

The next great business venture just needs a great business leader. Could you be that person?



Pathway Description:

This pathway helps students understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods to create or start a new project or venture. Students in the pathway gain an understanding of the marketing and management principles necessary to start and operate their own business. They will develop an awareness of the opportunities for small business ownership and the planning skills needed to open a small business. Students will study the traits and characteristics of successful entrepreneurs and develop an entrepreneurial mindset.

Key Competencies:

- Gain an awareness of the research, planning and the regulations that effect small business
- Examine beliefs and assumptions that empower entrepreneurs
- Identify common entrepreneurial traits and develop entrepreneurial skills
- Understand the process from concept implementation to achieving sustainable success.
- Understand the basic finance concepts as an entrepreneur
- Develop an understanding for business financing and profit/loss
- Identify opportunities and needs of others to develop products & services that meet those needs
- Establish the foundation for effective branding
- Develop an effective business plan and strategize methods to grow a business

Courses (HS Credits):

Foundation Courses

- B019 Business 101 (2)
- B029 Microsoft Office Suite (2)

Specialization Courses

- B001 Accounting I (2)
- B006 Business & Personal Law (1)
- B007 Sales & Marketing (1)
- B018 Business Entrepreneurship (2)
- B600 Introduction to Business (1)
- B601 Principles of Management (1)
- B602 Human Resource Management (1)
- B605 Principles of Marketing (1)

College Credits: 12

Annual National Average Salary for Entrepreneurs: \$57,360

Career Opportunities:

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|---------------------------------|--------------------------------|
| Business Consultant | Entrepreneur - Innovator |
| Business Owner & Entrepreneur | Franchise Owner |
| Contract Researcher & Developer | Intellectual Property Lawyer |
| E-Commerce Business Owner | Personal Financial Advisor |
| Economic Development Specialist | Product Development Specialist |

