



The first semester of FSJ is **Strategic Entrepreneurship**, which will focus on how to start, manage, and grow a successful business from the ground up. You will participate in hands-on projects to put entrepreneurial ideas into practice and develop computer skills in Microsoft Word, Excel, PowerPoint, and Publisher. Most of all, you will have fun while doing all of this!

SUGGESTIONS: Stay organized, be productive, and keep deadlines in mind. Refer to these weekly sheets for your assignments and due dates; use the quarterly syllabus to plan further ahead. Tests and major projects should never be a surprise! Use our class website (www.myfinanceclass.com) as a resource at school and as a way to stay connected from home.

Monday, December 3 **Day 67**

Today's Topic: "Planning for Business Growth" and "Growth Strategies"

Power Lunch

ENTR 6-1: Think Critically, TF, MC, Problem Solving
 ENTR 6-2: Case Study, TF, MC, Problem Solving
 Activity: "Where in the Product Life Cycle Is ..."
 Video Case: "Dyson"



Tuesday, December 4 **Day 68**

Today's Topic: "Challenges of Growth" and "Global Trends and Opportunities"

ENTR 6-3: Think Critically
 ENTR 6-4: Think Critically, TF, MC, Problem Solving
 Group Activity: "Just Grow It!"
 Video Case: "BananaGrams"

Wednesday, December 5 **Day 69**

Today's Topic: "Franchising and Licensing"

ENTR 6-5: Think Critically
 Video Case and Worksheet: "Two Men and a Truck"
 Project: "Franchise Research Project"
 Group Activity: "ChipZ: Growing a Delicious Business"

Thursday, December 6 **Day 70**

Today's Topic: "Exit Strategies"

Discuss: "Growth Strategies Recap"
 ENTR 6-6: Think Critically
 Group Activity: "Stars, Cows, Dogs, and Questions ... Using and Analyzing the BCG Matrix"
 Video Case: "Mark Cuban"

Friday, December 7 **Day 71**

Today's Topic: "Managing & Growing Your Business Review"

CEAC / Sub

Review Activities (our test is on Monday!)

Current Event (related to a business, finance, or entrepreneurship topic) – due Sunday by midnight.

IMPORTANT

It's **Butler Tech Recruiting Blitz Week!** Sophomores, if you haven't signed up for a program yet, take care of it this week in the cafeteria ... or go to hsapplication.butlertech.org

Secret Santa Gifts Due Next Monday!