



## CAREER & TECHNICAL EDUCATION ENTREPRENEURSHIP

In the Entrepreneurship Pathway, students will learn the necessary principles to start up and operate a business. The primary focus of the pathway is to teach students the process of researching and analyzing a business opportunity, preparing a business plan and developing a plan to organize and promote the business.

By the end of their high school career, students will be able to define their organization's mission, vision and core values, effectively analyze their chosen industry, understand basic marketing concepts and develop a prototype.

### CAREERS IN ENTREPRENEURSHIP

#### TECHNICAL CAREERS

*(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)*

Small Business Owner  
Brand Developer  
Virtual Business Developer  
Social Media Director  
Corporate Events Manager

#### PROFESSIONAL CAREERS

*(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)*

Venture Capitalist  
E-Commerce Manager  
Community Service Manager  
Chief Executive Officer  
Human Resources Executive

# ENTREPRENEURSHIP

## COURSE SEQUENCE

**CLUSTER:** Business Management & Administration

**CAMPUS:** MHS & MHHS

**ENDORSEMENT:** Business & Industry

### FRESHMAN

Principles of Business,  
Marketing and Finance  
(1 Credit)

### SOPHOMORE

Business Management  
(1 Credit)

### JUNIOR

Entrepreneurship  
(1 Credit)

### SENIOR

Practicum in Business,  
Marketing and Finance  
(2 Credits)



### ADDITIONAL COURSE OPTIONS

Digital Media (1 credit)

Graphic Design (1 credit)

BIM (1 credit)

Virtual Business (0.5 credit)

HR Management (0.5 credit)

Advertising (0.5 credit)

Social Media Marketing (0.5 credit)

Entrepreneurship (1 credit)

\*Business English (1 credit)

\*Political Science (1 credit)

\*Financial Math (1 credit)

\*Forensic Science (1 credit)

\*Medical Microbiology (1 credit)

Professional Communications (0.5 credit)

\*Course also fulfills graduation requirement for English, Math, Science, Social Studies or Fine Arts.



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