

**Varsity College**  
**Year 10 – Business Studies**

**Term 3, 2023**

Week	Date	Topics	Assessment
1	10-14 July Athletics Carnival - Wed	<b>Introduction to entrepreneurship</b> <ul style="list-style-type: none"> <li>What is entrepreneurship?</li> <li>How does entrepreneurship contribute to society?</li> <li>What are the aims and objectives of entrepreneurs?</li> </ul>	
2	17-21 July	<b>Business ideation</b> <ul style="list-style-type: none"> <li>What is the difference between a product and a service?</li> <li>What is innovation and why is it important in business?</li> <li>How can the design thinking process be used to generate viable business idea?</li> </ul>	
3	24-28 July	<b>Financial planning</b> <ul style="list-style-type: none"> <li>What costs are involved in establishing a business?</li> <li>How are the costs of products and services calculated?</li> <li>How can a new business calculate their projected profit/loss?</li> </ul>	
4	31 July – 4 August	<b>Investor pitch</b> <ul style="list-style-type: none"> <li>What is the purpose of a pitch to investors?</li> <li>What are the features of a pitch?</li> <li>How do every day and business language differ?</li> </ul>	
5	7-11 August	<b>Assessment preparation – script</b> <ul style="list-style-type: none"> <li>Drafting of assessment</li> </ul>	
6	14-18 August	<b>Conferencing</b> <ul style="list-style-type: none"> <li>Drafting of assessment</li> <li>Feedback provided by the teacher</li> </ul>	
7	21-25 August	<b>Multimodal preparation and evaluation</b> <ul style="list-style-type: none"> <li>How can PowerPoint be used to create an effective presentation?</li> <li>What types of criteria can be used in a business evaluation?</li> <li>How can an evaluation be structured?</li> </ul>	
8	28 August – 1 Sept. GC Show PH - Fri	<b>Finalising assessment</b> <ul style="list-style-type: none"> <li>Finalising <i>PowerPoint</i> presentation</li> <li>Recording narration</li> <li>Proofreading and editing evaluation</li> </ul>	<b>Project due Lesson 2</b>
9	4-8 September	<b>Customer service in business</b> <ul style="list-style-type: none"> <li>What is customer service?</li> <li>What are the principles of good customer service?</li> <li>Why is customer service important for the success of a business?</li> </ul>	
10	11-15 September	<b>Understanding customers</b> <ul style="list-style-type: none"> <li>What are customer wants, needs and expectations?</li> <li>How do customer characteristics influence consumer buying behaviours?</li> <li>How can customer profiles be used by businesses?</li> </ul>	
<b>School Holidays: Saturday September 16 – Monday October 2</b>			

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**Term 4, 2023**

Week	Date	Topics	Assessment
1	2-6 October King's Birthday PH - Mon	<b>Improving customer service</b> <ul style="list-style-type: none"> <li>How can customer service be measured?</li> <li>What is the role of a service delivery flow chart?</li> <li>How can a customer service program be designed and implemented?</li> </ul>	
2	9-13 October	<b>Business reports</b> <ul style="list-style-type: none"> <li>What is the purpose of a business report?</li> <li>What are the features of a business report?</li> <li>How can <i>Word</i> templates be used to create a business report?</li> </ul>	
3	16-20 October	<b>Drafting assessment</b> <ul style="list-style-type: none"> <li>Drafting of business report</li> </ul>	
4	23-27 October	<b>Drafting assessment</b> <ul style="list-style-type: none"> <li>Drafting of business report</li> </ul>	<b>Draft due Lesson 3</b>
5	30 Oct – 3 Nov	<b>Customer service systems and processes</b> <ul style="list-style-type: none"> <li>What is the role of organisational policies and procedures in customer service?</li> <li>What is the role of customer relationship management?</li> </ul>	
6	6-10 November	<b>Editing and finalising assessment</b> <ul style="list-style-type: none"> <li>Proofreading and editing final business report</li> </ul>	<b>Final due Lesson 3</b>
7	13-17 November	<b>Culminating activities</b>	
8	20-24 November	<b>Exam Block</b>	
<b>School Holidays: Saturday November 25 – Sunday January 21, 2024</b>			