

Varsity College Year 10 Business Studies – Semester 2, 2024

Week	Date	Topics	Assessment
1	8-12 July Athletics Carnival Wed.	Introduction to entrepreneurship <ul style="list-style-type: none"> What is entrepreneurship? How does entrepreneurship contribute to society? Aims and objectives? 	
2	15-19 July	Business ideation <ul style="list-style-type: none"> What is the difference between a product and a service? What is innovation and why is it important in business? How can the design thinking process be used to generate viable business idea? 	
3	22-26 July GC24 - Thursday	Financial planning <ul style="list-style-type: none"> What costs are involved in establishing a business? How are the costs of products and services calculated? How can a new business calculate their projected profit/loss? 	
4	29 Jul- 2 Aug	Investor pitch <ul style="list-style-type: none"> What is the purpose of a pitch to investors? Features? How do every day and business language differ? 	
5	5-9 August	<ul style="list-style-type: none"> Drafting of assessment 	
6	12-16 August GC24 Finals – Wed.	<ul style="list-style-type: none"> Drafting of assessment 	Conferencing (Lesson 1)
7	19-23 August	Multimodal preparation and evaluation <ul style="list-style-type: none"> How can PowerPoint be used to create an effective presentation? What types of criteria can be used in a business evaluation? How can an evaluation be structured? 	
8	26-30 August	<ul style="list-style-type: none"> Finalising <i>PowerPoint</i> presentation Recording narration; proofreading and editing evaluation 	Project due (Lesson 3)
9	2-6 September	Customer service in business <ul style="list-style-type: none"> What is customer service? Why is customer service important for the success of a business? 	
10	9-13 September	Understanding customers <ul style="list-style-type: none"> What are customer wants, needs and expectations? How do customer characteristics influence consumer buying behaviours? How can businesses influence customers? 	
School holidays: Saturday September 14 – Sunday September 29			
1	30 Sept – 4 Oct	Improving customer service <ul style="list-style-type: none"> How can customer service be measured? What strategies can businesses use to improve customer service? 	
2	7-11 October King's B'day PH - Monday	Business reports <ul style="list-style-type: none"> What is the purpose of a business report? Features? How can <i>Word</i> templates be used to create a business report? 	
3	14-18 October	Drafting of business report	
4	21 - 25 October	Drafting of business report	Draft due Lesson 3
5	28 Oct – 1 Nov	Business communication <ul style="list-style-type: none"> Using Business English; writing in a professional tone Developing interpersonal skills 	
6	4-8 November	Proofreading and editing final business report	Final due Lesson 3
7	11-15 November	Culminating activities	
8	18-22 November	EXAM BLOCK	
School holidays: Saturday November 23 – Monday January 27			