

| | | | |
|---|---|------|-----|
| 3 | <p>Developing a promotional package Identify the promotional mix Understand how each of the promotional mix fit together to form a total promotional package Identify the medium to optimize the promotional mix - <u>Assessment 3</u> (Each group to design their company logo and promotional materials for the business)</p> | 0.5T | 2P |
| 4 | <p>Select an appropriate business entity Distinguish the different types of business entities Select an appropriate business entity and ownership position for the small business venture Practical session - Perform an online registration of business entity</p> | 0.5T | 2P |
| 5 | <p>Develop a customer service strategy Identify your customer Customer service strategy Service recovery</p> | 0.5T | 2P |
| 6 | <p>Developing a financial plan Understand simple budgeting Keep a simple profit and loss account Understand the importance of cash flow Funding for your small business - <u>Assessment 4</u> (Prepare a simple financial statement)</p> | 0.5T | 2P |
| 7 | <p>Start a Small Business Project Students will be required to work in teams of 4/5 to set up a small business and operate the business. The objectives of the project are: - to enable the students to integrate and apply what they have learnt in the module - to instil an entrepreneurial spirit in the students</p> <p>The project will be carried out by the students in 4 stages as follows: Stage 1 : Brainstorming on the creation of small business concept. Stage 2 : Develop a simple business plan Stage 3 : Register the small business Stage 4 : Fund and starting the small business Stage 5 : Produce the financial statement of the small business <u>Assessment 5</u> (Teams will be assessed based on their business plan and actual performance of their business.)</p> | | 4P |
| | Total | 4T | 16P |

Teaching and Learning Approaches

This elective will consist of 4 hours of theory lessons and 16 hours of practical training, with an emphasis on group work. Students' interest will be sustained through the use of a wide variety of learning activities, including group discussions, hands-on practice, role plays and project work.

For the small business project, the teacher will facilitate the group discussions at Stage 1, i.e. during the brainstorming sessions for the small business concept. Thereafter, the students will work independently in their respective teams outside the curriculum time to complete the project. The teacher will be available to the project teams for consultation as and when the need arises.

Completion Criterion

Students will be deemed to have successfully completed the module if they pass all 6 assessments. The guidelines for the assessments are given below.

| <u>Assessment Component</u> | <u>Assessment Guidelines</u> |
|--|---|
| (i) <u>Assessment 1</u> Identify a significant business | Teachers will give feedback on individual and group participation. Rubrics and qualitative assessment will be used. Feedback from peers would also be taken into consideration. |
| (ii) <u>Assessment 2</u> Individual class assignment on creation of a business plan | Marks will be awarded for the application of knowledge learnt in creating the business plan. |
| (iii) <u>Assessment 3</u> Develop a promotional package | Students will be divided into groups and they will be required to develop a promotional package for an identified business. Rubrics and qualitative assessment will be used to assess the students. |
| (iv) <u>Assessment 4</u> Prepare a simple financial statement | Students will be divided into groups and they will be required to prepare simple financial statement of a given business entity. |
| (iv) <u>Assessment 5</u> Small business project | Students will be assessed based on a given set of criteria, including creativity and innovation, selling skills, and sales performance. Peer evaluation will also be used to assess individual students for their teamwork and contribution to the group's project. |

Target Audience

Sec 3 / 4 Normal (Technical) students

Target Size

20 students per class

Duration

20 instructional hours

Certification

ITE Certification of Attendance will be issued upon successful completion of the course.