



## PATHWAY SPOTLIGHT: BUSINESS & FINANCE

MARCH 2025

newsletter

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### STUDENT QUESTION & ANSWERS

#### Why did you pick this pathway?

As a student, I am rarely exposed to financial terms or affairs. I wanted to be better prepared for the future, so I chose the business pathway to better understand what my parents deal with in their daily lives. I was scared to become independent without any prior knowledge of finances, but thankfully, this pathway has really helped me gain important life skills.

#### Favorite thing you learned in your pathway?

I believe everyone can benefit from lessons on organizing money and staying out of debt, and I found them very useful. Taking Personal Finance as a junior helped me prepare for the future costs of college, insurance, and more. Knowing how to manage my time and money has become invaluable as a senior in high school, and these are great skills that I will continue practicing throughout my life.

#### Briefly describe your participation in experiences and activities related to your pathway.

This pathway exposed me to many new terms and concepts that I wouldn't have researched otherwise. The Stock Market Game showed us the reasoning behind buying stocks and bonds. Teams competed with each other to see who could gain the most profit. We also took part in the Budget Challenge, which placed us in a real-life scenario where we had a job and bills to pay. These activities gave us exposure to the real world after high school, making us feel a lot more confident moving forward.

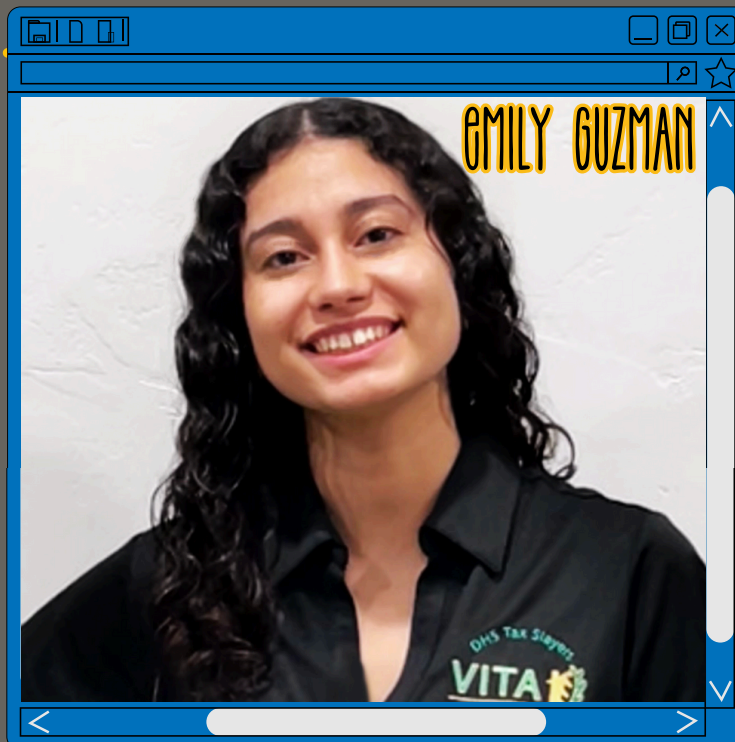
This pathway also provides a way to give back to the community through the VITA program. After completing the IRS certification process, we qualify as volunteer tax preparers and offer tax help to low-income families. It's an amazing feeling to be able to give something back to the community while also gaining real-life skills. Recently, we also visited the Fresno State Business Program, where we toured their facilities and got more clarity on what the business program will be like in college. During that trip, we also toured JD Foods, a family-owned business. We were introduced to the owners and some workers who further explained the different components of running a business. If you're willing to participate, this pathway offers many fun activities to engage in.

#### Favorite memory of being a part of the pathway.

My favorite memory in this pathway was the trip to Fresno State, JD Foods, and DogHouse Grill. It was a lot of fun, and the food was great, but it was also educational. I got to see what my near future might look like, and it made me feel more prepared because of it.

#### Advice to students interested in your pathway.

The business pathway can benefit anyone, but it isn't for everyone. It would be a lot easier if you enjoy sitting in front of a monitor, dealing with numbers, and communicating with others. You need to be a team player and willing to participate in activities to get the most out of the pathway, but trust me, it's worth it.



#### Do your future goals include what you learned in your pathway?

One of my future goals is to open my own business one day, and thanks to the financial skills I learned in this pathway, I have a better understanding of the skills I will need to get there.

#### Plans after high school:

I plan on attending college either in San Diego or Santa Barbara to study Psychology. I want to be a Forensics Psychologist or a Family and Marriage Therapist. After taking this pathway I might consider doing a minor in Business as well.

### PATHWAY AT A GLANCE

The Financial Services Pathway is designed to provide a foundation for students who are interested in entering the Business and Finance industry. These courses will allow students, who aspire to be entrepreneurs and future business owners, to learn basic money management skills and investments, as well as participate in a virtual stock market simulation. Students will be able to master all of the steps of the accounting cycle for service businesses and merchandising businesses. Students will be able to prove the accounting equation and prepare financial statements for proprietorships and partnerships.



PATHWAYS AT DHS

-Financial Services Pathway







## PATHWAY SPOTLIGHT: BUSINESS & FINANCE

### COLLEGE KNOWLEDGE



Dinuba High School provides one pathway in the business and finance sector of career technical education (CTE). Students take courses within the Financial services pathway. Pathway students are presented with real-world project-based learning and gain valuable insight into the career sector through immersive college and industry tours. Students also have opportunities to engage and learn from industry experts and guest speakers.

In California, universities renowned for their business and finance programs include the University of California, Berkeley (**Haas School of Business**), University of California, Los Angeles (**Anderson School of Management**), University of Southern California (**Marshall School of Business**), and Stanford University (**Stanford Graduate School of Business**) for graduate degrees, with economics and management pathways for undergraduates. California State University, Fullerton, and San Diego State University offer both Bachelor's and Master's in Business Administration with finance specializations. The University of California, Irvine (**Paul Merage School of Business**), Santa Clara University (**Leavey School of Business**), California State University, Northridge, and Pepperdine University (**Graziadio Business School**) also provide comprehensive undergraduate and graduate business programs. Prospective students should consult each university's website or admissions office for up-to-date program details and requirements.

According to the Workforce Investment Board of Tulare County, in 2023 there were **86,707** jobs in the Fresno, Tulare, and Kings County region, 5.0% of which were in the Agencies, Brokerages, and Other Insurance Related Activities industry. Top schools in 2021 that produced the most graduates within our region includes, **CSU Fresno (4,563)**, **Fresno City College (2,365)**, **Clovis Community College (1,881)** and **Reedley College (1,763)**.

Click on the links above or use the QR codes below to explore the programs at each college and university.



Fresno City College



### FUN FACT

In 2023, our students set a record and filed **415** tax returns for tax payers in the Dinuba and Visalia area and had over **\$483,000** in tax refunds returned to those taxpayers.



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### UPCOMING EVENTS AT DHS

- **March 2nd**  
Winter Sports Banquet
- **March 3rd**  
Spring Festival Concert
- **March 5th**  
8th Grade Expo
- **March 10th**  
8th Grade Registration
- **March 11th**  
Re-Engage
- **March 13th**  
Re-Engage
- **March 15th**  
Saturday School
- **March 17th&18th**  
UC Merced Trips
- **March 19th**  
Buff Ball
- **March 18th&19th**  
UC Merced Trips
- **March 21st**  
Block D Breakfast, Fundraiser Dinner-ASB
- **March 26th**  
NJROTC Annual Military Inspection
- **March 27-29th**  
Cal-HOSA Leadership Conference
- **March 27th**  
Emperor of the month, FFA Field Day
- **March 29th**  
Saturday School FFA Field Show



### EDUCATION LEVEL & RELATED OCCUPATIONS

#### Entry Level Careers (High School Diploma)

- Bank Teller 💰 \$28,120-\$46,320 ➡ Stable Demand
- Retail Salesperson 💰 \$21,840-\$45,460 ➡ Increasing Demand
- Event Planner 💰 \$30,170-\$96,230 ➡ High Demand
- Office Manager 💰 \$32,000-\$100,000 ➡ Stable Demand
- Administrative Assistant 💰 \$28,200-\$59,500 ➡ Increasing Demand



#### Technical Level Careers (Certificate and/ or Associate Degree)

- Insurance Agent 💰 \$29,970-\$126,510 ➡ High Demand
- Bank Account Manager 💰 \$35,000-\$130,000 ➡ Declining Demand
- Marketing Specialist 💰 \$37,570-\$128,320 ➡ High Demand
- Advertising Copywriter 💰 \$40,000-\$95,000 ➡ Increasing Demand
- Website Designer 💰 \$35,000-\$100,000 ➡ High Demand
- Sports Marketer 💰 \$29,880-\$94,390 ➡ High Demand
- Mortgage Broker 💰 \$40,000-\$120,000 ➡ High Demand
- Human Resources Specialist 💰 \$37,680-\$108,160 ➡ High Demand



#### Professional Level Careers (Bachelor's Degree)

- Forensic Accountant 💰 \$50,000-\$115,000 ➡ High Demand
- Economist 💰 \$62,460-\$193,690 ➡ Stable Demand
- Personal Finance Planner 💰 \$47,570-\$208,000 ➡ High Demand
- Trader 💰 \$50,000-\$200,000 ➡ High Demand
- Digital Marketing Specialist 💰 \$40,000-\$125,000 ➡ High Demand
- Actuary 💰 \$72,000-\$199,000 ➡ Increasing Demand
- Market Research Analyst 💰 \$37,570-\$128,320 ➡ High Demand



Tulare | Kings | Fresno Counties Labor Markets





## DHS ACCOUNTING STUDENTS JOIN THE "MILLION DOLLAR CLUB"!

### 2024 DHS TAX SLAYERS



### FIELD TRIPS

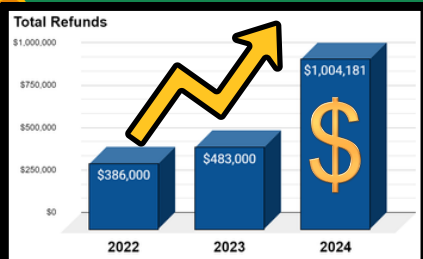


Each year, Mr. Celum challenges his Accounting students to meet or exceed the number of tax returns completed by the previous class, and this year, they far surpassed expectations! Last year, **445** tax returns were completed, but this year, DHS students filed an incredible **723** tax returns, putting **\$1,004,181** in tax refunds back into the hands of local taxpayers. This achievement makes them the first group of students to enter the "Million Dollar Club" for total tax refunds generated.

Through DHS's ongoing partnership with CSET (Community Services Employment Training), these students participated in the VITA (Volunteer Income Tax Assistance) program, where they underwent three weeks of intensive tax training and earned three IRS certifications to prepare tax returns. The VITA program, sponsored by the IRS, provides free tax help to low-income individuals, people with disabilities, and limited English-speaking taxpayers. From February through April, Mr. Celum's classroom transformed into a fully functional tax preparation center, with students working Monday through Thursday after school to serve the community. Many of the returns they completed came from CSET offices in Porterville, Visalia, Tulare, and Pixley, demonstrating the far-reaching impact of their work.

This year, **27** students participated in the VITA program, committing their time and effort to tax preparation. Among them, **18** students went above and beyond, dedicating 20+ hours of service and earning special recognition at the recent school board meeting, where they were each awarded a **\$500** scholarship funded by CSET grants. This hands-on experience not only gave students real-world job skills but also allowed them to give back to their community in a meaningful way—a true win-win!

If you see students wearing their VITA shirts around campus, be sure to congratulate them on their hard work and dedication. Their efforts have made a real difference, and they deserve to be celebrated!



Mr. Celum recently organized an insightful field trip for Business and Finance students, giving them a behind-the-scenes look at local industry and higher education opportunities. The trip started with a visit to JD Food, a third-generation, family-owned food distributor in Fresno. Students toured the facility and learned about the company's operations, supply chain management, and financial strategies that keep the business running efficiently. A highlight of the visit was a special session with JD Food's Chief Financial Officer (CFO), who spoke about the financial accounting aspects of the business and shared her career journey in accounting. Her insights gave students a real-world perspective on how accounting plays a crucial role in business success. Following the JD Food visit, students headed to Fresno State's Craig School of Business, one of the top business schools in the CSU system. They explored various business programs, career pathways, and the importance of financial literacy in today's economy. The visit allowed students to see how their current coursework connects to future college and career opportunities.

This field trip was a valuable experience, exposing students to real-world applications of business and finance while inspiring them to consider careers in accounting, business management, and financial services.







## Career Cluster:

### Business, Marketing & Finance

Jobs in this cluster focus on making plans, organizing things, and making sure businesses run smoothly.

## College & Career Resources

### College Majors:

- Business Administration
- Finance
- Marketing
- Economics

### College & Universities:

- [Fresno State](#)
  - [Accountancy](#)
  - [Finance](#)
  - [Real Estate](#)
  - [Sports Marketing](#)
- [Reedley College](#)
- [Fresno City College](#)
  - [Business Pathway](#)

CLICK HERE



## BUSINESS, MARKETING AND FINANCE



Welcome to the world of business, finance, and marketing! In **Business**, the focus is making plans, organizing information and making sure businesses run smoothly. In **Finance**, it's like taking care of your piggy bank and helping others with theirs. You learn to save money, spend wisely, and make sure everyone has enough coins. Lastly, think about those colorful toy ads you see – that's **Marketing**! Marketers use words and pictures to tell everyone about the coolest things.

At Dinuba High School, you can study and take classes in the Financial Services Pathway. You will learn how to handle money, make smart choices, and even play a fun game where you pretend to buy and sell things in a make-believe stock market!



## ZOOM INTO CAREERS

**TED Ed**

The Making of A Young Entrepreneur: Gabrielle Jordan Williams  
Kids Can Too | Noah Diguangco

**epic! SCHOOL** Books to READ! Sign-in to Clever & click on the book to read!

**Kyle Keeps Track of Cash** **K-2**

**Ella Earns Her Own Money** **K-2**

**THE BAKER'S DOZEN** **3-6**

**Sports Marketing** **3-6**

**THE BOO-BOOS THAT CHANGED THE WORLD** **3-6**

**Meet a Finance Manager** **K-6**

**TAX TIME**  
**A Career in Tax Collecting** **K-6**

**A Career in Bookkeeping & Accounting** **K-6**

**Day in the life of a Bank Teller** **K-6**

**Marketing at Walt Disney Studios** **K-6**

**A Career in Sports Marketing** **K-6**

**Meet a Forensic Accountant** **K-6**

**Day in the life of a Corporate Banker** **K-6**

The mission of the College & Career Department is to empower all students with educational and work-based experiences to ensure that they are college, career, & life ready.

For more information visit our [website](#)!