

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, September 28**Day 17***Today's Topic: "Conduct Market Research"*

ENTR 2-3: Think Critically, TF, MC, Problem Solving
Discuss: "Gathering Information" and "SWOT Analysis"
Group Activities: "SWOT a Local Business" and "Cookie Market Research"
Individual Activity: "SWOT Your Career Plan"

Tuesday, September 29**Day 18***Today's Topic: "Know Your Competition"*

ENTR 2-4: Think Critically, TF, MC, Problem Solving ... PPT
Read: "What Is Your Competitive Advantage"
Activities: "What's the Competitive Advantage?" and "Added Value?"
Article: "How to Deal With Your Number 1 Nemesis"

Wednesday, September 30**Day 19***Today's Topic: "Marketing Mix – Product"*

ENTR 2-5: Think Critically, TF, MC, Problem Solving
Case: "What Went Wrong? ... Packaging Matters"
Read and Discuss: "New Coke and Other Epic Marketing Failures"

Thursday, October 1**Day 20***Today's Topic: "Marketing Mix – Price"*

ENTR 2-6: Think Critically, TF, MC, Problem Solving ... PPT
Watch and Discuss: "Why Is Bottled Water So Expensive?"
Worksheet: "Pricing Products"
Article: "10 Ways That Consumers Are Hopeless at Math"

Friday, October 2**Day 21***Today's Topic: "Marketing Mix – Place/Distribution"*

ENTR 2-7: Think Critically, TF, MC, Problem Solving ... PPT
Group Activity: "Distribution Cases – Movies and Breakfast Pizzas"
Article: "Taco Bell ... Delivery?"
Video Clip: "Amazon.com Startup Challenges"

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

IMPORTANT

The **Northwest Finance BPA Stock Market Competition** kicks off THIS week. Go to HowTheMarketWorks.com, set up an account, and then join the "Northwest Finance BPA 2020" game (password is 317). The game runs from September 28 through December 17 and there will be prizes for the top portfolios! * **Note: you must register by October 2 to be eligible for prizes**

