OBJECTIVES

YEAR 12

أكاديمية الأرقم للبنات
AL-Arqam Academy For Girls

Term 2 Exam
2016-2017

OBJECTIVES
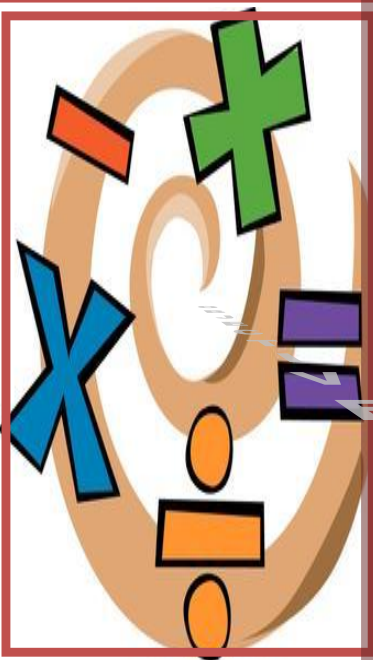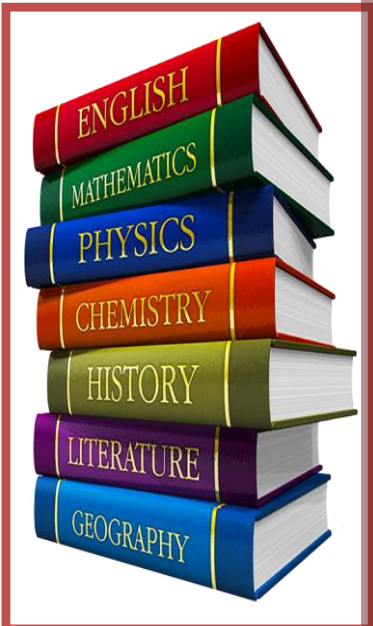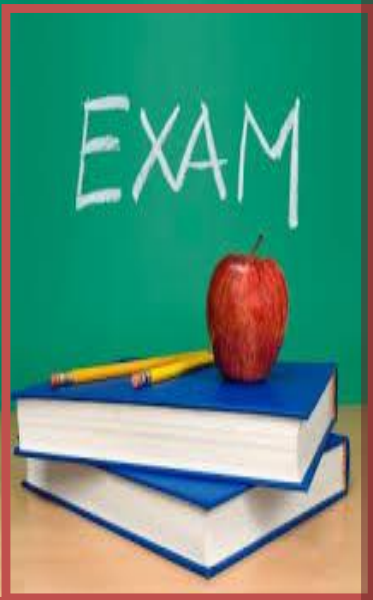
AL- Arqam Academy For Girls
أكاديمية الأرقم للبنات

CONTENTS
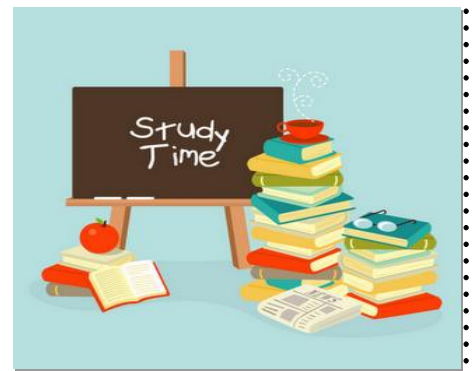
Teacher's name : Jinan mousa   **Subject: arabic**   **Year : 12**

No.	Term 2 objectives:
1	كتابة المقال السياسي والاجتماعي وفق شروطه وعدد كلماته المطلوب
2	طرح قضية ما للنقاش ومناقشة أسبابها وآثارها السلبية والإيجابية واقتراح حلول بناءة لها
3	ضبط الكلمة ضبطا سليما وفق موقعها الإعرابي من الجملة
4	ترجمة النص من العربية إلى الانجليزية ترجمة سليمة

Max. number of objectives is 5 objectives.

No of assessments during the term(without including the end of term exam) عدد الاختبارات خلال الفصل ما عدا نهاية الفصل	2
Total mark for each assessment (every assessment is out of what) درجات الاختبارات	درجة الاختبار الأول 46 علامة – الثاني 30 علامة
Duration of end of term exam/exams الدرجة الخاصة باختبار نهاية الفصل	ورقة واحدة مدتها ساعتان ونصف – الدرجة90

1- Please use your class practical experience and knowledge for the topics covere

كتابة المقال الاجتماعي والسياسي كتابة سليمة وفق شروطه وعدد كلماته المطلوب في الموضوعات التالية

أ-   التاريخ العربي عبر العصور

ب- الثقافة والفنون العربية

ت- الثقافة الاجتماعية العربية

كتابة النص النقاشي (وعرض أسباب المشكلة – آثارها السلبية – اقتراح حلول لها)

ضبط الكلمة ضبطا سليما وفق موقعها من الإعراب

ترجمة النص من العربية إلى الانجليزية

Teacher's name : hanadi adel   **Subject:** sharia   **Year group: 12**

No.	Term 2 objectives:
1	أن تسمّع الطالبة سورة الحجرات تسميعاً صحيحاً
2	أن توضح الطالبة الحقوق التي كفلها الإسلام للمرأة .
3	أن تبين الطالبة بعض أبواب علوم القرآن المعينة على فهمه وعلم مصطلح الحديث
4	أن تستعرض الطالبة مواقف من الصحابي الجليل عبد الله بن عمر رضي الله عنهما .

No of assessments during the term(without including the end of term exam) عدد الاختبارات خلال الفصل ما عدا نهاية الفصل	2
Total mark for each assessment (every assessment is out of what) درجات الاختبارات	15
Duration of end of term exam/exams الدرجة الخاصة باختبار نهاية الفصل	50

Topics and units covered/ Studying material/Any other information المواضيع الداخلة باختبار نهاية الفصل
أولاً : الاختبار الشفهي . 1. سورة الحجرات . ثانياً: الاختبار التحريري . 1. علوم القرآن (2). 2. علم مصطلح الحديث . 3. الصحابي الجليل عبد الله بن عمر . 4. أشهر كتب السنة . 5. خيرية الأمة الإسلامية . 6. تحرير المرأة .

Year group: الثاني   **Subject:** العلوم الاجتماعية   **Teacher's name** ميمونة محمد عشر

No.	Term 2objectives:
1	أن تتمكن الطالبة من ترتيب الأحداث حسب تسلسلها الزمني الصحيح
2	أن تتقن الطالبة استخدام المصطلحات التاريخية والجغرافيا المناسبة
3	التمكن من تقديم معلومات وافية عن البيئة والتوازن البيئي ، والعولمة من حيث الإيجابيات والسلبيات
4	

Max. number of objectives is 5 objectives.

No of assessments during the term(without including the end of term exam) عدد الاختبارات خلال الفصل ما عدا نهاية الفصل	2
Total mark for each assessment (every assessment is out of what) درجات الاختبارات	15 ، 15
Duration of end of term exam/exams الدرجة الخاصة باختبار نهاية الفصل	50

Topics and units covered/ Studying material/Any other information
المواضيع الداخلة باختبار نهاية الفصل

1- الحرب العالمية الثانية صفحة(74-94)

2-البيئة والتوازن البيئي صفحة (96-101)

3-العولمة صفحة(102-109)

Please use your class practical experience and knowledge for the topics covered.

Teachers: Ms ANA and RUTENDO   **Subject: ENGLISH**   **Year group: 12**

No.	Term 2 objectives:
1	READING • Demonstrate understanding of explicit meanings • Demonstrate understanding of implicit meanings and attitudes • Select information for specific purposes.
2	WRITING • Articulate experience and express what is thought, felt and imagined • Use a range of appropriate vocabulary • Make accurate use of spelling, punctuation and grammar
3	SPEAKING • Do a job interview • Demonstrate the ability to speak fluently and confidently without notes

No of assessments during the term (without including the end of term exam)	**2**
Total mark for each assessment (every assessment is out of what?)	**20 – Writing** **20 – Speaking** **30 – Reading**
No of assessments needs to be included in end of term 2 exam timetable	**1**
Duration of end of term exam/exams	**1.5 hours**

Topics and units covered/ Studying material/Any other information

Topics covered:
* A number of vocabulary exercises to enhance vocabulary
* Reading comprehensions from TOEFL.
* Interview skills
* Poetry

Exam Preparation:
* Practise readings from IELTS, SAT or TOFL.
* Read through vocabulary lists and familiarize yourself with as many words as possible.

Teacher's name: Gaye Gungor   Subject: Physics   Year group: 12 A/B

No.	Term 2 objectives:
1	**Waves**
2	**DC Electricity**
3	**Nature of light**

Max. Number of objectives is 3 objectives.

No of assessments during the term(without including the end of term exam)	2
Total mark for each assessment (every assessment is out of what)	**41, 40**
No of exam papers to be included in end of term 1 exam timetable	2
Duration of end of term exam/exams	**Unit 1 - 1 h 30 min** **Unit 2 - 1 h 30 min** **Unit 3 - 1h 20 min**

Topics and units covered/ Studying material/Practical skills & any other information
Unit 1 **Topic 1 Mechanics** - **Describing motion** - **Equations of motion** - **Graphs of motion** - **Vectors / scalars** - **Moving in more than one directions** - **Causes of motion** - **Newton's laws** - **Inertia / mass / weight** - **Measuring g** - **Projectiles** - **Energy / Power / Efficiency** **Topic2 Materials** - **Fluids** - **Density** - **Archimedes' Principle** - **Fluid flows & Stokes' Law** - **Viscosity** - **Terminal velocity** - **The properties of solids / Hooke's Law**

- **Stress / strain / young modulus**
- **Stress-strain / force-extension graphs**
- **Materials in the real world**

Unit 2
Topic 3 Waves
- **Types of waves / properties of waves**
- **Superposition and standing waves**
- **The behavior of waves (reflection, refraction, interference, diffraction)**
- **Light and sound**
- **Electromagnetic spectrum**
- **Doppler effect, Doppler radar and Doppler ultrasound / Pulse-echo detection**
- **Polarization**
- **X-ray and electron diffraction**
- **Electromagnetic spectrum**

Topic 4 DC electricity
- **Electric current**
- **Emf**
- **Potential difference**
- **Power / work in circuits**
- **Resistance and resistivity**
- **Circuits containing resistors**
- **Ohmic / non-ohmic conductors**
- **The transport equation / drift velocity of electrons**
- **Potential dividers**
- **Sources of e.m.f. and internal resistance**
- **Conduction in metals , semiconductors and insulators**
- **Sensing and control circuits**
-
Topic 5 Nature of light
- **History of light**
- **Photon model of light**
- **Photoelectric emission and photoelectric equation**
- **Wave – particle duality**
- **Electron-volt**
- **Radiation flux**
- **Radiation flux and solar cells**
- **Photons, spectra and energy levels**
- **Photovoltaic efficiency**
- **How does society choose its energy sources?**
- **Atomic spectra and energy levels**

Materials
- **Course book / Course Revision book**
- **Class notes**
- **Past paper questions**

Study tips
- **Read and revise the topics**
- **Make summaries of the key points**
- **Memorize the equations**
- **Practice past paper questions**

Teacher's name : -----Uzma Jalil-----   Subject: -----Chemistry----Year group: --12A/B--

No.	Term 2 objectives:
1	Shapes of molecules and ions; Intermediate bonding and bond polarity & Intermolecular forces
2	Organic chemistry & Mechanisms: Alcohols, Halogenoalkanes
3	The periodic table — groups 2 and 7
4	Mass spectra, IR and Green Chemistry
5	Redox & Kinetics

No of assessments during the term(without including the end of term exam)	**2**
Total mark for each assessment (every assessment is out of what)	**56,64**
No of assessments needs to be included in end of term 1 exam timetable	**3**
Duration of end of term exam/exams	**UNIT 1 (1hr 30 min):80 Marks** **UNIT 2 (1hr 30 min):80 Marks** **UNIT 3(1hr 15 min):50 Marks**

Topics and units covered/ Studying material/Any other information

Topic 1: Shapes of molecules and ions; Intermediate bonding and bond polarity & Intermolecular forces
- demonstrate an understanding of the use of :electron-pair repulsion theory to interpret and predict the shapes of simple molecules and ions , bond length and bond angle and predict approximate bond angles in simple molecules and ions
- demonstrate an understanding of the terms discuss the different structures formed by carbon atoms, including graphite, diamond, fullerenes and carbon nanotubes, and the applications of these, eg the potential to use nanotubes as vehicles to carry drugs into cells
- recall that ionic and covalent bonding are the extremes of a continuum of bonding type and explain this in terms of electronegativity differences leading to bond polarity in bonds and molecules, and to ionic bonding if the electronegativity is large enough; distinguish between polar bonds and polar molecules and be able to predict whether or not a given molecule is likely to be polar
- demonstrate an understanding of the nature of intermolecular forces resulting from interactions between permanent dipoles, instantaneous dipoles and induced dipoles (London forces) and from the formation of hydrogen bonds
- interpret given information about solvents and solubility to explain the choice of solvents in given contexts, discussing the factors that determine the solubility; the solubility in non-aqueous solvents of compounds which have similar intermolecular forces to those in the solvent.

Topic 2: Organic chemistry & Mechanisms: Alcohols, Halogenoalkanes
- **ALCOHOLS:**demonstrate an understanding of the nomenclature and corresponding structural, displayed and skeletal formulae of alcohols, and classify them as primary, secondary or tertiary
- reactions of alcohols : combustion, reaction with sodium, substitution reactions, reaction with PCl_5, oxidation (reflux & distillation)
- **HALOGENOALKANES**: demonstrate an understanding of the nomenclature and corresponding structural,

displayed and skeletal formulae for halogenoalkanes, including the distinction between primary, secondary and tertiary structures

- <u>Prepration of Halogenoalkanes</u>: from an alcohol and explain why a metal halide and concentrated sulfuric acid should not be used when making a bromoalkane or an iodoalkane
- <u>Reactions of</u> Halogenoalkanes: with aqueous alkali eg KOH (aq) ; alcoholic potassium hydroxide; water containing dissolved silver nitrate; alcoholic ammonia
- discuss the uses of halogenoalkanes, eg as fire retardants and modern refrigerants.
- **MECHANISM**: classify reactions (including those in Unit 1) as addition, elimination, substitution, oxidation, reduction, hydrolysis or polymerization ;demonstrate an understanding of the concept of a reaction mechanism and that bond breaking can be homolytic or heterolytic and that the resulting species are either free radicals, electrophiles or nucleophiles; give definitions of the terms free radical, electrophile and nucleophile
- demonstrate an understanding of how oxygen, O_2, and ozone, O_3, absorb UV radiation and explain the part played by emission of oxides of nitrogen, from aircraft, in the depletion of the ozone layer, including the free radical mechanism for the reaction and the fact that oxides act as catalysts

Topic 3: The periodic table — groups 2 and 7

- explain the trend in the first ionization energy down group 2 reaction of the elements in group 2 with oxygen, chlorine and water; reactions of the oxides of group 2 elements with water and dilute acid, and their hydroxides with dilute acid   trends in solubility of the hydroxides and sulfates of group 2 elements; trends in thermal stability of the nitrates and the carbonates of the elements in groups 1 and 2 and explain these in terms of size and charge of the cations involved; the characteristic flame colours formed by group 1 and 2 compounds and explain their origin in terms of electron transitions

- experiments to study the thermal decomposition of group 1 and 2 nitrates and carbonates ;flame tests on compounds of group 1 and 2 ;simple acid-base titrations using a range of indicators, acids and alkalis, to calculate solution concentrations in g dm^{-3} and mol dm^{-3} , eg measuring the residual alkali present after skinning fruit with potassium hydroxide;demonstrate an understanding of how to minimise the sources of measurement uncertainty in volumetric analysis and estimate the overall uncertainty in the calculated result.

- describe and carry out the following chemical reactions of halogens: oxidation reactions with metal and non-metallic elements and ions such as iron(II) and iron(III) ions in solution; disproportionation reactions with cold and hot alkali, eg hot potassium hydroxide with iodine to produce potassium iodate(V) ; carry out an iodine/thiosulfate titration, including calculation of the results and evaluation of the procedures involved, eg determination of the purity of potassium iodate(V) by liberation of iodine and titration with standard sodium thiosulfate solution

- describe and carry out the following reactions:
  i.   potassium halides with concentrated sulfuric acid, halogens and silver nitrate solution
  ii.   silver halides with sunlight and their solubilities in aqueous ammonia solution
  iii. hydrogen halides with ammonia and with water (to produce acids)
  iv. Make predictions about fluorine and astatine and their compounds based on the trends in the physical and chemical properties of halogens.

Topic 4: Mass spectra and IR & Green chemistry

- interpret fragment ion peaks in the mass spectra of simple organic compounds, eg the difference between propanal and propanone
- Demonstrate an understanding that only molecules which change their polarity as they vibrate can absorb infrared radiation ;use infrared spectra, or data from infrared spectra, to deduce functional groups present in

organic compounds and predict infrared absorptions, given wavenumber data, due to familiar functional groups. This will be limited to:

i.   C-H stretching absorptions in alkanes, alkenes and aldehydes
ii.   O-H stretching absorption in alcohols and carboxylic acids
iii. N-H stretching absorption in amines
iv.   C=O stretching absorption in aldehydes and ketones
v.   C-X stretching absorption in halogenoalkanes
vi.   as an analytical tool to show the change in functional groups during the oxidation of an alcohol to a carbonyl

Green chemistry: demonstrate an understanding that the processes in the chemical industry are being reinvented to make them more sustainable ('greener') by:

i.   changing to renewable resources
ii.   finding alternatives to very hazardous chemicals
iii. discovering catalysts for reactions with higher atom economies, eg the development of methods used to produce ethanoic acid based on catalysts of cobalt, rhodium and iridium
iv.   making more efficient use of energy, eg the use of microwave energy to heat reactions in the pharmaceutical industry
v.   reducing waste and preventing pollution of the environment

- discuss the relative effects of different greenhouse gases as absorbers of IR and hence on global warming
- discuss the difference between anthropogenic and natural climate change over hundreds of thousands of years
- demonstrate understanding of the terms 'carbon neutrality' and 'carbon footprint';apply the concept of carbon neutrality to different fuels, such as petrol, bio-ethanol and hydrogen
- discuss and explain, including the mechanisms for the reactions, the science community's reasons for recommending that CFCs are no longer used due to their damaging effect on the ozone layer.

Topic 5: Redox & Kinetics

- Redox: understanding of oxidation number — the rules for assigning oxidation numbers ;classification of reactions as redox and as disproportionation; write ionic half-equations and use them to construct full ionic equations.

- Kinetics: factors that influence the rate of chemical reaction, including concentration, temperature, pressure, surface area and catalysts; use, the Maxwell-Boltzmann model of the distribution of molecular energies to relate changes of concentration the alteration and temperature to in the rate of a reaction

- demonstrate an understanding of the concept of activation energy and its qualitative relationship to the effect of temperature changes on the rate of reaction; role of catalysts in providing alternative reaction routes of lower activation energy and draw the reaction profile of a catalysed reaction including the energy level of the intermediate formed with the catalyst

- Carry out simple experiments to demonstrate the factors that influence the rate of chemical reactions, eg the decomposition of hydrogen peroxide.

Please use your class practical experience and knowledge for the topics covered.
For through preparation of the course material please read & understand each lesson from your text book, solve end of chapter exercises, solve past papers and use lab activities, work sheets & class notes as extra resources

Teacher's name : Hoda Sahardeed   Subject: Biology   Year group: 12

No.	Term2 objectives:
1	Transport around the body ,water, blood; circulatory system; blood clotting
2	Diet, the heart and health
3	Biological molecules and enzymes
4	Genes, DNA, Transport across the membranes, cystic fibrosis
5	Eukaryotic and prokaryotic cells. Organelles and their functions in eukaryotic cells.
6	Sexual and asexual reproduction
7	Sexual reproduction and cell specialization, gene interactions, variation and mutations
8	Plant cell structure, Transpiration and plants as natural resources
9	Species and evolution

No of assessments during the term(without including the end of term exam)	2
Total mark for each assessment (every assessment is out of what)	45; 44
No of assessments needs to be included in end of term 1 exam timetable	2
Duration of end of term exam/exams	Unit 1 - 1 h 30 min Unit 2 - 1 h 30 min Unit 3 - 1h 30 min

Topics and units covered/ Studying material/Any other information
Topic 1: structure of water, relate the structure of blood to its function; blood, circulatory system; blood cells; blood vessels; heart and double circulation; mechanism of blood clotting. Diseases caused by poor circulation; effect of diet and age on different CVD's; medication for the treatment of these diseases; effects of medication. Structure of carbohydrates; lipids and proteins; condensation and hydrolysis reactions **Topic 2:** structure and function of enzymes. Structural details of DNA; processes of replication, transcription and translation. Monohybrid crosses, work of Mendel, examples of genetic crosses; co-dominance; sex

linked and sex determined characteristics; case study of Cystic fibrosis; treatments and precautions.

Structure of cell membranes; movement of molecules across the membranes; function of membranes in respiratory system and Fick's law.

Topic 3: structural differences between the prokaryotic and eukaryotic cells, structural and functional details of cell organelles, differences between plant and animal cells, Organisation of cells, stages of mitosis and meiosis; types of asexual reproduction; growth; gametogenesis in plants and animals; differences and adaptations of male and female gametes; fertilization in plants and animals; embryo development and cell differentiation; stem cells technology: benefits and ethical issues related to it; gene interactions; variation; mutations and cancer.

Topic 4: plant cell structure (cell wall, chloroplast and amyloplast), structure of plant stems; transpiration; Minerals required for plant growth; Plants as natural resources (food, fibres, wood, drugs) development of medicines; Species and evolution; adaptations; Mutations and natural selection; Endemism; Importance of biodiversity; Measuring biodiversity; Extinction of species; Conserving habitats and species (plants and animals; role of seed banks and captive breeding programmes).

Materials
- **Course book / Course Revision book**
- **Class notes**
- **Past paper questions**

Study tips
- **Read and revise the topics**
- **Make summaries of the key points**
- **Memorize the equations**
- **Practice past paper questions**

Teacher's name: Laila Saad   **Subject: Mathematics Year group: 12**

No.	Term 2 objectives:
1	**ALGEBRA**: Algebra and function C1 & C2 Students should be able to: Apply the rules of indices, Manipulate surds. Use the remainder theorem to find the remainder when a polynomial f(x) is divide by (ax-b) Quadratic Functions: Complete the square of a quadratic functions, Calculate the discriminate of a quadratic expression, Sketch the graph of quadratic functions Equations and Inequalities: Solve linear and quadratic inequalities Sketching Curves : Sketch cubic graphs, Sketch the graph of the reciprocal function , Find where curves intersect., Understand how transformations f(x+a), f(x) +a and a f(x) affect the graph of the curve y = f(x)
2	**GEOMETRY:** Coordinate geometry in the (x,y) plane C1 & C2 Students should be able to find the mi point of a line, distance between two points, find the equation of a circle **Radian measure and its applications** 1. convert between radian and degrees and vice versa 2. use the formula in radian for the length of an arc and the area of a sector
3	**Number:** Sequence and Series C1& C2 Students should be able: Recognize a arithmetic, geometric sequence and calculate the nth term, find the sum of a arithmetic - geometric series, solve problems involving growth and decay, find the sum to infinity of convergent geometric series. **Binomial expansion** use Pascal's triangle to expand expressions of the form (a+b) to the power of n**,** use combination and factorial notation to expand expressions of the form (a+ b) power n
4	**Calculus;** Differentiation C1& C2 Students should be able to Know the difference between the increasing and decreasing functions, apply their knowledge of turning points to solve problems Use integration to find the area under curves, or to find the area between a curve and a line **Integration C1&C2** Integrate simple functions, find the constant of integration by substituting in a given point (x, y), Use integration to find areas under curves, Use integration to find the area between a curve and a line , Approximate the area under a curve by using the trapezium rule.

Max. Number of objectives is 3 objectives.

No of assessments during the term(without including the end of term exam)		**2**
Total mark for end of term assessment		
No of exam papers to be included in end of term 1 exam timetable		**1 -C12**
Duration of end of term exam/exams		**2h - 30min**

Topics and units covered/ Studying material/Practical skills & any other information

1: Algebra and Functions
1. Simplify algebraic fractions by dividing
2. 2. Divide a polynomial f(x) by (x+p)

3.Factorize a polynomial by using the factor theorem

Use the remainder theorem to find the remainder when a polynomial f(x) is divide by (ax-b)
2.The sine and cosine rule

The sine and cosine rule
1. Use the sine rule to find the missing side and the missing angle
2. Use the cosine rule to find the missing side and the missing angle
3. Solve problems using combinations of Pythagoras theorem and the above rules

Find the area of the triangle using an appropriate formula.

3.Exponential and logarithms

1. Know the shape of the graph of $y = a^x$
2. Write an expression in logarithmic form
3. Use the laws of logarithms
4. Solve equations of the form a^x

4.Coordinate geometry in the (x,y) plane
   Coordinate geometry of the circle using the equation of a circle in the form $(x-a)^2 + (y-b)^2 = r^2$ and including the use of the following circle properties:
   i) the angle in a semicircle is a right angle;
   ii) the perpendicular from the centre
   t o a chord bisects the chord;
iii) The perpendicularity of the radius and tangent.

5.the binomial expansion
1. use Pascal's triangle to expand expressions of the form (a+b) to the power of n
2. use combination and factorial notation to expand expressions of the form (a+ b) power n
3. use the expansion of (1+ x) power n to expand (a + b) power of n

Binomial expansion of $(1+x)^n$ for a positive integer n.

 The notations of n! and $\dbinom{n}{r}$

6.Radian measure and its applications

    3. convert between radian and degrees and vice versa

    4. use the formula in radian for the length of an arc and the area of a sector

use the formula in radian for the segment of a circle

7.GEOMETRIC SEQUENCES AND SERIES

    1. Recognize a geometric sequence and state its common ratio

    2. Calculate the nth term of a geometric sequence

    3. Find the sum of a geometric series

    4. Solve problems involving growth and decay

Find the sum of infinity of convergent geometric series

8.Differentiation

    1. Know the difference between an increasing and decreasing function

    2. Find the stationary point

    3. Distinguish between a maximum, a minimum and a point of inflexion

Apply her/his knowledge of turning points to solve problems.

9.Integration

1. Integrate simple functions within defined limits

2. Use integration to find areas under curves

3. Use integration to find the area between a curve and a line

4. Approximate the area under a curve by using the trapezium rule

10.Graphs of the trigonometric functions

1. sketch the graphs of the sine, cosine and tangent functions

2.calculate the sine , cosine and the tangent of any angle

11. Trigonometrical identities and simple equations:

    1. Solve simple trigonometrical equations of the form $\sin\theta$

    2. Solve more complex trigonometrical equations of the form $\sin(n\theta + \alpha)$

Teacher's name: Ameera   **Subject: ICT**

Year group: 12

No.	Term 2 Topics for Exam
1	ICT systems including portable communication devices
2	System Life Cycle
3	How Organizations use ICT 1
4	Impact of ICT on Society

No of assessments during the term without including the Final exam: 2

Topics and units covered/ Studying material/Any other note the teacher would like to remind students of(eg. Needed tools on the test…etc)

Students need to revise above mentioned topics from given notes, books and As past papers. Students can also take help from www.teachict.com.

Teacher's name: Miss Anisah   Subject: AS Business   Year group: 12

No.	Term 2 objectives:
1	Students will be able to define key terms and explain them in the context of the relevant business topic.
2	Students will be able to identify and analyse the marketing and people functions, including entrepreneurs and business start up.
3	Students will be able to discuss the strategies businesses use to develop a competitive advantage through interacting with customers and explain how businesses need to adapt their marketing to operate in a dynamic business environment.

No of assessments during the term (without including the end of term exam)	**2**
Total mark for each assessment (every assessment is out of what?)	**A1: 20** **A2: 26**
No of assessments needs to be included in end of term 2 exam timetable	**2** (1 paper Unit 1 and 1 paper Unit 2)
Duration of end of term exam/exams	**2x 1hr 30 exams**

Topics and units covered/ Studying material/Any other information

All of unit 1: Meeting customer needs

Meeting customer needs:
- The Market
- Market Research
- Market Positioning

The Market
- Demand
- Supply
- Markets and equilibrium
- Price elasticity of demand
- Income elasticity of demand

Marketing mix and strategy
- Product/service design
- Branding and promotion
- Pricing strategies
- Distribution
- Product life cycle and portfolio
- Marketing strategy

Managing people
- Approaches to staffing
- Recruitment, selection and training
- Organisational design
- Motivation in theory and practice
- Leadership

Entrepreneurs and leaders
- Role of an entrepreneur
- Entrepreneurial motives and characteristics
- Business objectives
- Forms of business
- Business choices
- Moving from entrepreneur to leader

All of unit 2: Managing business activities

Raising finance
- Internal and external finance
- Liability and finance
- Planning and cash flow

Financial planning
- Sales forecasting
- Sales, revenue and costs
- Break-even
- Budgets

Managing finance
- Profit
- Liquidity
- Business failure

Resource management
- Production, productivity and efficiency
- Capacity utilisation
- Stock control
- Quality management

External influences
- Economic influences
- Legislation
- The competitive environment

PLEASE USE OWN NOTES, RESOURCES AND TEXTBOOK!