

Peicai Secondary School
 Subject Overview for Semester 1 2023
 Elements of Business Skills | Secondary 3 | Normal Technical

TERM 1			
Week	Chapter/Topic/Skill/Area	Assignment/ Homework	Weighted Assessment
Week 1 2/1 to 6/1 <i>New Year Day Holiday (Mon)</i>	Start Smart Programme		
Week 2 9/1 to 13/1	Start Smart Programme		
Week 3 16/1 to 20/1 <i>CNY Celebration (Fri)</i> <i>Wed - Replace with Even Mon TT</i>	Introduction <ul style="list-style-type: none"> • Expectations and routines • EBS resources – Textbook, Activity Book, notes, file, PLD Topic: Introduction to Business	Activity Book Activity 1A	
Week 4 23/1 to 27/1 <i>CNY Holiday (Mon to Wed)</i>	Topic: Goods & Services Types of Businesses & resources	Activity Book Activity 1B Activity 1C Activity 1D	
Week 5 30/1 to 3/2 <i>Wed - HBL #1</i>	Topic: Competition <ul style="list-style-type: none"> • Direct & Indirect Industry trends <ul style="list-style-type: none"> • Changing customer expectations • Technological Development 	Activity Book Activity 1E Activity 1F Activity 1D Summary of business terms	Chapter 1 Test (Graded) Introduction to Business
Week 6 6/2 to 10/2	Topic: Tourism <ul style="list-style-type: none"> • Tour agencies • Attractions 	Activity Book Activity 2.1A Activity 2.1B Activity 2.1C Activity 2.1D	
Week 7 13/2 to 17/2 <i>Wed - HBL #2</i>	Topic: Hospitality <ul style="list-style-type: none"> • Accommodation • F&B outlets 	Activity Book Activity 2.2A Activity 2.2B Activity 2.2C Activity 2.3D	

Week 8 20/2 to 24/2	Topic: Retailing <ul style="list-style-type: none"> • Store • Non-store 	Activity Book Activity 2.3A Activity 2.3B Activity 2.3C Activity 2.3D	Chapter 2 Test (Graded) <ul style="list-style-type: none"> • Tourism • Hospitality • Retailing
Week 9 27/2 to 3/3 Wed - HBL #3	Summary of Businesses in Travel & Tourism, Hospitality and Retail Industries <ul style="list-style-type: none"> • Business terms in Chap 2 Topical Assessment <ul style="list-style-type: none"> • Travel & Tourism, Hospitality and Retail Industries 	Activity Book Summary of business terms	Weighted Assessment 1 Chap 1 & 2 Introduction to Business. Travel & Tourism, Hospitality and Retail Industries.
Week 10 6/3 to 10/3	Learning Journey Universal Studio Singapore <ul style="list-style-type: none"> • Enhance knowledge in tourism, hospitality & retail • Understanding & application of marketing mix 	Worksheets	
One-Week March Holiday (to be confirmed)	Student Work Attachment Marriott Hotel <ul style="list-style-type: none"> • Develop skills in hotel operations • Learn customer service 	On-the-job training	Hotel supervisor feedback form

TERM 2			
Week	Chapter/Topic/Skill/Area	Assignment/ Homework	Weighted Assessment
Week 1 20/3 to 24/3 Wed - HBL #4	Topic: Introduction to Marketing <ul style="list-style-type: none"> • Marketing Process 	Activity Book Activity 3A	
Week 2 27/3 to 31/3	Topic: Types of Customers <ul style="list-style-type: none"> • BIG GOALS 	Activity Book Activity 3B	
Week 3 3/4 to 7/4 Wed - HBL #5 Good Friday (Fri)	Topic: Marketing Survey <ul style="list-style-type: none"> • Customers' needs & wants 	Activity Book Activity 3C	
Week 4 10/4 to 14/4	Topic: Summary of Marketing and Survey	Activity Book	Chapter 3 Test (Graded)

		Summary of Business Terms	<ul style="list-style-type: none"> • Marketing • Survey •
<p>Week 5 17/4 to 21/4 Wed - HBL #6</p>	<p>Topic: Product</p> <ul style="list-style-type: none"> • Branding • Packaging • Support Services 	<p>Activity Book Activity 4A Activity 4B Activity 4C</p>	
<p>Week 6 24/4 to 28/4 Hari Raya Puasa (Mon)</p>	<p>Topic: Price</p> <ul style="list-style-type: none"> • 3 Cs • Pricing Techniques 	<p>Activity Book Activity 4D</p>	<p>Chapter 4 Test (Graded)</p> <ul style="list-style-type: none"> • Product • Price • Place • Promotion
<p>Week 7 1/5 to 5/5 Wed - HBL #7 Labour Day (Mon)</p>	<p>Topic: Place</p> <ul style="list-style-type: none"> • Physical • Online 	<p>Activity Book Activity 4E Activity 4F</p>	
<p>Week 8 8/5 to 12/5</p>	<p>Topic: Promotion</p> <ul style="list-style-type: none"> • Promotion techniques 	<p>Activity Book Activity 4G Activity 4H</p>	<p>Weighted Assessment 2 Chap 3 & 4 Introduction to Marketing The Marketing Mix</p>
<p>Week 9 15/5 to 19/5 Wed - HBL #8</p>	<p>Summary of Marketing Mix</p> <ul style="list-style-type: none"> • 4Ps 	<p>Activity Book Business Terms</p>	
<p>Week 10 22/5 to 26/5</p>	<p>WA 2 Analysis & Feedback</p>		

The subject overview is tentative and is subject to changes.