

Cambridge International AS & A Level

Economics 9708

Use evidence to understand choices and evaluate real decisions.

Understanding the subject

Economics explores choices made by people, businesses and governments when resources are limited. At AS & A Level, you will develop explanations using models and evidence, then judge how well those explanations fit a real situation. You will learn to look beyond a quick answer and consider different effects and assumptions.

How could a city reduce traffic? Charging drivers and improving public transport may change people's choices in different ways. To understand the problem, you need to consider incentives, costs and the alternatives people have. Evidence about travel patterns would make your explanation stronger.

What your learning will look like

Area of learning	What this means in practice
Economic models	Use simplified explanations to understand behaviour and choices.
Markets and the economy	Connect individual decisions with wider economic activity.
Policy and trade-offs	Compare benefits, costs and effects on different groups.
Evidence and evaluation	Judge arguments in context and identify their assumptions.

These examples introduce the subject. Open Syllabus Overview for the complete topic map and any qualification options.

Skills you will develop

You will apply economic models to situations and interpret data critically. Ask what the data show, what they leave out and whether they support the claim being made. You will compare effects on different groups and examine the assumptions behind a recommendation. A reasoned judgement explains why a policy may work and what could limit its success.

A useful habit

Ask: What is the evidence, and how does it support my explanation? Clear reasoning matters more than guessing an answer.

Putting ideas into practice

Imagine a city deciding how to reduce traffic. A road charge may discourage some car journeys, while better public transport may make another form of travel more attractive. Consider wider costs, such as congestion and pollution, as well as the costs faced by travellers.

Compare likely effects on commuters, businesses and people with few travel alternatives. Your judgement should depend on the situation: for example, a price change may have less effect when people have no practical alternative. Explain the assumptions behind your prediction and the evidence you would need. This is an illustration, not an extra task to complete now.

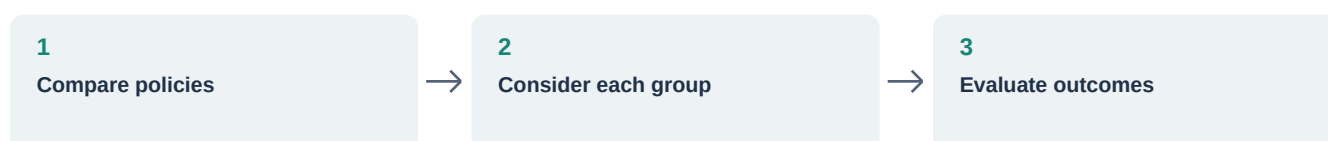


Figure 1. A simple sequence for turning a question into a reasoned explanation.

Future study and career connections

Policy analysis connects with economic research and public-policy work. Understanding markets can support business analysis, while interpreting data and weighing uncertainty can be useful in finance-related pathways.

The course helps develop ways of thinking used in these areas; it does not qualify you for a particular job by itself. Specialist roles normally require further study or training. Some future courses also require particular subjects or mathematical skills, so check individual entry requirements.

Your next step

Explore which parts of Economics interest you: explaining choices, interpreting evidence or comparing policy options. Use those interests to investigate possible further study without feeling that you must decide on a career now.

Next, open **Syllabus Overview** in the course menu. It will help you see the topics ahead and understand how your learning is organised across the qualification.

Keep the purpose in mind

This introduction helps you see why the subject matters and how you will learn. It is not the full syllabus or an assessment guide. Continue to Syllabus Overview, then Assessment Overview, for those details.

Reference

Based on the seven-slide course introduction and the Cambridge syllabus for 2026-2028. [Read the official Cambridge syllabus](#). Practical examples and career connections are illustrative.