

Term	Week	Topic
1	Chapter 1: Introduction to Business	
	W1	Purpose of Business Classification of businesses according to output
	W2	Resources for business activities
	W3	Competition and trends
	Chapter 2: Businesses in the Travel and Tourism, Hospitality and Retail Industries	
	W4 - W5	Travel and Tourism <ul style="list-style-type: none"> • Travel agencies • Tourist attractions
	W6 - W7	Hospitality <ul style="list-style-type: none"> • Accommodation • Food and beverage outlets Weighted Assessment 1 (W7)
	W8 - W9	Retail <ul style="list-style-type: none"> • Store retailers • Non-store retailers Sec 3 OBS (W8)
	W10	Careers and Career Paths in the Travel and Tourism, Hospitality, and Retail Industries
	2	W1
Chapter 3: Introduction to Marketing		
W2 - W3		Know Your Customers Grouping of Customers Understand Customer Needs and Wants <ul style="list-style-type: none"> • Market survey

Term	Week	Topic
	Chapter 4: The Marketing Mix	
	W4 - W5	Product <ul style="list-style-type: none"> • Aspects of product • Branding • Packaging • Support services
	W6 - W7	Pricing <ul style="list-style-type: none"> • Factors to consider when setting price • Pricing techniques
	W8 - W9	Place <ul style="list-style-type: none"> • Factors to consider when deciding on physical location • Online presence Weighted Assessment 2
	Term 2 W10 Term 3 W1	Promotion <ul style="list-style-type: none"> • Promotion techniques • Advertising • Sales promotion techniques • Public relations
3	Chapter 5: Communication with the Customer	
	W2 - W3	Uses of Communication Communication Skills <ul style="list-style-type: none"> • Verbal communication skills • Non-verbal communication skills • Written communication skills Communication Methods <ul style="list-style-type: none"> • Face-to-face • Written • Telephone Personal Grooming <ul style="list-style-type: none"> • Personal hygiene • Appropriate dressing
	Chapter 6: Customer Service	

Term	Week	Topic
	W4 - W6	Quality Customer Service Providing Customer Service <ul style="list-style-type: none"> • Approaching customers • Presenting the product to customers • Closing the customer experience • Providing after-sales service • Performing service recovery
	Chapter 7: Business Investigation	
	W7 - W10 Term 4 Week 1	Process for Decision-making <ul style="list-style-type: none"> • Understand the objective of BI • Plan the investigation to gather information • Carry out the investigation • Analyse information and report findings • Suggest options and make decisions
4	W2	Revision / Additional Practices
	W3	End-of-Year Exam
	W4	End-of-Year Exam
	W5	End-of-Year Exam Post-exam activities
	W6	End-of-Year Exam Post-exam activities