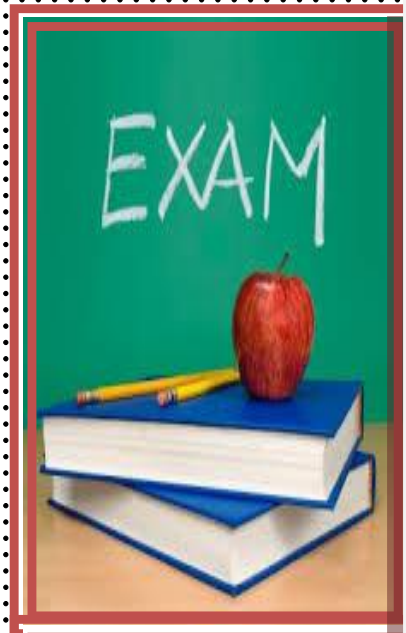
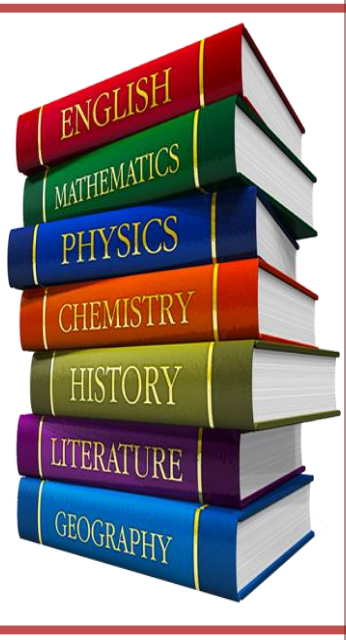
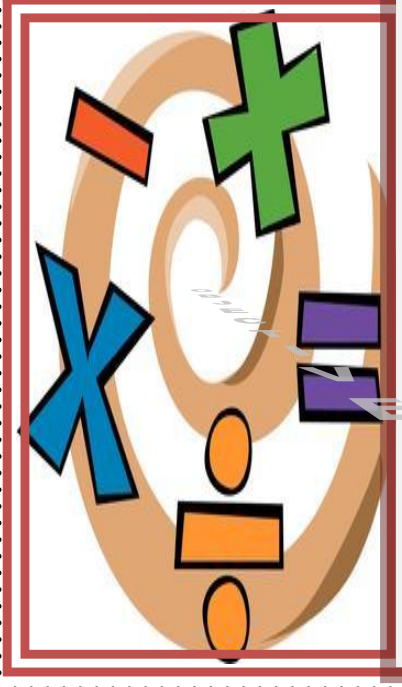






OBJECTIVES

أكاديمية الأرقم للبنات
AL- Arqam Academy For Girls

YEAR 11

أكاديمية الأرقم للبنات
AL- Arqam Academy For Girls

Term 2 Exam

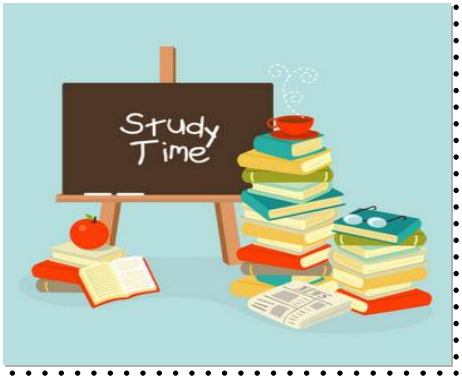
2018-2019

أكاديمية الأرقم للبنات
AL- Arqam Academy For Girls

OBJECTIVES

CONTENTS

1. Arabic
2. Sharia
3. Hum Arabic
4. English 1st Lang
5. English 2nd Lang
6. P.E
7. Art & Design
8. Physics
9. Chemistry
10. Biology
11. Mathematics
12. ICT
13. Business
14. Geography
15. Travel & Tourism



أكاديمية الأرقم للبنات
AL- Arqam Academy For Girls

Teacher's name: JIHAN MOUSA Subject: ARABIC Year 11group:

No.	Term 2 objectives:
1	أن تتمكن الطالبة من مهارة دمج النصين وفق أشكال الدمج المختلفة
2	أن تتمكن من كتابة نص نقاشي متكامل العناصر والشروط
3	أن تحلل أي نص أدبي مطروح تحليلا لغويا وبلاغيا وفكريا
4	أن تكتب نصا إبداعيا (سردي – وصفي) يبرز مهارات اللغة المختلفة وسمات النص البنائية واللغوية

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	**الدرجة المخصصة لكل اختبار 25 علامة**
Duration of end of term exam/exams الدرجة الخاصة باختبار نهاية الفصل	**ساعتان للورقة الأولى(50علامة) – ساعتان للورقة الثانية(50 علامة)**

Topics and units covered/ Studying material/Any other information **المواضيع الداخلة باختبار نهاية الفصل**
دمج النصين بأشكاله المختلفة (القصة- الرسالة – التقرير- المقال- ....) **كتابة القصة وفق أشكالها المختلفة(قصة تتفق مع بيت شعر – مع مثل – مقترحة البداية – مقترحة النهاية - ..)** **كتابة النص الوصفي بأشكاله المختلفة (وصف حدث- مكان – زمان- شخص)** **كتابة النص النقاشي وفق أشكاله المختلفة** **بالإضافة إلى جميع الأفكار الواردة في الامتحانات السابقةالتي تم حلها داخل الصف** .
Please use your class practical experience and knowledge for the topics covered.

أكاديمية الأرقم للبنات
AL- Arqam Academy For Girls

Teacher's name : نسرين القضاة Subject: الشرعية Year gr الحادي عشر

No.	Term 2 objectives:
1	.أن تفسر الطالبة الآيات من من سورة الممتحنة تفسيرا صحيا؛متعرفة أهمية البر والعدل مع اهل الذمة
2	أن تؤمن الطالبة بالله تعالى وتتعرف أسماءه وصفاته، مُستدلةً على وجوده تعالى بمظاهر قدرته؛ وتتعرف على الحساب والجزاء.
3	تتعرف الطالبة الأحاديث الإسلامية المبينة لحياة المسلم، بما يتضمن الحسد المحمود والمذموم
4	أن تتحلى بالأخلاق الإسلامية في علاقتها مع الله تعالى، ومع رسوله صلى الله عليه وسلم. أن فضل الانفاق ،و أهمية الحرية للفرد والشعوب
5	أن تقدر وتحترم الصحابة رضوان الله تعالى عليهم جميعا؛مبينة فضل سعد بن أبي وقاص رضي الله عنه

No of assessments during the term(without including the end of term exam) عدد الاختبارات خلال الفصل ما عدا نهاية الفصل	امتحانان
Total mark for each assessment (every assessment is out of what) درجات الاختبارات	لكل اختبار 20 علامة
Duration of end of term exam/exams الدرجة الخاصة باختبار نهاية الفصل	درجة 50

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

1. البر والعدل مع أهل الذمة (تفسير)
2. الحساب والجزاء)(عقيدة)
3. الحسد المحمود(الحديث الشريف)
4. سعد بن أبي وقاص(رضي الله عنه)
5. مكانة فلسطين التاريخية(السيرة)
6. أحكام الاطعمة(الفقه)
7. الاستشراق (البحوث الإسلامية)
8. الحرية(الآداب الإسلامية)
9. فضل الإنفاق على الاقارب. (الآداب الإسلامية)
10. على الطالبة تسميع سورة الرحمن غيبا في الاختبار الشفوي النهائي
11. كما عليها أن تقرأ المقرر من سورة ال عمران مراعية أحكام النون الساكنة والتنوين وأحكام النون والميم المشددتين وأحكام المدود واحكام

التفخيم و والترقيق في الاختبار النهائي والتطبيق اليومي أيضا.

12. علما بأن الاختبار الشفوي النهائي يرصد له 10 علامات من الاختبار النهائي.

أكاديمية الأرقم للبنات
AL- Arqam Academy For Girls

Teacher's name : نبيلة لطفي Subject: اجتماعيات Year group: الحادي عشر

No.	Term 2objectives:
1	1- أن تتعرف الطالبات على الاستعمار وأشكاله ودوافعه
2	2- أن تعدد الطالبات مساوئ الاستعمار من جميع النواحي السياسية والاقتصادية والثقافية
3	3- أن تتبع الطالبات حركات المقاومة والاستقلال في الدول العربية والإسلامية
4	4- أن تتدرب الطالبات على توزيع السكان على خريطة العالم الإسلامي

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	**اختباران**
Total mark for each assessment (every assessment is out of what) درجات الاختبارات	**20+10**
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

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

1- **الاستعمار ودوافعه وأشكاله في العالم الإسلامي من ص 103 إلى ص 106**
2- **مساوئ الاستعمار من ص 110 إلى ص 115**
3- **حركات الاستقلال في العالم الإسلامي من ص 118إلى ص 134**
4- **التوزيع العددي والجغرافي للسكان للعالم الاسلامي من 131إلى ص 145**

Teacher's name: Ms. Romina Subject: First Language English Year group: 11

No.	Term 2 exam objectives:
1	**Paper 2: Reading Passages** • Write effective and stylistically fluent texts for directed writing purposes. • Show an understanding of how the writer uses language for effect. Be able to comment on literary devices, ideas and tones that have been used for a particular purpose. • Demonstrate an understanding of explicit and implicit meanings and select information for specific purposes (summary writing).
2	**Paper 3: Directed Writing and Composition** • Articulate, experience and express what is thought, felt and imagined. • Order and present facts, ideas and opinions. • Understand and use a range of appropriate vocabulary. • Use language and register appropriate to audience and context. • Make accurate and effective use of paragraphs, grammatical structures, sentences, punctuation and spelling.

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)	Assessment 1 – 30 marks Assessment 2 – 25 marks
No. of exam papers to be included in end of term 2 exam timetable	2
Duration of end of term exam/exams	Paper 2 - 2 hours Paper 3 - 2 hour

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

Topics covered:

- Directed writing – developing close reading skills and applying inference skills to form opinions.
- Directed writing – writing in different forms; reports, letters, interviews, scripts, speech and articles.
- Summary skills.
- Analysing writer's effect in writing.
- Descriptive writing.
- Narrative writing.

Studying material:

- Students have been completing practice tasks in class and for homework. They can also ask for additional practice questions as needed.
- Students can work through tasks from the IGCSE Workbook and revision pack they have been given.
- All previous lessons and resources are available on Edmodo for students to access and revise.

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Teachers: Ms Ana/Reena Subject: Second Language English Year group: 11

No.	Exam Objectives:
1	To demonstrate all the skills required for the IGCSE exam: comprehension, summary writing, note-taking, informal and formal writing.
2	The ability to listen and to understand; as well as express thoughts and opinions clearly and correctly.

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)	**16 – Writing** **30 – Speaking**
No of exam papers to be included in end of term 2 exam timetable	**2**
Duration of end of term exam/exams	**Paper 2 - 2 hours** **Paper 4 - 50 min**

Topics and units covered/ Studying material/Practical skills & any other information
Students have now covered the full Second Language ICGSE syllabus to allow them to answer all of the questions in Paper 2 (Extended), have practised listening tasks for the Listening exam and speaking tasks for the Oral exam. **Exam Preparation:** Students should continue to use English as much as possible in their daily lives. Students have been provided with exam papers to use for practice and should do timed practise using papers available from reputable online sites, as recommended by their teachers, according to their specific targets. They should also use Cambridge ESL Coursebook 2 with specific focus on Unit 20 - Exam Practice. They can consult their teachers for further practice materials and to discuss targets.

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Teacher's name : hoda Saied **Subject: P.E** **Year group: 11**

No.	Term 1 objectives:
1	To participate in full games
2	To demonstrate attacking and defensive set plays
3	To Practice using her hands in a correct way while running.
4	To practice the coordination between hand and leg movement while running.

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	**Assessment 1 Handball** **Assessment 2 Fitness:**
Total mark for each assessment (every assessment is out of what) درجات الاختبارات	**Total (20)** **Assessment 1 (10)** **Assessment 2 (10)**
Duration of end of term exam/exams الدرجة الخاصة باختبار نهاية الفصل	**(60)**

Topics and units covered/ Studying material/Any other information **المواضيع الداخلة باختبار نهاية الفصل**
Please use your class practical experience and knowledge for the topics covered.

أكاديمية الأرقم للبنات
AL- Arqam Academy For Girls

Teacher's name : Ms Ruchi Shangari Subject: Physics Year group: Grade 11

No.	Term 2 objectives:
1	Physical quantities & units, Measurements techniques, More to do with measurements
2	Density, Mass & density, Speed, velocity , Force, mass & acceleration , Momentum
3	Gravitational field, Vectors, Moving in circle, Moment, Stretching & compressing
4	Pressure, Pressure in air, Gas pressure and volume
5	Work and energy, Calculating PE & KE, Efficiency, Energy for electricity, Energy resources
6	Thermal physics, Methods of Heat Transfer, Specific Heat Capacity, Specific Latent Heat
7	Waves, Wave effect
8	Sound wave, Characteristics of sound waves
9	Light rays & waves, Reflection/ refraction
10	Lenses
11	Electromagnetic waves
12	Magnets, Magnetic fields ,Magnetic effect of current, Electromagnets, Magnetic force on a current, Electric Motors, Electromagnetic Induction, Generators , Transformers
13	Electric charge, Electric fields, Current, potential difference, Resistance, Factors on which resistance depends, Series and parallel circuits, Electrical power and Energy, Mains electricity,
14	Electronic Essentials, More on Components, Logic gates
15	Inside atoms, Nuclear radiation, Radioactive decay, Nuclear energy, Using radioactivity

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)	40 40
No of assessments need to be included in end of term 2 exam timetable	3
Duration of end of term exam/exams	Paper 1/2 (45 mins), Paper 3/4 (1 hr 15 mins), Paper 6 (1 hr) Total time 3 hours Total Marks=160 (40+80+40)

Topics and units covered/ Studying material/Any other information

All the topics covered in year 10 and in year 11 are included in the exam. Following is a rough outline of the topics covered. Please make sure that you follow the curriculum outline.

Physical quantities & units, Measurements techniques
To study different Physical quantities & units, To understand and use different types of Measurements techniques, Solve problems on types of measurements

Mass & density
To define Density, Solve problems on Density. Solve more problems on experimental type questions to calculate Mass & density.

Speed, velocity, Force, mass & acceleration
To define Speed, and velocity, To understand the difference between the two types, and solve problems on them. To understand the concept of Force, Balanced force, Unbalanced force, Different Types of force in motion, relation between force and motion, Solve problems on Force.
To state Newton's 3 laws. Give examples on them , Solve problems on relation between Force ,mass & acceleration, Momentum and Conservation of Momentum

Gravitational field, Moving in circle
To Explain Gravitational field, and weight. Solve problems on calculating weight.
To understand Motion in a circle-Circular motion, Velocity and acceleration in circular motion. Factors on which circular motion depends. Vectors, solving questions on finding resultant of vectors.

Moment, Stretching & compressing
To Define Moment as a Turning effect of Force- formula, types, state condition for Equilibrium, Solve problems on Moment. To study Stretching & compressing, relation between force and extension, Understand graphs. Solve problems on them.

Pressure, Gas pressure and volume To study the concept of Pressure, Define Pressure, solve problems on Pressure, To study about Pressure in air, Gas pressure, Solve problems on Gas pressure and volume

Work and energy, Calculating PE & KE
To define Work and energy, Solve problems on work and Energy , Understand the relation between work and Energy. Define the types of energy, Understand examples, Study Energy conversions. Calculating PE & KE, Solve problems on kinetic energy and potential energy.

Energy for electricity, Energy resources
To understand the concept of Efficiency, Energy for electricity, Types of Energy resources, Using energy resources to produce electricity

Thermal physics
To understand different states of matter, Thermometers, Types of thermometers, Thermal Expansion, use of Bimetallic strip, Evaporation, Methods of heat transfer,
Define Conduction, Convection, Radiation, Examples of heat transfer, Define Specific heat Capacity, solve problems on them. To define Latent heat and types of latent heat, solve Problems on them.

Waves, Wave effect—To study transverse and longitudinal waves, Effects of waves like reflection refraction diffraction, sound waves.

Sound wave, Characteristics of sound waves –To understand sound waves, To calculate speed of sound and understand the concept of echoes. To study the characteristics of sound waves

Light rays & waves, Reflection/ refraction—To understand the behavior of light waves, Reflection in mirrors, Refraction of light, Total internal reflection and study the calculations used in refractive index.

Lenses—Types of lenses, different behavior of lenses for objects at different distance from the lens.
Electromagnetic waves—Study the different waves of electromagnetic spectrum, properties of electromagnetic waves , applications of electromagnetic waves

Magnets and Currents --To study Magnets, Magnetic fields, To draw Magnetic field lines for types of magnets. To Study Magnetic effect of current and Magnetic force on a current. To study Electromagnets, uses.
To understand the concept of Electromagnetic Induction, working of Generators, Motors, To explain the construction, working, types of Transformers, and Solve problems on Transformers.

Electricity--To Define Electric charge, To draw Electric field lines for different type of configurations,
To Define Current, Potential difference, Solve problems on current , potential difference,

To understand the concept of Resistance, To state Ohms law. Factors on which resistance depends, Solve problems using formulae for resistance in series and parallel.
To understand working of Series and Parallel circuit, voltage and current variation in series and parallel circuit.
Use formulas to solve problems in different combinations of Series and parallel circuit.

To Define Electrical power and energy, derive formulas for Electrical power, solve problems on Electrical Power and Electrical Energy.
To explain Mains electricity, Functioning of fuse, Dangers in Mains Electricity.

Electrons and Electronics
To study the concept of different components used in Electronics like capacitors, resistors, etc,
To study types of resistors, functions, applications. More on components, Electronic switching
To study Logic gates, Types of logic gates, Truth table of logic gates, Their use in electronic circuit

Atoms and Radioactivity: To study the Inside of atoms, Understand Radioactivity, Concept of Nuclear radiation, Radioactive decay, Nuclear energy, Use of radioactivity. Nuclear Energy and Nuclear Fusion

Resources- Textbook and reference notes given in the class.

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AL- Arqam Academy For Girls

Teacher's name: Ms Uzma/Ms Christina--- Subject: ---Chemistry---Year group: --11A/B

No.	Term 2 objectives:
1	**Organic chemistry-Hydrocarbons & fuels**
2	**Organic chemistry(Nomenclature), hydrocarbons(saturated, unsaturated)**
3	**Functional groups-alcohols, carboxylic acid, esters**
4	**Polymers-natural & synthetic**

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)	**40**
No of assessments needs to be included in end of term 2 exam timetable	**3**
Duration of end of term exam/exams CORE= P 1,3, 6 EXT= P 2,4, 6	Paper 1/2 (45 min) 40 marks Paper 3/4(1 hour 15 min) 80 marks Paper 6 (1 hour) 40 marks

Topics and units covered/ Studying material/Any other information
States of Matter: Describe the states of matter & their inter conversion in terms of kinetic particle theory. Describe diffusion in liquids & gases; describe evidence for particles in gases and liquids. **Purification techniques** : Name appropriate apparatus for the measurement of time, temperature and volume, Describe paper chromatography, Interpret simple chromatogram, Identify substances and assess their purity from melting points and Boiling points; Describe different purification techniques. **Atoms:** Describe the structure of atoms and use of radioactive isotopes. **Bonding:** Explain the formation of ionic bonding, covalent bonds, macro molecules & metallic bonding and link the properties of these compounds to their structure and bonding. **Periodic Table**: Predict the periodic trends in the physical and chemical properties of the elements, group properties (1, 7 and 0) , transition elements & explain the trends across the periodic table, period 2 and 3. **The mole:** Explain and deduce the Relative atomic mass, RMM of elements / compounds, calculate the % composition, define the term the mole and solve problems on mole conversions, deducing empirical and molecular formula using % composition and calculate the concentration of solutions. **Chemical Equations:** Balancing the given equations for chemical reactions, solve problems on calculations from equations, explain molar volume and solve problems on reactions involving gases, perform a titrations and deduce the % yield and purity of a chemical reaction. **Redox reactions:** Definition of oxidation & reduction, explain redox in terms of electron transfer and calculate the changes in oxidation state during a chemical reaction. Oxidising & reducing agents **Electrochemistry:** predict the products of electrolysis of an electrolyte in molten & in aq. State; electroplating; application of electrolysis **Acids ,base ,& salts:** Properties & reactions of acids & bases ;preparation, separation & purification

of soluble & insoluble salts; identification of cations & anions and gases.

Rate of reaction: Effect of concentration, particle size, catalyst (including enzymes) and temperature on rate of reaction; Methods for investigating the effect of these variables on rate of reaction.

Energy changes & reversible reactions: Exo/endothermic reaction, Chemical equilibrium

Metals: Reactivity series ,reactions, uses, Thermal decomposition of metal compounds, Extraction of Fe, Al , Cu & Zn from their ores

Air & water: Composition of air, separation by fractional distillation, experiment to drive the% oxygen in air(oxidation of cu);Test for water, water treatment, uses; Noble gasses, uses; Properties & uses of H_2, O_2, ,Cl_2,NH_3, SO_2,SO_3, $CaCO_3$,CO,CO_2;NH_3 (Haber process), fertilizers;H_2SO_4 (contact process);Common pollutants(CO, SO_2, NO_x, Pb-compds) ,catalytic converter

Organic Chemistry: Nomenclature- naming& drawing structure of organic compounds-alkanes,alkenes, alcohols ,carboxylic acid, esters; saturated & unsaturated hydrocarbons, combustion of organic compounds; Reactions of alkanes, alkenes, alcohols, carboxylic acids & esters, polymers-natural(protein, carbohydrates, fats) & synthetic(nylon, terylene)-ester & amide linkage

Solve past papers from link:
https://www.savemyexams.co.uk/igcse-chemistry-cie/

CIE syllabus covered during last two years:
https://www.cambridgeinternational.org/Images/414445-2020-2021-syllabus.pdf

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 : Ms Fauzia, Ms Mashhuda Subject: Biology Year group: 11 A/B/C

No.	Term 1 objectives:
1	Characteristics and classification of living organisms
2	Organization of the organism
3	Movement in and out of the cells
4	Biological molecules
5	Enzymes
6	Plant nutrition
7	Human nutrition
8	Transport in plants
9	Transport in Animals
10	Diseases and immunity
11	Gas exchange in humans
12	Respiration
13	Excretion
14	Co-ordination and response
15	Drugs
16	Reproduction
17	Inheritance
18	Variation and selection
19	Organisms and their environment
20	Biotechnology and genetic engineering
21	Human influences on ecosystems

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)	**40, 40**
No of assessments needs to be included in end of term 2 exam timetable	**3**
Duration of end of term exam/exams	**Paper1/2 (45 mins), Paper 3/4 (1 hr 15 mins), Paper 6 (1 hr) Total time 3 hours Total Marks=160 (40+80+40)**
Topics and units covered/ Studying material/Any other information	

All the topics covered in year 10 and in year 11 are included in the exam. Following is a rough outline of the topics covered. Please make sure that you follow the curriculum outline.

Characteristics and classification of living organisms: Characteristics of living organisms, concept and use of a classification system, features of organisms, Dichotomous key, Biological drawings.

Cell structure; adaptations and specialization: Structure and function of plant and animal cells; differences between them; specialized cells and their adaptations; levels of organization, calculation of magnification using the formula.

Movement in and out of the cells: Diffusion, osmosis, active transport and related experiments

Biological molecules: Details related to Carbohydrates, Lipids, Proteins, Nucleic acids, Water; tests to identify the starch, reducing sugars, proteins, fats and oils and vitamin C

Enzymes and their functioning: Enzymes function and structure; factors affecting the functioning of enzymes; enzyme experiments and scientific method.

Plant nutrition: Photosynthesis; equation; factors affecting the rate of photosynthesis; Photosynthesis experiments- limiting factors; photosynthesis and environment; Leaf structure; Plants and mineral requirements.

Human Nutrition: Diet, balanced diet, teeth and tooth decay, alimentary canal, mechanical and chemical digestion, absorption, assimilation and egestion.

Transport in plants: Structure and function of xylem and phloem, their positions in cross section of a stem, root and leaf. Transpiration and translocation.

Transport in Animals: Structure of heart, double and single circulations, cardiac cycle, blood vessels and lymphatic vessels. Blood, tissue fluid and lymph.

Diseases and immunity: transmission of diseases, prevention and control of transmissible diseases, defenses of the body, active and passive immunity, role of vaccinations.

Gas exchange and breathing: structure and features of the gas exchange system in humans, ventilation, and effect of exercise on breathing.

Respiration: aerobic and anaerobic respiration, uses of energy in the body

Excretion in humans: excretion of toxic substances, deamination, structure of a kidney, role of kidneys in excretion, kidney dialysis and transplants

Co-ordination and response: nervous control in humans, sense organs, hormones in humans, homeostasis and tropic responses.

Drugs: medicinal drugs and misused drugs.

Reproduction: Asexual reproduction, sexual reproduction in plants and humans, sex hormones, menstrual cycle, birth control, fertility treatments and sexually transmitted infections.

Inheritance: chromosomes, genes, protein synthesis, mitosis, meiosis, monohybrid inheritance, variation, adaptive features, natural and artificial selection (selective breeding)

Organisms and their environment: Energy flow, food chains and food webs, nitrogen, carbon and water cycles, populations.

Biotechnology: Uses of bacteria, using yeast to make biofuels and bread, genetic engineering of crop plants and for making human insulin

Human influences on the environment: Increased food supply, uneven distribution of food, impacts of monocultures and intensive farming, habitat destruction, pollution and conservation.

أكاديمية الأرقم للبنات
AL- Arqam Academy For Girls

Teacher's name: Ms. Mallika Raja & Ms. Hagar
Sub : Mathematics Yr group: 11

No.	Term 2 objectives:
1	Number
2	Algebra
3	Shape & space
2	Statistics

Max. number of objectives is 4 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)	40
No of exam papers to be included in end of term 1 exam timetable	2 Paper 2 & paper 4
Duration of end of term exam/exams	1 hr 30 mins – paper 2 2 hrs 30 mins – paper 4

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

Number:

Prime numbers, multiples, factors, LCM, HCF, square roots and cube roots
Rational and irrational numbers
Upper bound and lower bound
Rounding to decimal places and significant figures
Order of operations
Express as fractions, decimals and percentage
Addition, subtraction, multiplication and division of fractions
Changing a recurring decimal to a fraction
Simple percentages
Percentage increase and decrease
Simple interest and compound interest
Ratio and proportion – direct and inverse proportion
Increase and decrease by a given ratio
Indices – positive and negative indices, exponential equations, fractional indices
Direct and inverse variation
Money
Time
Set notation and Venn diagrams
Problems involving sets

Sequences – Arithmetic
Sequences with quadratic and cubic

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Geometric constructions & scale drawings

Algebra:

Equations and inequalities:

Simple linear equations
Constructing equations
Simultaneous equations
Constructing further equations
Solving quadratic equations by factorizing
Algebraic indices
The quadratic formula
Solving quadratic equations by completing the square
Expanding a bracket
Expanding a pair of brackets
Simple factorizing
Substitution
Further expansion
Factorisation by grouping
Difference of two squares
Factorising quadratic expressions
Transformation of complex formulae
Simple linear equations
Further simultaneous equations
Constructing equations
Solving quadratic equations by factorizing
The quadratic formula
Completing the square
Algebraic fractions
Addition and subtraction of fractions
Simplifying complex algebraic fractions
Functions –
Evaluating functions
Composite functions
Inverse functions

Straight line graphs

Parallel and perpendicular lines
Solving equations by graphical methods
Gradients of curves

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Trigonometry:

Trigonometric ratios
Pythagoras theorem
Angles of elevation and depression
Sine and cosine curves

Further Trigonometry:

The sine rule
The cosine rule
The area of a triangle
3D trigonometry
Bearings

Symmetry and three dimensional shapes

LOCUS

Angle Properties:

Angles at a point and on a line
Angles formed within parallel lines
Angles in a triangle
Angles in a quadrilateral
The sum of interior angles of a polygon
The angle in a semi-circle
The angle between a tangent and a radius of a circle
Angle properties of irregular polygons
Angle at the centre of a circle
Angles in the same segment
Angles in opposite segments
Tangents from an external point

Similar shapes

Scale factor of similar shapes
Area and volume of similar shapes

Mensuration

Perimeter, area and volume

Perimeter and area of rectangle
Area of a triangle
The area of parallelograms and trapeziums
The circumference and area of a circle
The surface area of a cuboid and cylinder
Volume of a prism
Arc length
Area of a length
Volume of a sphere
Surface area of a sphere
Volume of a cone
Surface area of a cone

The volume and surface area of a Pyramid

Matrices

Addition and subtraction of matrices
Multiplication of matrices
Identity matrix
Inverse matrices

Transformations

Transformations
Combinations of transformations
Transformations and matrices
Transformations and inverse matrices

Vectors

Vectors – translation
Addition and subtraction of vectors
Magnitude of a vector
Vector geometry

Statistics

Statistics - Mean, median, mode and range
The mean for grouped data
Scatter graphs
Histograms
Cumulative frequency

Probability

Relative frequency
Further probability – combined events
Tree diagrams
Gradients of curves

Nets

Symmetry Properties
Recognize symmetry properties of the prism (including cylinder) and the pyramid (including cone)

Graphs in practical situations

Travel graphs
Speed-time graphs, acceleration & deceleration
Area under a speed-time graph

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Teacher's name: Ameera **Year group: 11 term 2**
Subject: ICT

No.	Term 2 Topics for exam
1	Types and components of computer system.
2	Input and output devices
3	Storage devices and media
4	Networks and the effects of using them
5	The effects of using IT
6	ICT applications
7	The systems life cycle
8	Safety and security
9	Audience
10	Communication
11	File management
12	Images
13	Layout
14	Styles
15	Proofing
16	Graphs and charts
17	Document production
18	Data manipulation
19	Presentations
20	Data analysis
21	Website authoring

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?)	Assessment 1: 16 Assessment 2 : 32
No of assessments needs to be included in end of term 2 exam timetable	3 Assessments 2 practical exam each 2.5 hours 1 theory exam for 2 hours
Duration of end of term exam/exams	

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 IGCSE past papers.
Students can also take help from and www.teach-ict.com. www.ictlounge.com
www.igcseict.info

Teacher's name: Mrs Mareem Subject: Business Studies Year group: 11

No.	Term 2 objectives:
1	**Business activity and influences on business** This section covers the various objectives of a business, changing business environments and the criteria for judging success. The focus is on the importance of having clear business objectives and how the business environment provides opportunities for, and imposes constraints on, the pursuit of these objectives.
2	**People in business** This section looks at people in organizations, focusing on their roles, relationships and management in business.
3	**Business finance** This section explores the use of accounting and financial information as an aid to decision making.
4	**Marketing** This section focuses on identifying and satisfying customer needs in a changing and competitive international environment.
5	**Business operations** This section examines the way organisations use and manage resources to produce goods and services.

Max. Number of objectives: 5

No of assessments during the term (excluding the end of term exam)	**Assessment 1** **Assessment 2**
Total mark for each assessment (every assessment is out of what)	**Total (30%)** **Assessment 1 - 30 marks (15%)** **Assessment 2 - 40 marks (15%)**
No of assessments needs to be included in end of term 1 exam timetable	**2 papers (Paper 1, Paper 2)**
Duration of end of term exam/exams	**1 hours 30 minutes (Each Exam)**

Topics and units covered/ Studying material/Any other information

1 – Business activity and influences on business

1.1 Business objectives

1.1.1 Businesses can have several objectives
1.1.2 Why business aims and objectives change as businesses evolve.
1.2 Types of organisations
1.2.1 The main types of business ownership
1.2.2 Characteristics relating to size
1.2.3 Different forms of business organisation

1.3 Classification of businesses

1.3.1 Primary, secondary and tertiary activities:

1.4 Decisions on location

1.4.1 The main factors influencing location decisions and relocation of a business:

1.5 Business and the international economy

1.5.1 Globalisation
1.5.2 The importance and growth of multinationals
1.5.3 Exchange rate calculation
1.5.4 The impact of exchange rate changes

1.6 Government objectives and policies

1.6.1 Government spending
1.6.2 How governments can affect business activity
1.6.3 The effect of interest rates on

1.7 External factors

1.7.1 The external factors affecting business decisions

1.8 What makes a business successful?

1.8.1 Measuring success in business
1.8.2 Reasons for business failure

2 – People in Business

2.1 Internal and external communication

2.1.1 Importance of good communication and the problems
2.1.2 Barriers to communication

2.2 Recruitment and selection process

2.2.1 Types of employment
2.2.2 Recruitment documents
2.2.3 Internal and external recruitment
2.2.4 Legal controls over employment and their effects

2.3 Training

2.3.1 Importance of training to a business and workers

2.4 Motivation and rewards

2.4.1 The importance of motivation in the workplace
2.4.2 How businesses motivate employees

2.5 Organisation structure and employees

2.5.1 Organisational charts for different types of business
2.5.2 Roles and responsibilities of employees in terms of compliance and accountability
2.5.3 The different functional areas within a business

3 – Business finance

3.1 Business finance – sources

3.1.1 The need for finance
3.1.2 Internal sources of finance
3.1.3 External sources of finance

3.2 Cash flow forecasting

3.2.1 The importance of cash to a business:
3.2.2 Calculation and interpretation of cash-flow forecasts

3.3 Costs and break-even analysis

3.3.1 The concept and calculation of
3.3.2 The concept of break-even and calculation of break-even (from formula or diagram):
3.3.3 Interpretation of break-even charts

3.4 Financial documents

3.4.1 The purpose of statements of comprehensive income
3.4.2 The purpose of statements of financial position

3.5 Accounts analysis

3.5.1 Calculating and analysing accounting ratios
3.5.2 Liquidity
3.5.3 The use of financial documents

4 – Marketing

4.1 Market research

4.1.1 The purpose of market research
4.1.2 Methods of market research
4.1.3 The use of data in market research

4.2 The market

4.2.1 Importance of marketing:
4.2.2 Responding to changes in the market:
4.2.3 How businesses use market segmentation to target customers:

4.3 The marketing mix

4.3.1 Product

4.3.2 Price
4.3.3 Place – distribution channels
4.3.4 Promotion

5 – Business operations

5.1 Economies and diseconomies of scale
5.1.1 Economies of scale
5.1.2 Diseconomies of scale

5.2 Production
5.2.2 Principles of lean production
5.2.3 Impact of technology in production

5.3 Factors of production
5.3.1 Changing relationships between enterprise, capital, land, and labour.

5.4 Quality
5.4.1 The concept of quality and its importance.

Teacher's Name: Ms. Christina **Subject:** IGCSE Geography **Year group:** 11 A/B/C

No.	Term 2 objectives:
1	Topic 6: Urban Environments
2	Section C-Practical Geographical Enquiry- Fieldwork skills for topics 2 & 6

No of assessments during the term (without including the end of term exam)	2
Total mark for each assessment	Assessment 1- 40 Assessment 2- 40
No of exams needed to be included in end of term 2 exam timetable:	2
Duration of end of term exams:	
Paper 1: Physical Geography, 70 Marks, 1 Hour 10 Minutes [40% of grade]	**Paper 2: Human Geography**, 105 Marks, 1 Hour 45 Minutes [60% of grade]

Topics and units covered/ Studying material/Any other information

Please note: The topics covered in year 10 and year 11, term 1 will be included in term 2 Exam. This includes:

PAPER 1: Physical Geography

- **Topic 2 Coastal Environments**

- Physical processes at work on the coast: marine processes (wave action, erosion, deposition and transportation, including longshore drift), weathering (mechanical, chemical and biological) and mass movement (sliding and slumping).
- Influence of geology, vegetation, people and sea-level changes on coastal environments.
- Role of erosional and depositional processes in the development of landforms: headlands and bays, cliffs, wavecut platforms, caves, arches, stacks and stumps, beaches, spits and bars.
- Distributions and features of the world's coastal ecosystems (coral reefs, mangroves, sand dunes and salt marshes).
- [***CASESTUDY***] Abiotic and biotic characteristics of one named coastal ecosystem
- How small- and large-scale coastal ecosystems are threatened by people and their activities (industrialisation, agricultural practices, tourism and deforestation).
- [***CASESTUDIES***] coastal management in a developed country and a developing country or an emerging country.
- **Fieldwork**: Measuring beach profiles and sediment characteristics, how to make annotated field sketches, sampling techniques, fieldwork planning stages and methods
- Conflicts between different users of the coast, with different views on coastal management (conservation or development).
- Causes of coastal flooding (storm surges, tsunamis, climate change) and the prediction and prevention

of flooding (forecasting, building design, planning and education).
- There are different coastal management strategies, including soft engineering (beach replenishment, cliff regrading, ecosystem rehabilitation and revegetation, managed retreat), hard engineering (groynes, revetments, sea walls, gabions, riprap) and shoreline management plans.

Topic 3 Hazardous Environments

- Characteristics, distribution and measurement of different types of natural hazards including tropical cyclones, earthquakes and volcanoes.
- Causes of tropical cyclone hazards, including ocean temperature, atmospheric pressure, wind shear and Coriolis force.
- Causes of volcanic and earthquake hazards, including the role of plate boundaries and hotspots.
- Reasons why people continue to live in areas at risk from hazard events.
- Some countries are more vulnerable (physically, socially and economically) than others to the impacts of natural hazards.
- [***CASESTUDIES]*** The shorter-term and longer-term impacts of one earthquake, one volcano and one tropical cyclone hazard
- [***CASESTUDIES]*** of hazard management for an earthquake in a developed country and a developing country or an emerging country.
- Preparation for earthquakes (warning and evacuation, building design, remote sensing and GIS).
- Short-term responses and relief (emergency aid, shelter and supplies).
- Longer-term planning (risk assessment, hazard mapping and rebuilding programmes).

PAPER 2: Human Geography

Topic 4 Economic Activity and Energy

- Classification of employment by economic sector (primary, secondary, tertiary and quaternary) and the reasons for the differences in the employment structures in countries at different levels of development (Clark Fisher Model).
- Factors affecting the location of economic activity in each economic sector and how these factors can change over time.
- Reasons for the changes in the numbers of people employed in each economic sector, including the availability of raw materials, globalisation, mechanisation, demographic changes and government policies.
- [***CASESTUDIES]*** Positive and negative impacts of economic sector shifts in a named developed and a named developing /or emerging country
- [***CASESTUDY]*** Informal employment: causes (economic development, ruralurban migration) and characteristics (advantages and disadvantages) in a named megacity.
- Different theories (Malthus and Boserup) are used to explain the relationship between population and resources.
- [***CASESTUDIES]*** of energy resource management in a developed country and a developing country or an emerging country.
- Energy demand and production varies globally and is affected by a range of factors: population growth, increased wealth and technological advances.
- Non-renewable, e.g. coal, oil, natural gas, uranium and shale gas/oil, and renewable sources of energy, e.g. solar, wind, hydroelectric power (HEP), geothermal, biomass, have advantages and disadvantages for people and the environment.
- Energy can be managed in a sustainable way through education, efficiency and conservation (within

industry, transport and the home).

Topic 6 Urban Environments

- Contrasting trends in urbanisation over the last 50 years in different parts of the world, including the processes of suburbanisation and counter-urbanisation.
- Factors affecting the rate of urbanisation and the emergence of megacities.
- Problems associated with rapid urbanisation: congestion, transport, employment, crime and environmental issues.
- Factors affecting urban land use patterns: locational needs, accessibility, land values.
- [***CASESTUDY***] Urban challenges in a named developed country: food, energy, transport and waste disposal demands, concentrated resource consumption, segregation.
- [***CASESTUDY***] Urban challenges in a named developing country or emerging country : squatter settlements, informal economy, urban pollution, and low quality of life.
- [***CASESTUDIES***] of urban environments in a developed country and a developing country or an emerging country.
- Development of the rural-urban fringe: housing estates, retail, business and science parks, industrial estates, and the greenfield versus brownfield debate.
- The range of possible strategies aimed at making urban living more sustainable and improving the quality of life (waste disposal, transport, education, health, employment and housing) for the chosen urban environment.
- Role of different groups of people (planners, politicians, property developers and industrialists) in managing the social, economic and environmental challenges in the chosen urban area.
- **Fieldwork:** Investigating the changing use of central/inner urban environments through primary and secondary evidence

Topic 8 Globalisation and Migration

- The rise of the global economy (growth of production and commodity chains) and the factors encouraging it (trade, foreign investment, aid, labour, modern transport and information technologies).
- Role of global institutions, including the World Trade Organization (WTO), the International Monetary Fund (IMF) and TNCs in creating a more globalised economy.
- Push and pull factors (social, economic and political) that have influenced rates of different types of migration over the last 50 years, including medical, sport, tourism and economic.
- Impacts of globalisation on different groups of people, including the benefits and costs to countries hosting TNCs.
- Impacts of migration (voluntary, forced, national, international, and rural-urban) on different groups of people.
- Positive and negative impacts of the growth of global tourism, including mass tourism, on the environment, economy and people of destination areas.
- How geopolitical relationships between countries are important in managing trade, migration and tourism.
- [***CASESTUDY***] Different approaches to the management of long-term migration in a named country
- [***CASESTUDIES***] Different approaches to make tourism more sustainable from individuals, organisations and governments in a named developed and a named emerging or developing country.

The topics covered in term 2 from 4GE1 2017 (9-1) syllabus of Edexcel are:

- 6 (Urbanisation)
- Section C- Practical Geographical Enquiry
- https://qualifications.pearson.com/content/dam/pdf/International%20GCSE/Geography/2017/specification-and-sample-assessments/9781446958360_INT_GCSE_GEOG_Issue_3.pdf

To help you prepare for the exam:

- ✓ Use the checklist above and the syllabus link to ensure you cover all content
- ✓ Thoroughly review all case studies and ensure you understand how they relate to each topic
- ✓ Read and review each lesson from your textbook
- ✓ Solve end of chapter questions
- ✓ Use worksheets, handouts and class notes to review topics
- ✓ Use YouTube videos on selected topics and also online revision sites, such as:
- https://maxwatsongeography.wordpress.com/revision/
- https://ih-igcse-geography.wikispaces.com
- https://www.bbc.com/education/subjects/zkw76sg
- ✓ Solve specimen papers from the link below: https://qualifications.pearson.com/en/qualifications/edexcel-international-gcses-and-edexcel-certificates/international-gcse-geography-2017.coursematerials.html#filterQuery=Pearson-UK:Category%2FTeaching-and-learning-materials
- ✓ You can also use past paper questions from the previous syllabus: https://qualifications.pearson.com/en/support/support-topics/exams/past-papers.html?Qualification-Family=International-GCSE&Qualification-Subject=Geography%20(2009)&Status=Pearson-UK:Status%2FLive&Specification-Code=Pearson-UK:Specification-Code%2Figcse-geography

Teacher's name: Mrs Mareem Subject: Travel & Tourism Year group: 11

No.	Term 2 objectives:
1	The travel and tourism industry
2	Features of worldwide destinations
3	Customer care and working procedures
4	Travel and tourism products and services
5	Marketing and Promotion

Max. Number of objectives: …….

No of assessments during the term (excluding the end of term exam)	**Assessment 1** **Assessment 2**
Total mark for each assessment (every assessment is out of what)	**Total (30%)** **Assessment 1 - 50 marks (15%)** **Assessment 2 - 50 marks (15%)**
No of assessments needs to be included in end of term 1 exam timetable	**Paper 1 & Paper 2**
Duration of end of term exam/exams	**Paper 1 - 2 hours 0 minutes** **Paper 2 – 2 hours 30 minutes**

Topics and units covered/ Studying material/Any other information

Unit 1: The travel and tourism industry

1. **Understand and explain the structure of the international travel and tourism industry**

(a) Definitions of the industry
(b) Awareness of the roles of: • tourist boards • travel agents • tour operators • accommodation providers • transport providers • tourist attractions • catering outlets • entertainment venues • ancillary tourist services

2. **Investigate the social, cultural, economic and environmental impact of travel and tourism**

(a) Types of tourism impact (economic, environmental and social issues related to the measurement of tourism impacts)
(b) Economic impacts: • tourism's contribution to the balance of payments and employment • tourism multipliers, i.e. types, calculations, application to problems and links with economic development • impact on local economy • negative impacts of tourism (inflation, leakage, opportunity costs, over-dependence)
(c) Environmental impacts: • importance of the environment • positive effects – investment, conservation, regeneration, visitor management • negative effects – air, vegetation, wildlife, water quality, other pollution issues such as congestion.

(d) Social and cultural impacts: • the demonstration effect and nature of tourist/host encounter • positive and negative impacts – employment structures, morals, culture, health, traditions, loss of national identity

3. Identify the role of national governments in forming tourism policy and promotion

(a) The role of national and regional tourist boards
(b) Provision of travel and tourist information centres, in country and out of country

4. Investigate the patterns of demand for international travel and tourism

(a) Patterns of demand for international tourism; historic trends of international tourism, volume and value.
(b) Major tourism generators and receiving countries in the world, including current trends

Unit 2: Features of worldwide destinations

2.1 Demonstrate knowledge of the main global features

(a) Location of major continental land masses, oceans and seas
(b) Location of the world's major cities in relation to their importance as major transport hubs and destinations

2.2 Demonstrate awareness of different time zones and climates

(a) Relationship between global position (longitude) and time zones
(b) Relationship between global position (latitude) and physical environment (equatorial, tropical – including deserts, temperate, arctic)
(c) Influence of climate on tourism (relief, temperature, sunshine, precipitation, humidity, wind, hazards)
(d) Correct information on climatic areas identified, using reference sources

2.3 Investigate travel and tourism destinations

(a) Nature of destinations, e.g.: • perishable (they can be altered) • multiple use (people other than tourists use the destinations) • cultural appraisals (destinations are influenced by fashion) Ingredients of a successful destination, e.g.: location, attractions, organisation, support facilities.
(b) Tourist destinations as amalgams (combinations) of specific environmental factors such as attractions (natural and man-made), shopping centres, support facilities, hospitality and organisation.
(c) Implications of viewing destinations as amalgams and the idea of sustainability

2.4 Identify and describe the features which attract tourists to a particular destination

(a) Features of location (climate, location, cultural, religious, etc.) identified and described, using reference sources.
(b) Reasons why certain tourists (e.g. disabled, young people, families, business visitors) might be attracted to a location.
(c) Influence of physical features on the opportunities and constraints for the development

of tourism, e.g. mountains and hills, coasts and inland waterways.

Unit 3: Customer care and working procedures

3.1 Deal with customers and colleagues – "the moment of truth"

(a) Importance of following customer care policies
(b) Necessity of good teamwork and training
(c) Importance of courtesy, tact and diplomacy recognised when dealing with customers and any specific needs
(d) Procedures for handling complaints

3.2 Identify the essential personal skills required when working in the travel and tourism industry

(a) Awareness of the need for essential personal and interpersonal skills in particular job roles
(b) Importance of personal presentation, clear speech, numeracy and literacy skills
(c) Awareness of applications of technology: • computerised reservation systems • other information technologies, such as: telephone, telex, video text, facsimile, Internet

3.3 Follow basic procedures when handling customer enquiries, making reservations and payments

(a) Customer's requirements correctly interpreted upon receipt of an enquiry (in person, in writing, by telephone/fax/email)
(b) Simple reservation file prepared following set procedures, including use of diary for further action required
(c) Simple receipt issued and payments recorded

3.4 Use reference sources to obtain information

(a) Timetables, travel brochures and tariffs used to obtain accurate information
(b) Itinerary drawn up to meet customer's requirements
(c) Use of computerised information systems and relevant technology to obtain information (Worldspan, Sabre, Galileo, World Wide Web)
(d) Exchange rate lists devised and used

3.5 Explore the presentation and promotion of tourist facilities

(a) Range of promotional methods and their use identified (e.g. visual displays for shop window, advertisements, leaflets, brochures, Internet)

Unit 4: Travel and tourism products and services

4.1 Identify and describe tourism products

(a) Inter‑relationship between travel and transport, catering and accommodation, attractions, leisure and recreation and business facilities
(b) Components included in different tourism products (e.g. package, independent, all-inclusive holidays)
(c) Ancillary services – guiding, currency, marketing services

4.2 Explore the roles of tour operators and travel agents in the chain of distribution
(a) International tour operators (wholesalers):
• tour operator's product (transport plus accommodation)
• types of tour operator (e.g. incoming tour operators)
• nature of tour operations (how to put together a tour)
• operating characteristics of tour operators (economics, scale of operations, seasonality, integration, importance of price, consumer protection)
(b) Retail travel agents: • role of travel agents • different services offered
• understanding of travel agency appointments (e.g. ticket licensing) and conditions • operating characteristics

4.3 Describe support facilities for travel and tourism
(a) Concept of infrastructure – features of the built environment (utilities, roads, telecommunications, airports, ports), details of how they are funded, link with level of economic development.
(b) Type and range of accommodation available (serviced/self-catering, hotels, guest houses, hostels, camping, luxury, budget, etc.): • economies of operation and scale of investment • measures of efficient operation, e.g. occupancy rates • classification and grading • facilities provided for business/leisure tourists
(c) Local public transport provision and relationship with improved accessibility – express links to airport (coach, rail, shuttle services), integrated rapid transit system or other forms of transportation.

4.4 Explore the features of worldwide transport in relation to major international routes
(a) Air Transport: • main intercontinental routes and airports identified • types of air transport operation (charter and scheduled, domestic and international) • operating economics of air transport, full fare versus budget ('no frills') • government regulation/deregulation of air transport • the advantages and disadvantages of regulation • air transport and tourism development – the role of governments and international bodies (e.g. IATA)
(b) Sea transport: • main ports and international passenger ferry routes identified • operating economies of sea transport • major types of sea transport for tourism – passenger ferries (and major crossing areas), cruise ships (and major cruise circuits)
(c) Rail and road transport: • major international tourist networks • nature and operating economies of rail and road transport • importance of motor transport in tourism

Unit 5: Marketing and promotion
5.1 Role and function of marketing and promotion
(a) Identify and explain why marketing and promotion are important to travel and tourism providers: • increased sales/usage/profitability/market share/customer base • competitive advantage • positive organisational and product image • customer satisfaction/brand loyalty/repeat business
(b) Describe the main marketing and promotion techniques used in travel and tourism: Market research • the use of primary market research techniques (such as self-completion questionnaires, telephone surveys, face-to-face interviews, Internet surveys, postal

surveys, focus groups) and secondary market research techniques (such as internal information, e.g. sales records and sources of external information, e.g. government reports) • identifying customers' needs and wants using qualitative and quantitative research data Market analysis tools • full situation analysis incorporating SWOT (strengths, weaknesses, opportunities and threats) and PEST (political, economic, social and technological influences) analyses • the development of an effective marketing mix (product, price, place and promotion)

5.2 Market segmentation and targeting

(a) Identify the different market segments targeted by travel and tourism providers: • geographic • demographic • lifestyle/psychographic

(b) Explain how specific travel and tourism products are developed to cater for the needs and expectations of different market segments: • products (package holidays, transport including transfers, accommodation and catering, tourist attractions, tourist information services, excursions and additional activities) • the relationship with market segments: type of customer (families, singles, groups, business, leisure, independent travellers); different ages/gender; specific needs; special interest; quality/ economy/value for money, etc.

5.3 'Product' as part of the marketing mix

(a) Identify and explain the differences between travel and tourism products and services: • products (tangible, homogeneous, separable, storable) identified and explained • services (intangible, heterogeneous, inseparable, incapable of being stored, perishable) identified and explained

(b) Investigate the development and modification of travel and tourism products and services through: • the use of the product life cycle (research and development, introduction, growth, maturity, saturation and decline)

• the creation of brand image through product features, packaging, price, promotion, target market segments and brand loyalty • the development of a product/service mix to appeal to different market segments and the ways in which tourism organisations develop a product portfolio.

5.4 'Price' as part of the marketing mix

(a) Investigate a range of common pricing policies used in the travel and tourism industry: • market penetration • market skimming • discount pricing • variable pricing • loss leader pricing • promotional pricing/special offers • the going rate/competitive pricing (price makers/price takers) • prestige pricing • price bundling

(b) Identify and explain the factors that determine pricing policies: • fixed and variable costs • profitability • subsidies • competitors • customers' expectations/likely number of customers • seasonality • economic factors (exchange rates, taxes and other levies)

5.5 'Place' as part of the marketing mix

(a) Investigate the factors that influence the selection of a location for travel and tourism facilities: • costs • availability of suitable premises/land • character and features of area • local and transient population • adjacent facilities • access/transport links • availability of staff

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(b) Identify and explain the range of distribution channels for travel and tourism products and services: • direct selling • wholesalers • retailers • Internet • Global Distribution Systems.

5.6 'Promotion' as part of the marketing mix

(a) Explore the main methods of promotion used in the travel and tourism industry:
• advertising
• publicity/print material (brochures, leaflets, flyers)
• point of sale displays
• public relations (sponsorship, press release)
• direct marketing
• sales promotions (special offers, use of merchandising, mascots)
• personal selling
• videos/DVDs
• Internet (websites, pop-ups, e-brochures)
• electronic media including the use of mobile technology and social networks (e.g. Facebook, Twitter, LinkedIn)
• trade promotions (trade fairs, familiarisation trips, incentives)

(b) Identify and explore the factors that are considered when producing effective promotional materials: • costs • stages of the promotional campaign • target market segments • timing • brand image • AIDA (attention, interest, desire, action) in designing effective promotional materials.