

BUSINESS TECHNOLOGIES

Elective subject

Digital
Innovation

Head of Department: Michaela Hoy

Course Outline

Students will be using the inquiry cycle to create a futuristic charity organisation of their choice from scratch. Students will be working individually and in groups to create a business plan, marketing material and a prototype product to promote in a Shark Tank like scenario requesting financing for their venture. Students will learn the different types of organisational types and structures, create items they could use for fundraising, setting up a promotional stall to entice investors and develop business technology skills as well.

Pathways

Year 10 Business, Year 10 Business Studies, Year 10 Accounting

Structure

Areas of study	Core topics
Business plan and web design	<ul style="list-style-type: none">• Business ownership / styles• Modified Business Model Canvas• Adobe Spark
Marketing	<ul style="list-style-type: none">• 4 P's• Social Media campaign
Producing	<ul style="list-style-type: none">• Stall Design• Promotion
Pitch	<ul style="list-style-type: none">• Persuasive skills• Communication skills

Assessment

- Business plan
- Webpage
- Stall
- Pitch

Specialist Equipment Required

Please refer to the Required Resources and Texts located at www.miamishs.eq.edu.au

Students are required to be a part of the BYOD program

Additional Costs

Please refer to the Fee Schedule located at www.miamishs.eq.edu.au

Nil unless excursions are arranged

