



Elements of Business Skills
Subject Code: 7066



Syllabus Aims

- The syllabus intends for students to develop knowledge and understanding of:
 - basic business activities in the Travel and Tourism, Hospitality, and Retail industries
 - basic marketing that focuses on understanding the needs and wants of customers and the marketing mix;
 - basic customer relations focusing on communicating with customers and providing quality customer service.

In the Elements of Business Skills (EBS) syllabus framework as shown, the **basic concepts of marketing and customer relations** are at the **core** of the EBS syllabus. The **middle ring** represents the **outcomes of the syllabus**, namely **foundational business knowledge, decision-making skills** and an **enterprising mindset**. The **outer ring** defines the **scope of the syllabus** within the **Travel and Tourism, Hospitality, and Retail** industries.



Features of the Curriculum

Unit 1: Understanding business activities

This unit helps students to understand the **purpose of a business** and the **various types of businesses** in the Travel and Tourism, Hospitality, and Retail industries. **Impact of competition and trends on the businesses**, and **careers in these industries**, are also examined to develop an understanding of the challenges and opportunities presented.

Unit 2: Understanding basic marketing

This unit helps students to understand the **basics of marketing** and **how businesses meet the needs and wants of customers**. This includes the **use of market survey** to gather information about **target customers**, and the **marketing process** to reach out to them.

Unit 3: Understanding customer relations

This unit helps students to understand the **need to provide quality service to customers** and the **importance of effective communication in building customer relations**. Students will learn how to provide customer service in different interactions with customers.

Assessment

Paper	Description	Marks	Overall Weighting	Duration
1 Written	<p>There will be 4 compulsory questions from Units 1 to 3 of the syllabus, comprising short response and structured questions:</p> <ul style="list-style-type: none">(i) with helping words;(ii) requiring short answers, not necessarily in complete sentences.	100	60%	1 hour 30 mins
2 Coursework	<p>The coursework requires candidates to conduct a business investigation, making use of content and skills acquired from Units 1 to 4 of the syllabus.</p> <p>Candidates in a class are required to choose different businesses in the selected service industry.</p> <p>A total of 20 hours must be assigned during curriculum time to facilitate the completion of the coursework.</p>	80	40%	20 hours of curriculum time over 10 to 14 weeks