

**Varsity College
Year 12 Business Studies 2025**

Term 1

Week	Date	Topics	Assessment
1	27-31 January O-Week Australia Day: Monday	Marketing Influences <ul style="list-style-type: none"> • Legal and ethical influences 	
2	3-7 February	Consumer Buying Behaviour <ul style="list-style-type: none"> • Branding and neuroscience • Psychological and sociocultural influences 	
3	10-14 February Swimming Carnival: Tuesday Y11,12 Parent Information Session: Monday	Social Media Marketing <ul style="list-style-type: none"> • Pros and cons of social media marketing • Influencer marketing 	
4	17-21 February	Social Media Marketing Strategies <ul style="list-style-type: none"> • Utilising different platforms and content strategies 	
5	24-28 February	Distribute Task (L1) <ul style="list-style-type: none"> • <i>Project Part A: Marketing Plan</i> • Features of a marketing plan 	
6	3-7 March GCS25: Wednesday	<ul style="list-style-type: none"> • Planning and drafting marketing plan 	
7	10-14 March	<ul style="list-style-type: none"> • Finalising marketing plan • Using criteria to evaluate 	Marketing Plan due lesson 3
8	17-21 March	<ul style="list-style-type: none"> • <i>Project Part B: Evaluation</i> 	Evaluation due lesson 3
9	24-28 March	<ul style="list-style-type: none"> • Culminating activities 	
10	31 March - 4 April Cross Country Carnival: Thursday	EXAM BLOCK	
School holidays: Friday April 4 - Sunday April 19			

Term 2

Week	Date	Topics	Assessment
1	21-25 April Easter Monday ANZAC Day: Friday	Entrepreneurship <ul style="list-style-type: none"> Types of entrepreneurships and role of innovation 	
2	28 April-2 May GCS25: Tuesday	Role in Business <ul style="list-style-type: none"> Sustaining vs disruptive innovation Cost of failing to innovate 	
3	5-9 May Labour Day: Monday	Characteristics of Entrepreneurs <ul style="list-style-type: none"> Risks and rewards of entrepreneurship Characteristics of entrepreneurs 	
4	12-16 May Parent Teacher Interviews: Monday	Successful Entrepreneurs <ul style="list-style-type: none"> Australia's top entrepreneurs; entrepreneurial stories 	
5	19-23 May	Distribute Task (L1) <ul style="list-style-type: none"> <i>Extended Response – Multimodal</i> Planning and drafting script 	
6	26-30 May	<ul style="list-style-type: none"> Drafting script 	Draft due lesson 3
7	2-6 June GCS25: Wednesday	<ul style="list-style-type: none"> Using PowerPoint to create a multimodal Adding narration to a PowerPoint 	
8	9-13 June GCS25: Wednesday	<ul style="list-style-type: none"> Finalising multimodal 	Assignment Final due lesson 1
9	16-20 June	<ul style="list-style-type: none"> Film Study: The Social Network 	
10	23-27 June Athletics Carnival: Thursday	<ul style="list-style-type: none"> Culminating activities 	
School holidays: Saturday June 28 - Sunday July 13			

Term 3

Week	Date	Topics	Assessment
1	14-18 July	Social Entrepreneurship <ul style="list-style-type: none"> Defining social entrepreneurship Vision and mission statements 	
2	21-25 July Future Pathways Expo Y11, 12 Parent Information Session: Wednesday	Developing Business Ideas <ul style="list-style-type: none"> Identifying market gaps and opportunities Design Thinking Process 	
3	28 July-1 August Parent Teacher Interviews: Monday	Feasibility Analysis <ul style="list-style-type: none"> Competitor analysis Business models 	
4	4-8 August	Writing a Business Plan <ul style="list-style-type: none"> Start-up costs and pricing strategies Elements of a business plan 	
5	11-15 August GCS25: Tuesday	Distribute Task (L1) <ul style="list-style-type: none"> Project Part A: Pitch Deck Features of a pitch deck 	
6	18-22 August GC25 (Finals): Tuesday	<ul style="list-style-type: none"> Planning and drafting pitch deck 	
7	25-29 August GC Show Day: Friday	<ul style="list-style-type: none"> Finalising pitch deck Using criteria to evaluate 	Pitch Deck due lesson 3
8	1-5 September	<ul style="list-style-type: none"> Project Part B: Evaluation 	Evaluation due lesson 3
9	8-12 September	MOCK EXAMS	
10	15-19 September	MOCK EXAMS	
School holidays: Saturday September 20 – Sunday October 4			

Term 4

Week	Date	Topics	Assessment
1	6-10 October <small>King's Birthday: Monday</small>	<ul style="list-style-type: none"> Culminating activities 	
2	13-17 October	<ul style="list-style-type: none"> Culminating activities Year 12 Leavers Week 	
3	20-24 October	<ul style="list-style-type: none"> No Applied Classes 	
4	27-31 October	EXTERNAL EXAMS	External Assessment: Unit 3 and 4
5	3-7 November		
6	10-14 November		
7	17-21 November	Final Week Events	