



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](http://www.myfinanceclass.com)) as a resource at school and as a way to stay connected from home.*

**Monday, November 8** **Day 52**

*Sophomore Tours – Day 1*

B Day

**Tuesday, November 9** **Day 53**

*Today's Topic: "Marketing Mix – Promotion"*

ENTR 2-8: Think Critically, TF, MC, Problem Solving, Case

Video: "Daymond John – Building a Brand"

Activity: "Promotional Strategies"

Worksheet: "Turn Features into Benefits"

**BUSINESS PLAN PROJECT**

Add/Revise 4 slides to your PowerPoint:  
Product, Price, Place, Promotion

*Today's Topic: "Closing Process"*

Discuss: "The Closing Process and Temporary Accounts"

Problem: "Goodnight Moon Nursery"

Worksheet: "Accounting Cross Word Puzzle"

**Wednesday, November 10** **Day 54**

*Sophomore Tours – Day 2*

B Day

**Thursday, November 11** **Day 55**

*Today's Topic: "Selling and Promoting"*

ENTR 2-9: Think Critically, TF, MC, Problem Solving

Group Activity: "Principles of Successful Selling"

Pair Activity: "Online Marketing in Unlikely Places"

Video Clip: "Visiting a McDonald's Photoshoot" and Discuss: "Pros and Cons of Using Technology in Ads"

*Today's Topic: "Making Closing Entries" and "Post Closing Trial Balance"*

Groups: "Explaining the Closing Process"

Problem: "Yellow Jacket Realty"

**Friday, November 12** **Day 56**

B Day

**IMPORTANT**

BT Recruiting Season has officially kicked off!!! Sophomore tours are THIS WEEK!!!

Plus, the Butler Tech application system is now open! Sign up at [hsapplication.butlertech.org](http://hsapplication.butlertech.org)

