

PATHWAY COURSES



Year 1

PRINCIPLES OF BUSINESS & MARKETING

Year 2

BUSINESS MANAGEMENT I

Year 3

BUSINESS MARKETING*

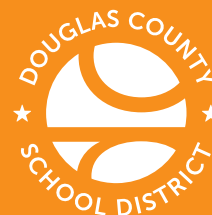
**Students practice collaborative learning which promotes leadership skills, student retention, self-confidence, and responsibility. Following the completion of all three years of the program, students are provided the opportunity to earn college credits.*

RESOURCES



NDE - CTE

doe.nv.gov/cte/programs/business



BUSINESS PROGRAM

The Business Program offered at Douglas High School provides a variety of applicable, real-world skills that will aid students in their journey through college, the workplace, entrepreneurship, and many future endeavors.

DOUGLAS HIGH SCHOOL
1670 HWY 88
MINDEN, NEVADA 89423
775-782-5136

YEAR 1

PRINCIPLES OF BUSINESS & MARKETING

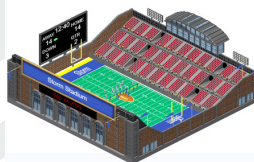
In this course you will experience hands on learning through simulations where you will manage your own football stadium and retail store. You will also create your own business plan and experience the the stock market in real time. You get to bring in local entrepreneurs from all over Northern Nevada. You can also experience thinking like a shark from Shark Tank. You will learn why and how the Sharks make their offers and what they do to calculate their offers.



YEAR 2

BUSINESS MANAGEMENT 1

This course allows you to experience creating a more in depth and realistic business plan. You can also play a budget game where you learn how to build credit, save money, and make sure you pay all your bills on time. You learn to manage a restaurant and at the end of the year you have to turn around a business. You will make a Tiger Shack School Store advertisement video and and make signs to post around the halls and see how it affects sales.



YEAR 3

BUSINESS MARKETING

You will partner with a business for your Capstone Project to either buy it or you can do an advertisement. The ad can be a video or social media ad. You get to participate in accounting sims. You continue to improve upon your investment skills in the stock market. You also look further into Shark Tank. Completing this course can lead to receiving up to 12 college credits with WNC.

Shark Tank Case Study

***Please use a different color for your responses**

Name:

Date: 11/30/23



is = % of = 100 or part = % whole = 100
Percentage formula

1. Company Name: **Rekkie**
2. Company Product or Service Description: **High tech ski goggles**
3. Asking: **300,000 for 10%**
4. Company's Valuation (divide the Ask by the % as a decimal): **3 M**
5. Revenue in last year: **175,000**

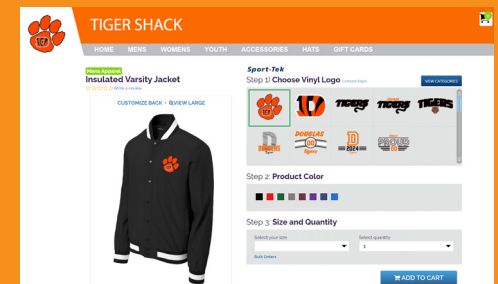
BUSINESS

PLAN



Create your own business

Student winners of Business Plan receiving awards for first place.



**BUSINESS MANAGEMENT 1
TIGER SHACK SCHOOL STORE**