

Elements of Business Skills

Subject Summary

- Provides students with an understanding of business activities in the **Travel and Tourism, Hospitality and Retail industries.**
- Graduating students will be equipped with the **foundation for further studies at Institutes of higher learning** and become aware of the **prospects in the services sector.**

- Event Management
- Hospitality Operations
- E-commerce & Retail
- Customer Experience Management
- Tourism Management
- Hotel & Restaurant Management
- Lifestyle & Recreation Management



What Will Students Learn?

- **Knowledge and Understanding**

- How does a business work?
- Why do people buy from Shop A and not Shop B?
- How to set prices so people will buy more?
- How to communicate with customers?

- **Skills**

- Problem solving and decision making.
- Communication and relationship management.
- Initiative and enterprise.

- **Values**

- Self and relationship management.
- Importance of being creative and innovative.
- Importance of integrity when relating to customers.



N Level

- **Paper 1: Theory paper (60%)**
 - Sec 4 N Level Exam (Term 4)
 - Duration: 1 hour 30 mins
- **Paper 2: Coursework (40%)**
 - Sec 4: Term 1 - End of Term 2
 - Timeframe: 20 hours (10 ~ 12 weeks)

Recommended requirements

- Good command of English
- Regular school attendance
- Research skills, survey and observation skills
- IT skills