

Varsity College
Year 12 Business Studies 2023

Unit 3: Events Management

Week	Date	Topics	Assessment
1	23-27 January Australia Day PH - Thurs	Module 5: Event Management – Not for Profit <ul style="list-style-type: none"> • Introduction to Event Management • Not for Profit organisations • Event goals and objectives 	
2	30 Jan – 3 Feb Swimming Carnival - Mon	<ul style="list-style-type: none"> • Role of Stakeholders • Types of events • Event concepts and themes 	
3	6-10 February	<ul style="list-style-type: none"> • Attendee wants and needs • Entertainment options • Managing timelines 	
4	13-17 February	<ul style="list-style-type: none"> • Budgets and sponsorship • Contingency plans • Marketing and promotion 	
5	20-24 February	<ul style="list-style-type: none"> • Evaluating events using feedback • Features of a multimodal proposal • Project Part A: drafting of multimodal script 	
6	27 Feb – 3 Mar	<ul style="list-style-type: none"> • Teacher conferencing – Part A • Editing multimodal • Adding narration to a PowerPoint presentation 	
7	6-10 March GIPSA - Wednesday	Assessment: IA2 Project Part A <ul style="list-style-type: none"> • Editing and finalising multimodal script • Recording narration on PowerPoint • Introduction to venue considerations 	Part A Due, Lesson 1
8	13-17 March	<ul style="list-style-type: none"> • Risk analysis • Annotating a digital event layout • Teacher conferencing – Part B • Development of event layout 	
9	20-24 March	Assessment: IA2 Project Part B <ul style="list-style-type: none"> • Project Part B: finalising digital event layout 	Part B Due, Lesson 1
10	27-31 March Cross Country - Thurs	Exam Block	
School Holidays: Saturday April 1 – Sunday April 16			

Unit 4: Customer Service

Week	Date	Topics	Assessment
1	17-21 April Athletics Carnival - Wednesday	Module 6: Exceptional Customer Service – Travel Industry <ul style="list-style-type: none"> Introduction to customer service Introduction to the Travel Industry 	
2	24-28 April ANZAC Day PH - Tues	<ul style="list-style-type: none"> Internal and external customers Customer characteristics Customer wants and needs 	
3	1-5 May Labour Day PH - Monday GIPSA - Wednesday	<ul style="list-style-type: none"> Customer service skills Interpersonal skills Active listening and questioning skills 	
4	8-12 May	<ul style="list-style-type: none"> Opportunities for improving customer service Customer feedback Operational Policies and Procedures Manual (OPPM) 	
5	15-19 May GIPSA - Wednesday	<ul style="list-style-type: none"> Sea World Nara Resort (or equivalent) Work Shadowing Strategies for improving customer service Business report genre 	
6	22-26 May GIPSA - Wednesday	<ul style="list-style-type: none"> Drafting of assessment 	
7	29 May – 2 June	<ul style="list-style-type: none"> Workplace communication Workplace teamwork 	
8	5-9 June Exam Block – Tuesday L1, 2 GIPSA - Wednesday	Assessment: IA3 – Extended Response: Report <ul style="list-style-type: none"> Editing and finalising of assessment 	IA3 Report Due
9	12-16 June	Module 7: Market Research – Travel Industry <ul style="list-style-type: none"> Sustainable tourism Market segmentation Marketing - Target Market 	
10	19-23 June	Exam Block	
School Holidays: Saturday June 24 – Sunday July 9			

Unit 4: Market Research

Week	Date	Topics	Assessment
1	10-14 July	Module 7: Market Research – Travel Industry continued <ul style="list-style-type: none"> Introduction to market research Legal and ethical considerations of market research Marketing Mix recap (4P's and Target Market) 	
2	17-21 July	<ul style="list-style-type: none"> Introduction to primary and secondary research Conducting primary and secondary research 	
3	24-28 July	<ul style="list-style-type: none"> Analysing primary and secondary research Tabulating market research 	
4	31 July – 4 August Exam Block - Thursday	<ul style="list-style-type: none"> Creating a target market customer profile 	
5	7-11 August	<ul style="list-style-type: none"> Creating a sustainable adventure travel package 	
6	14-18 August	<ul style="list-style-type: none"> Finalising a sustainable adventure travel package Planning and organising travel display items 	
7	21-25 August	Assessment: IA4 Project Part A Practical <ul style="list-style-type: none"> Editing and finalising practical components Presentation of sustainable travel packages 	Part A Due, Lesson 3, Week 7
8	28 August – 1 Sept.	<ul style="list-style-type: none"> Elements of a marketing proposal Drafting multimodal marketing proposal 	
9	4-8 September	Mock Exams	
10	11-15 September	Mock Exams	
School Holidays: Saturday September 16 – Monday October 2			

Term 4, 2023

Week	Date	Topics	Assessment
1	2-6 October Queen's Birthday PH - Mon	Assessment: IA4 Project Part B Multimodal <ul style="list-style-type: none"> Editing and finalising multimodal 	Project Due Lesson 3
2	9-13 October	<ul style="list-style-type: none"> Culminating Activities – Market Research 	
3	16-20 October	<ul style="list-style-type: none"> No classes for Applied and Certificate subjects. Study lessons for General subjects. 	
4	23-27 October	External Exam Block	External Assessment: Unit 3 and 4
5	30 Oct – 3 Nov		
6	6-10 November		
7	13-17 November	Graduation	