

# CAREER & TECHNICAL EDUCATION

Real Skills for the Real World

# Business Entrepreneurship & Marketing

Plan. Organize. Invest. Produce.

## Personal Finance – 93301

Semester-long online only course, 0.5 credit

Learn how to manage your money. This course focuses on personal and family resource management. Learn how to create a realistic household budget, plan for unexpected financial events, evaluate financial and banking services, design an investment portfolio, and complete personal income tax forms. Great preparation for living on your own!

## Intro to Business – 93506\*

Semester-long online only course, 0.5 credit

Take the first step in understanding what it takes to run a successful business. This course will explore business ownership, ethics, decision-making, and business from a local and global perspective through hands-on projects and business simulations.

## Entrepreneurship – 93511\*

Semester-long course, 0.5 credit

Ever thought of running your own business? In this course you will learn how to research the potential success of your business idea, write a business plan, and keep accurate records. Topics include accounting, marketing, human resources, insurance, financial management, and banking. Special emphasis is placed on how to evaluate the costs and benefits of an entrepreneurial venture.

## Principles of Marketing – 93711\*

Semester-long course, 0.5 credit

Learn how to successfully advertise and market products to a customer. Learn the basic concepts of marketing, product development, pricing strategies, channels of distribution, promotion, and buyer behavior. Increase your social awareness as you analyze and define a market need, conduct research and develop a market strategy that addresses product, price, place, and promotion.

\*Course eligible for college credit.

## Enroll today!

[cte.mpls.k12.mn.us](https://cte.mpls.k12.mn.us)



For more information please contact your counselor or email: [cteinfo@mpls.k12.mn.us](mailto:cteinfo@mpls.k12.mn.us)

## IB Business Management (SL) – 93739\*

Semester-long course, 1.0 credit

Explore complex and dynamic global business practices! Use business management theories and case studies to explore business functions of human resource management, finance and accounts, marketing and operations management through the lens of culture, ethics, globalization, innovation and strategy. You do not need to be an IB student to take this course.

## Data Science 1 – 91056

Learn how to capture data and use it to share powerful messages! In this course students will utilize Microsoft Excel to manage data associated with real-world issues, perfecting their skills to analyze, understand and represent facts through data.

## Data Science 2 – 91646

Look for unseen patterns in existing data! In this advanced course continue your exploration of vast volumes of data using modern tools and techniques to find unseen patterns, derive meaningful information, and make business decisions.



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