

## ELECTIVE MODULE FOR NORMAL (TECHNICAL) STUDENTS

Module Title: Small Business Operations

Duration: 30 hours  
(10T 20P)

Pre-requisite: Nil

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### Aims of Module

Students are trained to apply the concepts of planning and operation of a small business. They learn to apply the knowledge and skills acquired from the program to identify a small business opportunity to plan, identify customer needs, promote and operate as a start-up enterprise. The training involves the practice out of a sales stall project by the students.

### Learning Outcomes

At the end of the module, students will be able to:

1. Identify A Significant Business Opportunity For A Small Business Operation.
2. Design and Conduct Customer Survey To Identify Customer Groups.
3. Develop a Basic Promotion Package.
4. Apply Basic Costing Concept for a Small Business Operation.
5. Conduct a Sales Stall Setup For A Small Business Operation.

### Module Outline

Students will be trained to identify a significant business opportunity, design & conduct customer survey to identify customer groups, develop a basic promotion package, apply basic costing concepts and conduct a sales stall setup for a small business operation.

### Outline of Module Syllabus

<u>Item</u>	<u>Technical Skills/Knowledge</u>	<u>Instructional Hours</u>	
		T=Theory	P=Practical
1	Identify A Significant Business Opportunity For A Small Business Operation. <ul style="list-style-type: none"><li>- Identify the core functions of a business operation.</li><li>- Explain the elements of a marketing mix</li><li>- Explain the relationship amongst the elements of the marketing mix.</li><li>- Explain the elements of a proposal for a small business operation.</li><li>- Plan a small business operation..</li></ul>	2T	1P

2	Design and Conduct Customer Survey To Identify Customer Groups. - Identify the likes and dislikes of customers - Identify and state the factors affecting a small business: <ul style="list-style-type: none"> <li>• Strengths &amp; Weaknesses of the business setup</li> <li>• Opportunities and Threats in the market</li> <li>• Competition Environment</li> </ul> - Prepare a market survey feedback form.	2T	1P
3	Develop a Basic Promotion Package. - Explain the importance of promotion. - Demonstrate use of promotion and design of print materials : <ul style="list-style-type: none"> <li>• Sales promotion</li> <li>• Posters, Flyers, Coupons</li> <li>• Personal Selling</li> </ul>	2T	4P
4	Apply Basic Costing Concept for a Small Business Operation. - Identify and explain sources of funding. - Prepare a basic Budgeting Plan. - Prepare a basic Profit & Loss Statement - Demonstrate basic Costing & Pricing techniques for a small business.	2T	4P
5	Conduct a Sales Stall Setup For A Small Business Operation. - Demonstrate effective planning and teamwork. - Apply appropriate visual merchandising (product display) techniques. - Demonstrate effective customer service and selling techniques. - Demonstrate effective cash and accounts handling.	2T	7P
6	Assessment : 2 Practical Test (1.5 hours each)	-	3P
<b>Total</b>		10T	20P

## **Teaching and Learning Approaches**

Based on the needs and profile of the NT pupils, the theory will consist of 10 hours and practical training will consist of 20 hours, with an emphasis on group learning as well as individual learning.

For the practical sessions, A Problem Based Learning approach will be adopted for the delivery of the module. This is train students to be able to identifying a small business opportunity to plan, identify customer needs, promote and operate as a start-up enterprise. The training involves the practice out of a sales stall project by the students.

Problems-based learning (PBL) facilitates the training such as problem solving, teamwork and self directed learning skills. PBL will be ideal in applied problem solving.

PBL methodology will help in the nurturing students to be creative, dynamic and collaborative learners. The SBO module when using PBL methodology will encourage students to be responsible, self motivated in search of a solution to problems.

## **Completion Criterion**

Students will be deemed to have successfully completed the module if they score the average marks of 50 for the 2 Practical Tests. The guidelines for the assessments are given below.

<u>Assessment Component</u>	<u>Assessment Guidelines</u>
(i) <u>Practical Test 1</u> (50%) Identify a Significant Business Opportunity. Design a Market Survey.	Marks will be awarded for quality of identifying significant business opportunity, quality of the design of the market survey, identifying the needs of customers, gathering feedback and potential competitors of a small business.
(ii) <u>Practical Test 2</u> (50%) Prepare and Set up a small business. Apply Basic Costing to a small business. Demonstrate product display techniques. Perform Selling Techniques	Marks are given on the quality of the student demonstrating their application to basic costing, product display, promotion, pricing strategy, selling techniques, stall setup, customer service level and business operations.

## **Target Audience**

Sec 3 / 4 Normal (Technical) students

## **Target Size**

20 students per class

## **Student Ratio**

1 Lecturer is to 20 students (1:20)

**Duration**

30 instructional hours

**Certification**

ITE Certification of Attendance will be issued upon successful completion of the course. ITE Certificate of Achievement will be issued upon students meeting the assessment criteria.