

**NORTHBROOKS
SECONDARY SCHOOL**
SOARING YET ROOTED

*Sec 2 Subject
Information:
Elements of
Business Skills
(G1)*



Combination offered for G1:

1. Elements of Business Skills (EBS) is offered as an elective subject, in addition to compulsory subjects such as English Language, Mother Tongue, Mathematics, Science and Computing.
2. Please note that subject combinations are reviewed annually and is subject to change

Aims of EBS

Syllabus provides students with opportunities to:

1. acquire foundational **business knowledge**
2. develop **transferable** employability skills & knowledge of the service industry (Travel and Tourism, Hospitality, and Retail industries) which continue to offer **employment opportunities** for students.
3. acquire foundational knowledge and skills for further studies in institutes of higher learning (eg. Poly, ITE) and be aware of prospects of a career in the service industry.



EBS Syllabus content

In the Elements of Business Skills (EBS) syllabus, 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.



Objectives & Scheme of Assessment

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	<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

How do I know if EBS is for me??

- Students must possess the **perseverance and diligence** as it requires students to gather information from primary sources about their chosen business by undertaking surveys, observations, interviews, etc.
- Students must have the **self-discipline** in managing the project within **the given timeframe**.
- Students must be **competent in English Language** as students are required to research and use their findings to **write business proposals** and marketing plan. Students need to **make decisions** and make a recommendation on how the marketing mix of the business could be improved to provide a better customer experience.

Career Prospects

Possible career opportunities in the following areas:

- Travel and Tourism Industry
- Hospitality
- Retail Industries
- Marketing
- Customer relations

Eligibility

Candidate must have attained an overall score of at least 60% in G1 English at the end of Secondary 2.

Useful links

- Pls scan the QR code to SEAB syllabus info, and other useful info

