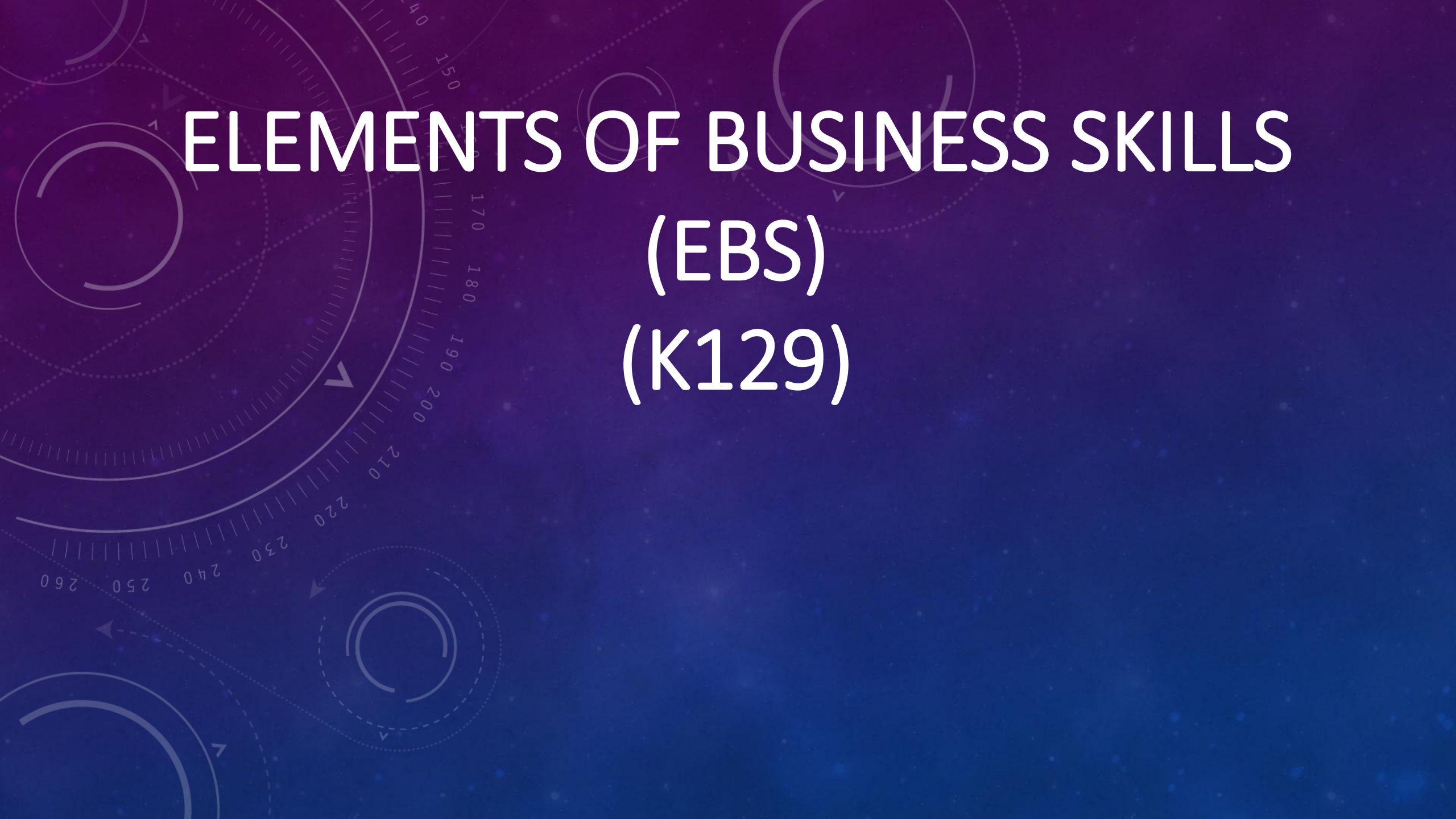


The background features a dark blue gradient with faint, light blue circular patterns and a scale. The scale is a semi-circular arc with tick marks and numbers ranging from 140 to 260. The numbers are: 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260. The text is centered and reads:

ELEMENTS OF BUSINESS SKILLS

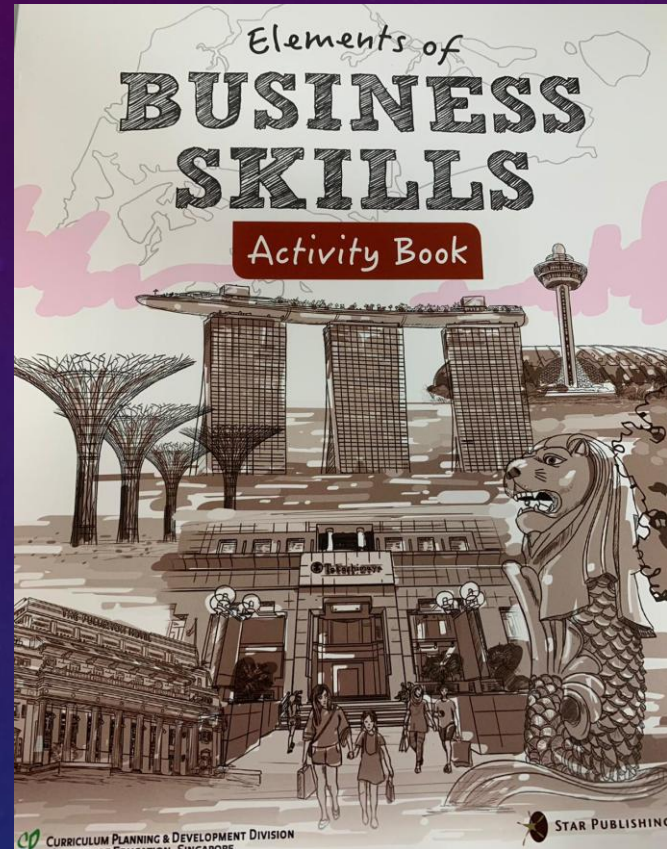
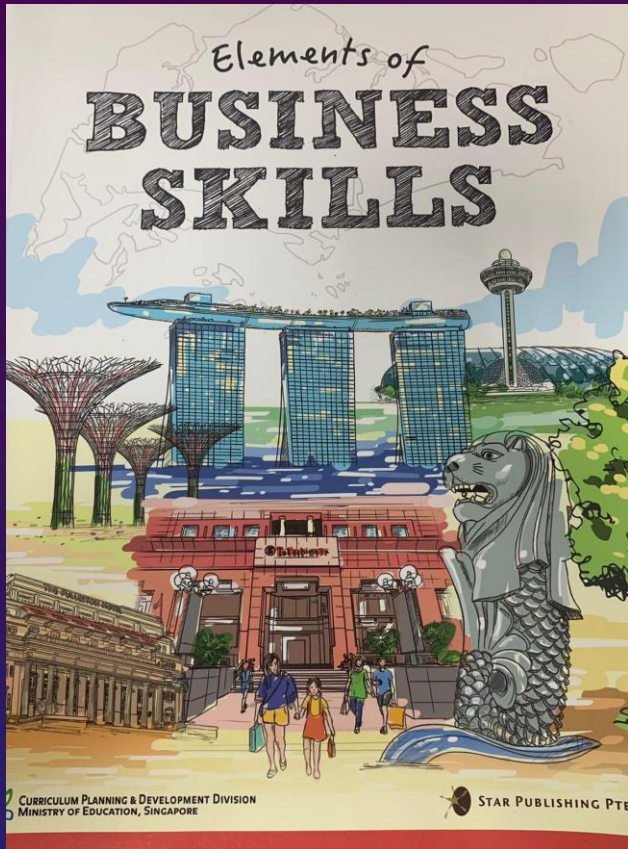
(EBS)

(K129)

TOPICS COVERED

- ◆ Introduction to Business
- ◆ Businesses in the Travel and Tourism, Hospitality and Retail Industries
- ◆ Introduction to Marketing
- ◆ The Marketing Mix
- ◆ Communication with the Customers
- ◆ Customer Service
- ◆ Business Investigation

RESOURCES USED FOR EBS



FOCUS OF EBS



EXAM COMPONENTS

Paper	Description	Marks	Overall Weighting	Duration
1 Written	There will be 4 compulsory questions from Units 1 to 3 of the syllabus, comprising short response and structured questions: (i) with helping words; (ii) requiring short answers, not necessarily in complete sentences.	100	60%	1 hour 30 mins
2 Coursework	The coursework requires candidates to conduct a business investigation, making use of content and skills acquired from Units 1 to 4 of the syllabus. Candidates in a class are required to choose different businesses in the selected service industry. A total of 20 hours must be assigned during curriculum time to facilitate the completion of the coursework.	80	40%	20 hours of curriculum time over 10 to 14 weeks