

Elements of Business Skills Syllabus Focus



Elements of Business Skills

What is hospitality?

Hospitality refers to the warm and welcoming way in which a host receives guests and takes care of their needs.

What are the businesses in the hospitality industry?

Accommodation and Food & Beverage Outlets

Elements of Business Skills

capital

cheap

costly

employee

entrepreneur

labour

money

Alex is an entrepreneur because he is taking a risk to start his own business. Alex will need capital resources, including money and equipment to set up his business. Using a push cart will help Alex to reduce the risk of business failure because push carts are cheaper to set up.

Elements of Business Skills

Which statements about listening skills are TRUE and which are FALSE?

Using eye contact is a good way to show someone you are listening.	TRUE
You should never ask questions as the person will think you have not been listening properly.	FALSE
Showing empathy means you show the person that you can relate to how they are feeling.	TRUE

Elements of Business Skills

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.

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

Elements of Business Skills

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Paper 1 Theory	18%	30%	12%	60%
Paper 2 Coursework	16%	16%	8%	40%
Overall	34%	46%	20%	100%

- Strong in English Language as demand for Paper 1 is higher than EL Papers
- Strong interest in F&B, retail, hospitality, tourism

Teacher ic: Mdm Sumiate



**Learning Journey
to Andaz Hotel to
understand
Hospitality
concepts**

← *At a hotel
poolside*



**Learning Journey
to Marina Bay
Sands to
understand
Hospitality, Retail
and Tourism
concepts**

← *Outside a
themed cafe*



Other than *themed cafes* what are the other types of food & beverage (F&B) outlets?



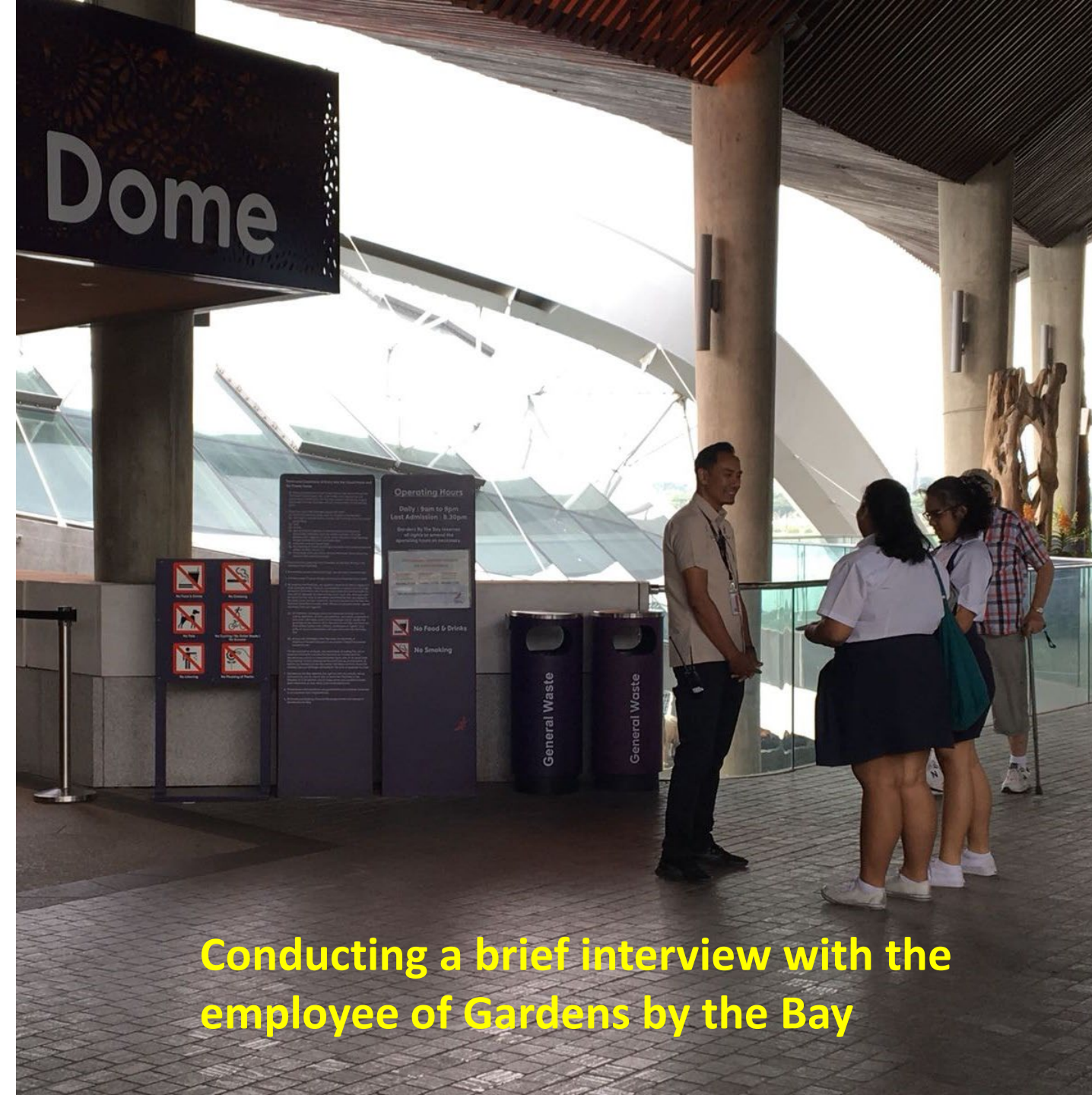
<https://www.burpple.com/categories/sg/fast-food>



**Learning Journey
to Marina Bay
Sands to
understand
Hospitality, Retail
and Tourism
concepts**

*Taking a break...
yum...yum*





Conducting a brief interview with the employee of Gardens by the Bay



Smile for the camera 😊





**ASK
QUESTIONS**