

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 17**Day 19***Today's Topic: "Identify Your Market"*

ENTR 2-2: Think Critically, TF, MC, Problem Solving
Case: "What Went Wrong? ... Conduct Market Research"
Group Activity: "Putting the 4Ps Together"

Tuesday, September 18**Day 20***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"

Wednesday, September 19**Day 21***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"

Thursday, September 20**Day 22***Today's Topic: "Marketing Mix – Product"*

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

Friday, September 21*Teacher Inservice*

NO CLASSES

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

IMPORTANT

The **Northwest BPA Stock Market Competition** has started. Go to HowTheMarketWorks.com, set up an account, and then join the NWBPA2018 game (password is 317). The game runs from September 11 through December 10 and there will be prizes for the top portfolios!

** Note: you must register by October 1 to be eligible for prizes*



Our **BPA Fall Fundraiser** wraps up this week ... please keep making sales!