

Varsity College
Year 12 Business Studies 2024
Term 1

Week	Date	Topics	Assessment
1	22-26 January O-Week Australia Day PH Fri	<ul style="list-style-type: none"> Introduction to event management 	
2	29 Jan-2 Feb	<ul style="list-style-type: none"> Event goals and objectives Types of events Concepts and themes 	
3	5-9 February Swimming Carnival - Thurs	<ul style="list-style-type: none"> Role of stakeholders Attendee wants and needs Budgets and timelines 	
4	12-16 February	<ul style="list-style-type: none"> Promotional strategies Contingency plans Evaluating events 	
5	19-23 February	<ul style="list-style-type: none"> Drafting multimodal script Designing PowerPoint slides 	
6	26 Feb-1 Mar GC24 - Wednesday	<ul style="list-style-type: none"> Teacher conferencing – Part A Editing multimodal 	
7	4-8 March	Assessment: IA2 Part A due <ul style="list-style-type: none"> Finalising multimodal presentation 	Project Part A Due Lesson 1
8	11-15 March	<ul style="list-style-type: none"> Risk analysis Event layout Teacher conferencing – Part B 	
9	18-22 March GC24 - Thursday	Assessment: IA2 Project part B due <ul style="list-style-type: none"> Finalising annotated layout map 	Project Part B Due Lesson 1
10	25-29 March Good Friday PH	EXAM BLOCK	
School holidays: Friday March 29 - Sunday April 14			

Term 2

Week	Date	Topics	Assessment
1	15-19 April Cross Country - Wed	<ul style="list-style-type: none"> Introduction to customer service Internal and external customers 	
2	22-26 April GC24 - Tuesday Anzac Day PH - Thurs	<ul style="list-style-type: none"> Customer characteristics Customer wants and needs 	
3	29 Apr-3 May	<ul style="list-style-type: none"> Customer service skills Interpersonal skills Improvement strategies 	
4	6-10 May Labour Day PH - Mon	<ul style="list-style-type: none"> Business report genre Using Microsoft Word Drafting assessment 	
5	13-17 May	<ul style="list-style-type: none"> Drafting assessment 	
6	20-24 May	<ul style="list-style-type: none"> Drafting assessment 	Draft Due Lesson 3
7	27-31 May	<ul style="list-style-type: none"> Drafting assessment 	
8	3-7 June	Assessment: IA3 Extended Response due <ul style="list-style-type: none"> Finalising Business Report 	Extended Response Due Lesson 3
9	10-14 June GC24 - Wednesday	Module 7: Market Research <ul style="list-style-type: none"> Introduction to market research 	
10	17-21 June Athletics Carnival - Thurs	<ul style="list-style-type: none"> Travel industry trends Market segmentation 	
School holidays: Saturday June 22 - Sunday July 7			

Term 3

Week	Date	Topics	Assessment
1	8-12 July	Module 7: Market Research continued <ul style="list-style-type: none"> Marketing Mix recap Legal and ethical considerations in market research 	
2	15-19 July	<ul style="list-style-type: none"> Primary and secondary research Analysing primary and secondary data 	
3	22-26 July GC24 - Thursday	<ul style="list-style-type: none"> Creating a country profile Creating a target market customer profile 	
4	29 Jul- 2 Aug	<ul style="list-style-type: none"> Designing a sustainable travel package 	
5	5-9 August	<ul style="list-style-type: none"> Creating travel package itinerary 	
6	12-16 August GC24 Finals – Wed.	<ul style="list-style-type: none"> Justifying travel package inclusions 	
7	19-23 August	<ul style="list-style-type: none"> Finalising Project Part A Designing multimodal proposal 	Project Part A Due Lesson 1
8	26-30 August	<ul style="list-style-type: none"> Developing multimodal proposal 	
9	2-6 September	MOCK EXAMS	
10	9-13 September	MOCK EXAMS	
School holidays: Saturday September 14 – Sunday September 29			

Term 4

Week	Date	Topics	Assessment
1	30 Sept – 4 Oct	<ul style="list-style-type: none"> Finalising multimodal proposal 	Project Part B Due Lesson 3
2	7-11 October King's B'day PH - Monday	<ul style="list-style-type: none"> Culminating activities 	
3	14-18 October	<ul style="list-style-type: none"> No Applied Subject classes running 	
4	21 Oct-15 Nov.	EXTERNAL EXAMS	External Assessment: Unit 3 and 4
5	28 Oct – 1 Nov		
6	4-8 November		
7	11-15 November	Final Week Events	