



This year in FSJ, we will split each day into two topics: **Strategic Entrepreneurship**, which will focus on how to start, manage, and grow a successful business from the ground up; and **Financial Accounting**, which will focus on how a business records transactions, maintains financial records, and prepares financial statements. You will participate in hands-on projects to put financial concepts into practice and enhance your technology skills. 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, October 25 Day 43

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"

Today's Topic: "Adjusted Trial Balance"

Review: "Types of Adjusting Entries"

Warm Ups: "Sherlock Investigations" and "Annie's Animal Care" (together)

Problem: "David's D-Lux Drycleaners"

Tuesday, October 26 Day 44

B Day

Wednesday, October 27 Day 45

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"

Today's Topic: "Practice with Adjustments"

Activity: "ABC Accounting Practice Packet"

Problem: "Annie's Animal Care"

Review Q&A Slides

Thursday, October 28 Day 46

B Day

Friday, October 29 Day 47

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"

Today's Topic: "Using a Worksheet: Adjustments and Financial Statements"

Problem: "Disco Dave's Dance Club - Journal, Ledger, Trial Balance, Adjustments, Worksheet"

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

IMPORTANT

Ohio BPA Pin/T-Shirt Designs due next week on November 5.

BT Recruiting Season has officially kicked off!!! Sophomore tours are on November 8 and 10 ...

