

## **ELECTIVE MODULE FOR NORMAL (TECHNICAL) STUDENTS**

Module Title: Small Office Home Office

Duration: 30 hours  
(18T 12P)

Pre-requisite: Nil

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### **Aims of Module**

To provide the skills and knowledge to enable students to identify a business opportunity and to set up a Small Office / Home Office

### **Learning Outcomes**

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

- (a) Identify business opportunities for a Small Office / Home Office (SOHO)
- (b) Develop a simple market survey for the SOHO
- (c) Compute a start up costs of the SOHO
- (d) Prepare for the launch of the SOHO

### **Module Outline**

Students are introduced to the different types of business suitable for SOHO, understand registration process under the Home Office Scheme, and be aware of the business issues of the SOHO.

### **Outline of Module Syllabus**

Item	Technical Skills / Knowledge	Theory	Practical
1	<b>Select the types of Business suitable for SOHO Management</b> <ul style="list-style-type: none"><li>• Concept of Small Office /Home Office (SOHO)</li><li>• Registration process for SOHO</li><li>• Operation conditions under the Home Office Scheme</li><li>• Types of business prohibit under the Home Office Scheme</li></ul>	2	1
2	<b>Identify Business Opportunities for the SOHO</b> <p>Basic Types of business</p> <ul style="list-style-type: none"><li>• Manufacturing</li><li>• Wholesale</li><li>• Retail</li><li>• Service</li></ul> <p>Basic conditions to select a suitable business for the SOHO</p> <p>Basic principles for a good business</p> <ul style="list-style-type: none"><li>• Create value</li><li>• Satisfy customers' needs</li></ul> <p>Use SWOT analysis on the SOHO</p> <p>Common mistakes made by business newbies</p>	2	1

	Ways to start a business <ul style="list-style-type: none"> <li>• Create from Scratch</li> <li>• Buy and existing business</li> <li>• Buy a franchise</li> <li>• Join a direct marketing company</li> <li>• Become a professional</li> </ul>		
	Concept of competitive advantage		
	Techniques to identify business opportunities		
	Growing industries and business opportunities		
3	<b>Select an appropriate business entity for the SOHO</b>	1	1
	Concept of liability in business		
	Business Registration Act		
	Advantages and disadvantages of different forms of business entities <ul style="list-style-type: none"> <li>• Sole Proprietorship</li> <li>• Partnership</li> <li>• Limited Liability Partnership</li> <li>• Exempt Private Company</li> </ul>		
	Select a suitable form of business for SOHO		
4	<b>Business Plan</b>	2	1
	Purpose of a business plans		
	Parts of a business plan <ul style="list-style-type: none"> <li>• Product / Service</li> <li>• Internal / External Factors</li> <li>• Marketing Plan</li> <li>• Competitive Advantage</li> <li>• Start-up Costs, Working Capital and Funding</li> <li>• Action Plan</li> </ul>		
5	<b>Develop a simple market survey for the SOHO</b>	2	1
	Differences between the marketing concept and the traditional selling concept		
	Concept of marketing segment & identify market segment for SOHO		
	Basic elements of a marketing pmix <ul style="list-style-type: none"> <li>• Product</li> <li>• Price</li> <li>• Promotion</li> <li>• Place</li> </ul>		
	Usefulness of market research		
	Prepare a simple market research survey		
6	<b>Registration process of a business name</b>	1	1
	Importance of naming a business and its products		
	Factors to consider in choosing suitable names <ul style="list-style-type: none"> <li>• Distinctive and memorable</li> <li>• Not restrictive</li> </ul>		

	<ul style="list-style-type: none"> <li>• Not amateurish or trendy</li> <li>• No confusion with other names / trademark</li> </ul> Select suitable names for SOHO and its product /services Steps involved in registering a business in Singapore		
7	<b>Operational Issues of the SOHO</b> Types of premises available Prepare simple business documents and perform basic record keeping Basic business equipment and IT needs of the SOHO Process and law governing hiring of workers Types of business insurance available for SOHO	2	4
8	<b>Sales and marketing issues of the SOHO</b> Different sales channels available to the SOHO Use of promotional tools in marketing of product / services Difference between advertisement and publicity	1	1
9	<b>Different sources of funding for SOHO</b> <ul style="list-style-type: none"> <li>• Start-up costs for the SOHO</li> <li>• Sources of funding for the SOHO</li> </ul>	1	1
10	Revision and assessment	4	
	Total	18	12

**Teaching and Learning Approaches**

Lesson delivery would incorporate different methods in order to interest the students and to give them the necessary hands-on practices. There would be hands on sessions to assess relevant web sites in the computer laboratory, discussions and group work and presentation, suited to the level of the N Tech students.

**Completion Criterion**

Students are required to complete 2 group assignments (each accounting for 30% of the marks) and a class test comprising MCQ (accounting for 40% of the marks)

**Target Audience**

Sec 3 /4 N T students

**Class Size**

20 students per class

**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.