



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 16***Labor Day*

NO SCHOOL

**Tuesday, September 17****Day 18***Today's Topic: "Identify Your Market"**BPA Meeting*

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

Case: "What Went Wrong? ... Conduct Market Research"

Group Activity: "Putting the 4Ps Together"

**Wednesday, September 18****Day 19***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"

**♥ BPA: "BPA Competition Exploration"**

- **Explore a Competition of Your Choice!**
- **Career Activity: "Occupational Dreams"**

**Thursday, September 19****Day 20**

Bells 5647 Today

**Friday, September 20****Day 21***Today's Topic: "Know Your Competition"**HoCo*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"

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

**IMPORTANT**

The credit union is open every Tuesday, Wednesday, and Thursday! Stop by, pick up an application, and spin the wheel!