

Why Career Technical Education (CTE)?

Career Technical Education
provides students with
opportunities to **experience** and
develop real-world skills within
our education system that
prepares them for success in post-
secondary options.

Business Entrepreneurship Academy Pathway

College & Career Readiness

San Juan Unified School District

Mesa Verde High School



More Info?

sanjuan.edu/collegecareerready

Contact

Department of
College & Career Readiness
7322 Sunrise Blvd.
Citrus Heights, CA 95610
(916) 971-7163



GENERAL MANAGERS INTERESTS

Enterprising
Conventional
Social

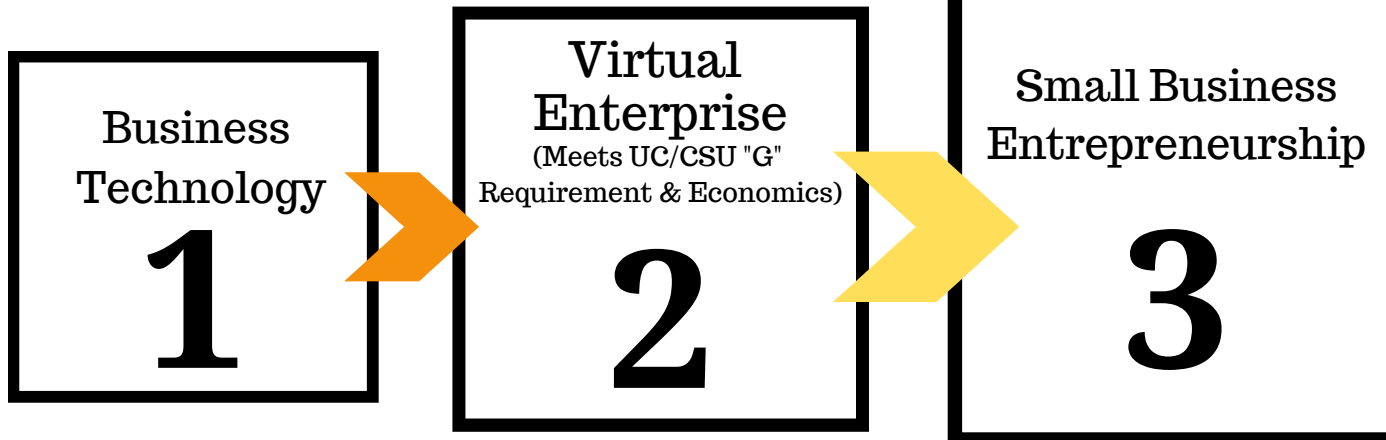
Explore your interests through the
Interest Inventory survey in Naviance.

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Business Academy

In the Business Entrepreneurship Academy students will think and act in a creative manner, obtain exposure to local small business owners, assess their potential for entrepreneurial careers and develop skills that will be useful in any future academic and/or professional endeavor. Students will learn about traditional entrepreneurial sectors utilizing marketing, finance, production, public relations, and human resources. Personal finance, team building, leadership, post-secondary goals, and business ethics are emphasized as well as mentoring. In the capstone course, students attend class daily for two weeks; then are placed into Community internships four days a week at local businesses.



Business Academy students move through classes as a cohort, experiencing integrated and cross-disciplinary courses, industry and college and career field trips, professional guest speakers and more.



Equipment & Training

- Adobe Software to produce high-quality media
- Business Plans
- Strategic Statements
- Marketing Proposals
- Social Media Marketing
- Branding Strategies
- SafeServ Certification



Accolades & Community Involvement

- Community Service
- Maverick Mini Mall (Campus store)



Industry Partners

- SAFE Credit Union
- Citrus Heights Chamber of Commerce
- Northwestern Mutual



Career Outlook

Management occupations

- Projected to grow eight percent
- Growth stems from new organizations and expansion of existing ones which require more workers to manage these operations
- Annual median wage is \$102,450

U.S. Department of Labor, Bureau of Labor Statistics, (May, 2021).