

Elements of Business Skills

Singapore-Cambridge General Certificate of Education
Normal (Technical) Level (2019)

(Syllabus 7066)

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INTRODUCTION

This syllabus aims to develop in students the knowledge, skills and attitudes to be productive employees and contributing members of society.

The services sector continues to contribute to Singapore's economic growth and offer employment opportunities. It is intended that this syllabus provides students with opportunities to develop generic employability skills, values and attitudes and foundational knowledge for work in the services sector, namely in the travel and tourism, hospitality and retail industries.

This syllabus is an introduction to business through an understanding of business activities, focusing on basic marketing and customer relations. These are learnt in the context of businesses in the travel and tourism, hospitality and retail industries, which offer employment opportunities accessible to the students.

The context of knowledge and application is in the local situation in Singapore.

The syllabus also provides students with the foundation for further studies at institutes of higher learning. Through this course of study, students become aware of the prospects and challenges of a career in the services sector.

AIMS OF SYLLABUS

The syllabus enables students to develop:

1. basic understanding of business activities in the travel and tourism, hospitality and retail industries
2. basic marketing concepts and customer relations skills
3. basic employability skills for working in the travel and tourism, hospitality and retail industries
4. analytical and evaluative skills and the ability to make judgments; and
5. self and relationship management, social awareness, and responsible decision-making.

KNOWLEDGE AND UNDERSTANDING

This 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; and
- basic customer relations focusing on communicating with customers and providing customer service.

SKILLS

This syllabus intends for students to develop the employability and cognitive skills of:

- personal effectiveness
- problem solving and decision making
- information and communication technologies
- communication and relationship management
- initiative and enterprise; and
- learning and personal development.

VALUES AND ATTITUDES

This syllabus intends for students to develop values and attitudes of:

- self and relationship management through developing skills in providing quality service and managing service breakdown
- social awareness through an understanding of the needs of different groups of customers
- appreciation of the importance of innovation in a competitive environment; and
- integrity in relating to customers and in handling confidential business information.

SYLLABUS FOCUS

The content is anchored in how the concepts of basic marketing and customer relations are applied in the context of the three service industries, namely, travel and tourism, hospitality and retail.

The relationship and focus are provided in the following diagram.

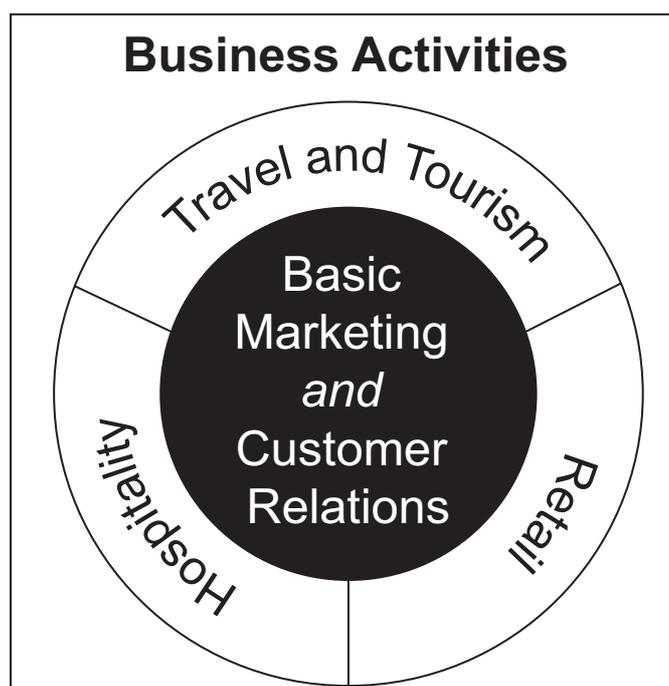


Diagram: Syllabus Focus

ASSESSMENT OBJECTIVES

The examination will assess:

AO1 Knowledge and Understanding

- knowledge and understanding of concepts, techniques and skills of marketing and customer relations in business in relation to the services sector with particular reference to travel and tourism, hospitality and retail industries

AO2 Application

- application of knowledge and understanding to a variety of scenarios
- application of effective communication and presentation skills, including the use of IT, in portraying facts and ideas

AO3 Analysis and Evaluation

- analysis of data and given scenarios to draw conclusions
- evaluation of alternatives to make reasoned judgements

SPECIFICATION GRID

The following weighting of the assessment objectives gives an indication of their relative importance. They are not intended to provide a precise statement of the number of marks allocated to each assessment objective.

	AO1 Knowledge and Understanding	AO2 Application	AO3 Analysis and Evaluation	Total
Paper 1	18%	30%	12%	60%
Paper 2	16%	16%	8%	40%
Overall	34%	46%	20%	100%

SYLLABUS CONTENT

Content	Learning outcomes
	Candidates should be able to
1. Understanding Business Activities	
1.1 Introduction to business <ul style="list-style-type: none"> • Purpose of business activity • Resources for business activities • Classification of businesses according to output • Competition 	<ul style="list-style-type: none"> • understand that businesses satisfy the needs and wants of customers • identify the resources involved in business activities (for example, land and labour) • describe and classify businesses in terms of goods producing businesses and service businesses • understand that businesses compete with one another • identify the competitors of a business
1.2 Businesses in the selected service industries 1.2.1 Travel and tourism <ul style="list-style-type: none"> • Travel agencies • Tour operators • Attractions • Integrated resorts • Meetings, Incentives, Conventions and Exhibitions (MICE) • Spas 1.2.2 Hospitality <ul style="list-style-type: none"> • Accommodation and lodging facilities • Food and beverage outlets 1.2.3 Retail <ul style="list-style-type: none"> • Store retailers • Non-store retailers 	<ul style="list-style-type: none"> • identify and describe businesses in the travel and tourism industry • identify and describe the accommodation and lodging facilities available for guests • identify and describe the types of food and beverage outlets • identify and describe the types of store retailers (namely speciality, convenience, departmental and supermarket/hypermarket) and non-store retailers (for example, e-retailing, vending machine, door-to-door)
1.3 Career opportunities in the travel and tourism, hospitality and retail industries	<ul style="list-style-type: none"> • identify and describe some of the jobs available in travel and tourism, hospitality and retail industries • outline possible career paths in travel and tourism, hospitality and retail industries

Content	Learning outcomes
	Candidates should be able to
2. Basic Marketing	
2.1 Introduction to marketing	<ul style="list-style-type: none"> outline the marketing process as identifying the needs and wants of the chosen customers and satisfying these customers' needs and wants in ways that are better than competitors
2.2 Know your customers 2.2.1 Grouping of customers according to <ul style="list-style-type: none"> Geographic location Demographics such as age, gender, income and profession Lifestyle Social group 2.2.2 Understanding customer needs and wants <ul style="list-style-type: none"> Concept of needs and wants Market survey 	<ul style="list-style-type: none"> identify and explain how customers can be grouped examine the possible needs and wants of a given customer group (for example, the needs and wants of business tourists compared to those of leisure tourists) list the types of market surveys, including observation, postal survey, personal survey, telephone survey and online survey conduct a market survey using a given template for a simple survey questionnaire demonstrate simple methods of data presentation (namely tables, graphs, bar and pie charts), and identify and analyse data to draw basic trends and conclusions from it
2.3 The Marketing Mix 2.3.1 Product <ul style="list-style-type: none"> Product features <ul style="list-style-type: none"> Travel and tourism products Hospitality products Retail products Branding <ul style="list-style-type: none"> Importance and use of brands Packaging <ul style="list-style-type: none"> Importance and use of packaging 	<ul style="list-style-type: none"> state the marketing mix understand that a product can be a physical good or a service or a combination of both describe how different product features appeal to different customers identify the requirements of customers and recommend, giving reasons, suitable products to meet their needs recommend suitable outlets and facilities to a customer based on a given scenario explain the importance and use of brands for products explain the importance and use of packaging in retailing

Content	Learning outcomes
	Candidates should be able to
<p>2.3.2 Pricing</p> <ul style="list-style-type: none"> • Factors to consider when setting price • Pricing techniques <p>2.3.3 Place</p> <ul style="list-style-type: none"> • Factors to consider when deciding on place (location) <p>2.3.4 Promotion</p> <ul style="list-style-type: none"> • Promotion techniques <ul style="list-style-type: none"> ○ Advertising <ul style="list-style-type: none"> – Advertising media – AIDA model ○ Sales promotion <ul style="list-style-type: none"> – Sales promotion techniques ○ Personal selling ○ Public relations • Use of ICT in promotion <p>2.3.5 Applying the marketing mix</p>	<ul style="list-style-type: none"> • list the factors to consider when pricing a product • describe, with examples, the different pricing techniques (for example, product-line pricing, product-bundle pricing, optional-product pricing, odd-even pricing and promotional pricing) • recommend suitable pricing technique(s) for a given business scenario and give reasons for the recommendation(s) made • explain the factors to consider in determining choice of location • identify and explain how a product is promoted • identify promotion techniques (namely advertising, sales promotion, personal selling and public relations) and explain how they are used to attract customers • create print advertising materials using the Attention-Interest-Desire-Action (AIDA) model • give examples of sales promotion techniques including discount coupons, contests, gifts, samples, loyalty reward programmes and point-of-sale display • give examples of public relations including press releases, sponsorship and special events • identify and describe the use of information communication technology (ICT) in promotion, (for example, online advertising, social media and e-marketing) • recommend suitable promotion technique(s) for a given scenario and give reasons for the recommendation(s) made • identify and describe the marketing mix in given scenarios • suggest a plan to market a product

Content	Learning outcomes
	Candidates should be able to
3. Customer Relations	
<p>3.1 Communicating with the customer</p> <p>3.1.1 Uses of communication</p> <p>3.1.2 Communication methods</p> <ul style="list-style-type: none"> • Face-to-face • Written • Telephone <p>3.1.3 Communication skills</p> <ul style="list-style-type: none"> • Verbal communication skills • Non-verbal communication skills <ul style="list-style-type: none"> ○ Listening ○ Writing ○ Body language ○ Personal grooming and hygiene 	<ul style="list-style-type: none"> • identify and explain the uses of communication within a business organisation and with its customers • identify different communication methods and evaluate their suitability for specific purposes such as invitation to a special event and promotion of products • identify and explain the qualities customer service personnel should possess to communicate effectively and serve a customer • prepare messages and notices (for example, letters, emails and memos) for given scenarios • interpret information from tourist maps, brochures, and other non-continuous texts and communicate information to customers • demonstrate communication skills in making and receiving telephone calls effectively, (for example, for taking down sales orders, customer feedback, complaints and enquiries and checking availability of stock at another outlet) • record messages from callers accurately • explain the importance of personal grooming in relating well to customers • give examples of good personal hygiene practices at the workplace • identify and explain appropriate dressing for customer service personnel
<p>3.2 Customer service</p> <p>3.2.1 Quality service</p> <ul style="list-style-type: none"> • Service breakdown • Service recovery • Handling customer enquiries and requests <p>3.2.2 The selling process in retailing</p> <ul style="list-style-type: none"> • Selling process <ul style="list-style-type: none"> ○ Approaching customers ○ Making a sales presentation ○ Closing the sale • Selling techniques • After-sales service 	<ul style="list-style-type: none"> • identify the characteristics of quality service and explain the importance of providing quality service to customers • identify aspects of product knowledge in customer service roles across the services sector and explain the importance of good product knowledge • identify and explain the procedures for handling service breakdown and service recovery • identify and explain ways of handling customer enquiries and requests (for example, queries, returns of undesired purchases and demand for refunds) • identify and explain the stages of the selling process • identify and explain selling techniques when handling a sale • identify types of after-sales service and explain their importance

SCHEME OF ASSESSMENT

There are two compulsory papers.

Paper 1: Written Paper (60%)

Details	Marks	Duration
There will be 4 to 5 short-response and structured questions (i) with helping words; (ii) requiring short answers, not necessarily in complete sentences. Activity type and pictorial questions may be included.	100	1 hour 30 minutes

Paper 2: Coursework – School-based Assessment (40%)

Details	Marks	Duration
The coursework requires candidates to conduct research on a business in one of the three service industries, namely travel and tourism, hospitality and retail industries, in the Singapore context and make recommendations on how the business can improve its marketing mix or customer service. Candidates in a class are required to choose different businesses on which to base their coursework. A total of 20 hours must be assigned during curriculum time to facilitate the completion of the coursework. The 20 hours include in-class research and individual teacher review sessions.	80	20 hours

The type of industry from which candidates should choose their business will be specified in the question paper.

Templates to guide the candidates' responses will be provided in the question paper.

The assessment of the coursework is based on a generic mark scheme provided in the specimen paper. The coursework is internally assessed by the schools and externally moderated by the examining authority.

USE OF CALCULATOR

An approved calculator may be used in Paper 1 and Paper 2.