

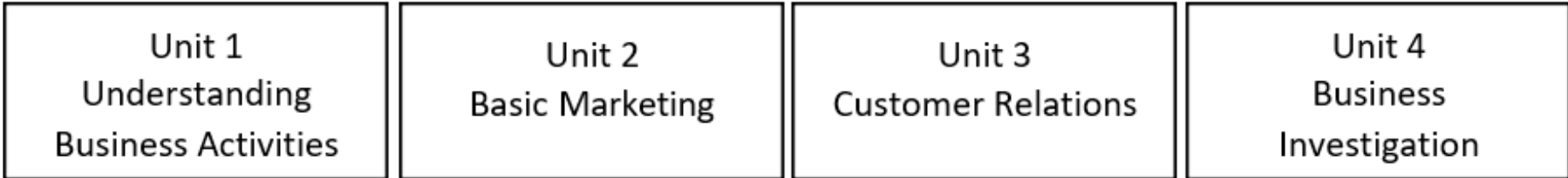
# ELEMENTS OF BUSINESS SKILLS (Syllabus 7066)

# Elements of Business Skills (EBS) Syllabus Framework



**WHAT WILL I LEARN FROM EBS?**

The EBS content is organised into four units:



1. Understanding Business Activities

1.1 Introduction to Business

Purpose of Business Activities

Classification of Businesses According to Output

Resources for Business Activities

Competition and Trends

1.2 Businesses in Singapore Service Industry

Travel & Tourism

Types of Businesses

Careers and Career Paths

Hospitality

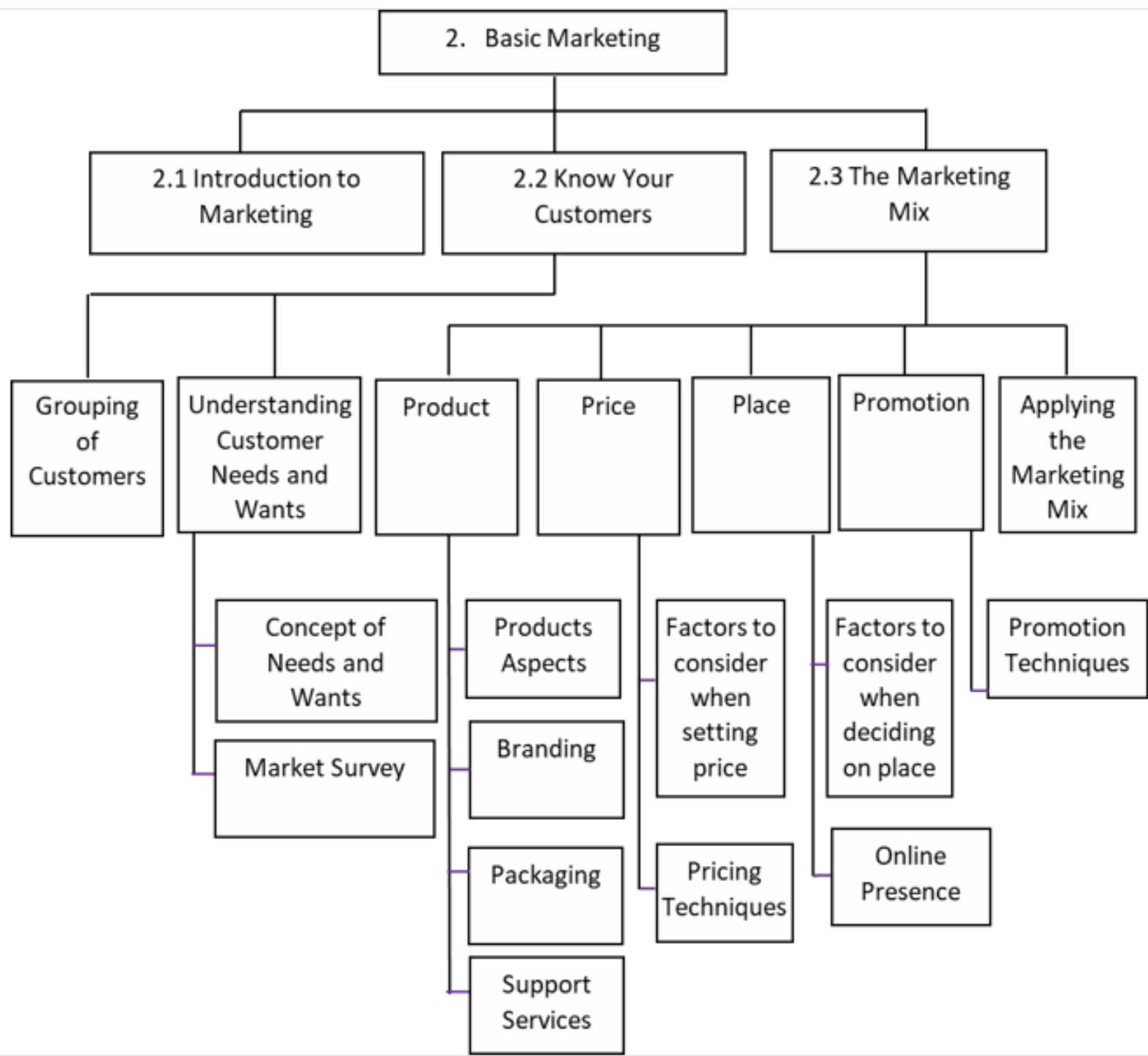
Types of Businesses

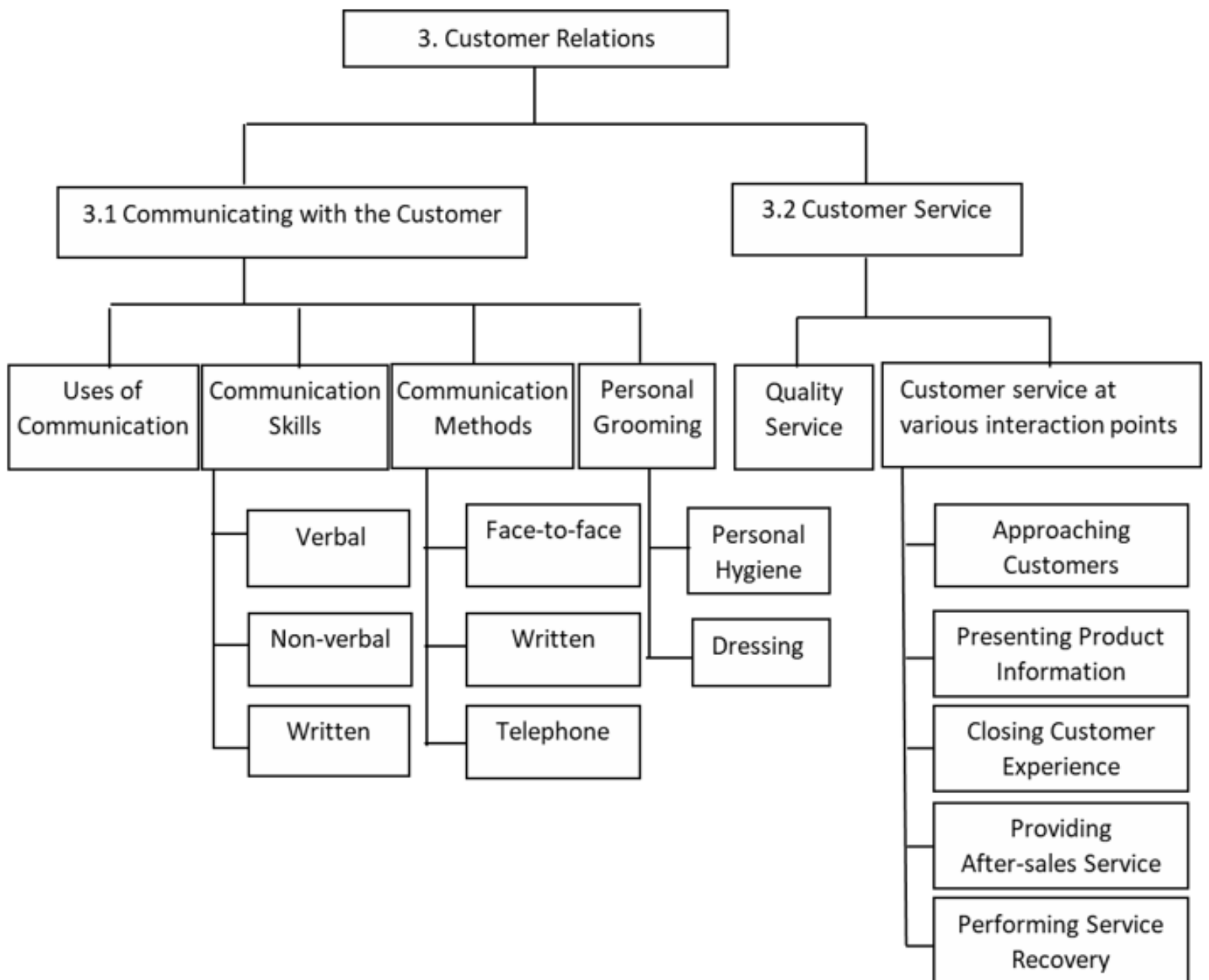
Careers and Career Paths

Retail

Types of Businesses

Careers and Career Paths







# BUSINESS INVESTIGATION PROCESS

## GATHERING INFORMATION



- IDENTIFY INFORMATION NEEDED
- IDENTIFY WHERE TO FIND THE INFORMATION- PRIMARY AND SECONDARY SOURCES



## ANALYSING AND REPORTING ON FINDINGS



- ANALYSE THE DIFFERENT INFORMATION GATHERED
- USE THE INFORMATION TO WRITE ABOUT THE BUSINESS IN YOUR OWN WORDS



## SUGGESTIONS/ RECOMMENDATIONS



- SUGGEST IMPROVEMENTS BASED ON FINDINGS
- MAKE A RECOMMENDATION AT THE END





**HOW WILL EBS BE ASSESSED?**

# SCHEME OF ASSESSMENT

## 1 ASSESSMENT MODE

The assessment comprises two compulsory papers. Paper 1 is a written paper and Paper 2 takes the form of a coursework.

## 2 SPECIFICATION GRID

Paper	Description	Marks	Overall Weighting	Duration
<b>1 Written</b>	<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"><li>(i) with helping words;</li><li>(ii) requiring short answers, not necessarily in complete sentences.</li></ul>	100	60%	1 hour 30 mins
<b>2 Coursework</b>	<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

# ASSESSMENT OBJECTIVES

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Candidates are expected to:

## **AO1: Knowledge and Understanding**

- Demonstrate knowledge and understanding of business activities and concepts, techniques and skills in marketing and customer relations in the context of the Travel and Tourism, Hospitality, and Retail industries.

## **AO2: Application**

- Apply knowledge and understanding of marketing and customer relations to a variety of business scenarios.
- Gather, select and interpret different sources of information in conducting an investigation of a chosen business.

## **AO3: Analysis and Evaluation**

- Analyse and evaluate information in a variety of business scenarios in order to make reasoned judgements, recommendations and decisions.

**HOW DOES PAPER 1 WRITTEN  
PAPER LOOK LIKE?**

# AO1: Knowledge and Understanding

- Demonstrate knowledge and understanding of business activities and concepts, techniques and skills in marketing and customer relations in the context of the Travel and Tourism, Hospitality, and Retail industries.

3 24/7 Local is a chain of convenience stores located throughout Singapore.

(a) Identify, with a tick (✓), three characteristics of a convenience store.

located along busy roads or at petrol stations	
have large stores	
open seven days a week	
encourage self service	
staff have specialised knowledge of all the products they sell	

[3]

(b) 24/7 Local provides customers with a variety of products.

State which of the following is a good and which is a service.

- Cash withdrawal .....
- Ready-to-eat meal ..... [2]

(c) Staff at 24/7 Local need to provide customer service.

(i) Select the most appropriate words to complete the sentence about providing customer service. Do NOT use the same word more than once.

positively      questions      information      present  
business      service      after sales      wants

To provide a good level of ..... to customers, staff at 24/7 Local will need to listen to customers' needs and ..... . Then staff will have to answer any ..... or objections and ..... the product to the customer. [4]

# A02: Application

- Apply knowledge and understanding of marketing and customer relations to a variety of business scenarios.

(ii) Explain **two** reasons why providing quality customer service is important to 24/7 Local.

1 .....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

..... [4]

(iii) A customer returned to the store with an expired packet of milk.

Describe how staff at 24/7 Local could handle the situation.

.....

.....

.....

.....

..... [2]

# A03: Analysis and Evaluation

- Analyse and evaluate information in a variety of business scenarios in order to make reasoned
- judgements, recommendations and decisions.

(d) 24/7 Local uses promotion to attract new customers to the store.

Suggest **two** appropriate promotion techniques for 24/7 Local. Explain one reason for each choice of promotion technique.

Promotion technique 1 .....

Explanation .....

.....

.....

.....

Promotion technique 2 .....

Explanation .....

.....

.....

..... [6]

**HOW DOES PAPER 2 COURSEWORK  
LOOK LIKE?**



## Task 1: Information Gathering

1 Name your chosen business and state its physical location.

**Based on requirements in Tasks 2 to 5**, provide relevant information about your business from **two primary** and a **variety of secondary** sources on:

- the nature of the business and its customers
- its marketing mix and customer service
- competition and trend affecting the business

(a) Examples of **primary** sources are:

- survey questionnaires and results
- observation notes
- photographs from onsite observations of the business/competition

[8]

(b) Examples of **secondary** sources are:

- the business's own website and/or social media
- other related websites or online reviews
- brochures, printed advertisements
- newspapers, magazines and other printed materials

[8]

## Task 2: Nature of the Business and its Customers

*Based on the information you gathered in Task 1:*

2 (a) Describe the nature of the business

You may include, for example:

- What type of business it is within the industry
- What are its main categories of products
- What the business is best known for
- How many outlets it has in Singapore/globally

[8]

(b) Describe the types of customers the business attracts, and the needs and wants of these customers.

You may include, for example:

- types of customers according to their age, gender, occupation, income, lifestyle, geographical location, etc.
- the needs and wants of these customers that the business helps to satisfy

[8]

### Task 3: Marketing Mix and Customer Service of the Business

*Based on the information you gathered in Task 1:*

- 3 (a) Explain how the marketing mix is used by the business to meet its customers' needs and wants.

You may include, for example:

- Product – what the business offers and how attractive it is to customers
- Price – techniques used by the business and how they appeal to customers
- Place – how/where customers in Singapore can buy the products
- Promotion – techniques used by the business and how they appeal to customers [8]

- (b) Explain how the business has provided customer service, giving examples of good and/or poor service.

You may include, for example, how customer service is provided when the business's staff:

- approach customers
- present product information to customers
- close the customer experience
- provide after-sales service
- perform service recovery [8]

## Task 4: Competition and Trend in the Service Industry

*Based on the information you gathered in Task 1:*

4 (a) Describe competition and trend that the business might need to be aware of.

You may include, for example:

- a competitor of the business and what it offers to customers
- a changing customer expectation and/or technological development [8]

(b) Explain how competition and trend might affect the customer experience provided by the business.

You may include, for example:

- how customer experience might or might not change in response to competition
- how customer experience might or might not change in response to a changing customer expectation and/or technological development [8]

## Task 5: Decision-making and Recommendation

*Based on everything you now know about your chosen business:*

- 5 (a)** Make **two** suggestions to improve the marketing mix of the business. Support your suggestions with reasons from your findings in Tasks 1 to 4.

In making your suggestions you may include, for example:

- different aspects of the marketing mix to improve
- how to improve these aspects of the marketing mix
- reasons for these improvements based on your findings from Tasks 1 to 4 [8]

- (b)** Recommend which **one** of the two improvements suggested in **5(a)** the business should adopt. Consider the impact this recommendation might have on the business and on its customers.

In making your recommendation you may include, for example:

- the different ways in which this recommendation will affect the business itself
- how the business's customers will be affected by this recommendation [8]

**WHAT IS THE LEARNING  
EXPERIENCE LIKE?**

# Use of e-Pedagogy

← → ↻ padlet.com/goh\_anna/q9jyn8vuy7v6

:Padlet

Anna Goh + 15 + 2yr

## Ch1 - Introduction to Business

Made with whimsy

What do hawkers need in order to run their hawker stalls?

Is running a hawker stall a type of business?

What are some trends affecting the hawker business?

What personal qualities and skills do you think entrepreneurs like Aericul Chng may need to succeed in her business? What are the risks and rewards she may face?

**sammi**

1. The ability to attract customers and to get the customers to buy their food along with successors to continue dishing up local delights after they retire.
2. Yes it is a type of business.
3. The ageing hawkers children are uninterested in carrying on the family business.
- 4.

**Ulfa**

- 1) Making sure the products for the food is restock as she needs to make the food.
- 2) The owner of the store has to face challenges of learning how to cook desserts from scratch, sourcing ingredients to prepare healthier options and expanding the menu to attract more customers.
- 3) Many stalls are increasingly adopting technologies to improve their operations as well as increase their customer base.
- 4) Hard work and patience. The number of customers.

**limin**

- 1) The ability to face challenges of learning how to cook from scratch and sourcing for ingredients to prepare healthier options.
- 2) Yes. It is a food and beverages business.
- 3) The hawker culture is facing the tech-savvy.

**sining**

- 1) the ability to get customers to buy their products
- 2) yes running a hawker stall is a business because Singapore nominated hawker culture as part of out cultural heritage in a bid to preserve it.
- 3) hawker culture is facing the tech-savvy

**Jun hong**

- 1) Customers ,dishes that attracts people
- 2) Yes. As hawkers serves food

**Donovan**

- 1) They will need to attract customers with the food their making

**shuhan**

- 1) The food need to delicious and affordable
- 2) Running a hawker stall is a

**Qistina**

- 1) More people to run the business and attract more people.

# Use of e-Pedagogy

The screenshot displays a web browser window with multiple tabs. The active tab is titled 'Lesson' and shows a page from 'vle.learning.moe.edu.sg'. The page header includes 'SLS MOE LIBRARY' and the lesson title 'What is the Marketing Mix?'. A yellow banner indicates 'You're in the Lesson View mode.' The main content area features a section titled '1. Concrete Experience - What is Marketing Mix?' with a sub-instruction: 'Watch the following animated video on The 4Ps of the Marketing Mix. This is to introduce an experience that engages your senses - visual and auditory.' Below this is a video player showing a hand writing 'QUALITY DEST' on a whiteboard, with the 4Ps listed: PRODUCT, PRICE, PLACE, and PROMOTION. A right-hand sidebar contains 'Activity Details' with options for 'Activity Notes', 'Active Learning Process', and an 'ACTIVATE LEARNING' button. A 'Text / Media' button is also visible. A 'Need Help?' button is located at the bottom right. The Windows taskbar at the bottom shows the time as 10:32 PM on 3/10/2022.



# Learning Experience



# Learning Experience



# Learning Experience



# Learning Experience



# What qualities should I possess to do well in EBS?

- Very good command of English
- Full attendance in school
- Keen Interest in the service industry

# What courses can I take at ITE?

## School of Applied & Health Sciences

- *Nitec in Applied Food Science*
- *Nitec in Chemical Process Technology*
- *Nitec in Community Care & Social Services*
- *Nitec in Nursing*
- *Nitec in Opticianry*

## School of Business & Services

- *Nitec in Beauty & Wellness*
- *Nitec in Business Services*
- *Nitec in Floristry*
- *Nitec in Hair Fashion & Design*
- *Nitec in Logistics Services*
- *Nitec in Retail Services*
- *Nitec in Retail Services (3-year)*
- *Nitec in Travel & Tourism Services*

## School of Design & Media

- *Nitec in Architectural Technology*
- *Nitec in Digital Animation*
- *Nitec in Fashion Apparel Production & Design*
- *Nitec in Interior & Exhibition Design*
- *Nitec in Product Design*
- *Nitec in Video Production*
- *Nitec in Visual Communication*

## School of Engineering

- *Nitec in Aerospace Avionics*
- *Nitec in Aerospace Machining Technology*
- *Nitec in Aerospace Technology*
- *Nitec in Automotive Technology*
- *Nitec in Built Environment (Mechanical & Electrical Services)*
- *Nitec in Built Environment (Mechanical & Electrical Services) (3-year)*
- *Nitec in Built Environment (Vertical Transportation)*
- *Nitec in Digital & Precision Engineering*
- *Nitec in Electrical Technology (Lighting & Sound)*
- *Nitec in Electrical Technology (Power & Control)*
- *Nitec in Mechanical Technology*
- *Nitec in Mechanical Technology (3-year)*
- *Nitec in Mechatronics & Robotics*
- *Nitec in Rapid Transit Technology*
- *Nitec in Urban Greenery & Landscape*

## School of Hospitality

- *Nitec in Asian Culinary Arts*
- *Nitec in Hospitality Operations*
- *Nitec in Pastry & Baking*
- *Nitec in Western Culinary Arts*



For any enquiries, please feel free to reach out to the following EBS teachers:

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