4.4</b>	Monetary Policy	L	AQ
<b>TO1.4a</b>	Economic Threats and Opportunities	A	AQ
<b>TO1.5.1</b>	Inflation	L	AQ
<b>TO1.5.2</b>	International Trade	L	AQ
<b>TO1.5.3</b>	Exchange Rates	L	AQ
<b>TO1.5a</b>	External Economic Threats and Opportunities	A	AQ
<b>TO1.6.1</b>	Social Change: Demographics	L	AQ
<b>TO1.6.2</b>	Consumer Behaviour	L	AQ
<b>TO1.6.3</b>	Corporate Social Responsibility (CSR)	L	AQ
<b>TO1.6a</b>	Social Threats and Opportunities	A	AQ

<b>TO1.7.1</b>	Technological Threats and Opportunities	L	AQ
<b>TO1.7.2</b>	Environmental Threats and Opportunities	L	AQ
<b>TO1.7a</b>	Additional Business Threats and Opportunities	A	AQ
<b>TO1.8.1</b>	Competitive Markets and Barriers to Entry	L	AQ
<b>TO1.8.2</b>	Porter's Five Forces	L	AQ
<b>TO1.8.3</b>	Using Porter's Five Forces	L	AQ
<b>TO1.8a</b>	Porter's Five Forces and the Threat of Competition	A	AQ

### Module 2 Innovation and Digital Technology

<b>TO2.1.1</b>	Types and Importance of Innovation	L	AQ
<b>TO2.1.2</b>	Encouraging Innovation	L	AQ
<b>TO2.1.3</b>	Protecting Innovation	L	AQ
<b>TO2.1a</b>	Innovation	L	AQ
<b>TO2.2.1</b>	Digital Technology Pressures and ERP	A	AQ
<b>TO2.2.2</b>	E-Commerce and Big Data	L	AQ
<b>TO2.2.3</b>	Using and Evaluating Digital Technology	L	AQ
<b>TO2.2a</b>	Digital Technology	A	AQ

## SECTION 9 CHANGE AND STRATEGY

Module 1 Change			
<b>CS1.1.1</b>	Causes and Impacts of Change	L	AQ ED
<b>CS1.1.2</b>	Lewin's Force Field Analysis	L	AQ ED
<b>CS1.1a</b>	The Causes and Impacts of Change	A	AQ ED
<b>CS1.2</b>	Barriers to Change	L	AQ ED
<b>CS1.2a</b>	Barriers to Change	A	AQ ED
<b>CS1.3</b>	Changing Organisational Culture	L	AQ ED
<b>CS1.3a</b>	Changing Organisational Culture	A	AQ ED

Module 2 Managing Strategic Implementation			
<b>CS2.1</b>	Strategic Change and Implementation	L	AQ ED
<b>CS2.1a</b>	Strategic Change and Implementation	A	AQ ED
<b>CS2.2.1</b>	Leadership for Change	L	AQ ED
<b>CS2.2.2</b>	Communicating Change	L	AQ ED
<b>CS2.2.3</b>	Organisational Structure and Change	L	AQ ED
<b>CS2.2a</b>	Dealing with Change	A	AQ ED

Module 3 Evaluating Strategic Performance			
<b>CS3.1.1</b>	Difficulties with Strategy	L	AQ ED
<b>CS3.1.2</b>	Introduction to Corporate Governance	L	AQ ED
<b>CS3.1.3</b>	Good Corporate Governance	L	AQ ED
<b>CS3.1.4</b>	Bad Corporate Governance	L	AQ ED
<b>CS3.1.5</b>	Strategic Performance and Planning	L	AQ ED
<b>CS3.1a</b>	Evaluating Strategic Performance	A	AQ ED

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A-LEVEL BUSINESS  
COURSE GUIDE

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