

# BUSINESS: BUSINESS MANAGEMENT AND ENTREPRENEURSHIP –

This pathway focuses on using leadership, strategic planning, and innovation to manage organizations and create new business ventures. It includes topics like marketing, finance, economics, management, business law, entrepreneurship, and ethical and social responsibilities in business. Students learn how to develop business plans, analyze markets, make financial decisions, and lead teams effectively in a competitive global economy.

**CAREERS INCLUDE** Business Manager, Entrepreneur / Startup Founder, Marketing Manager, Financial Analyst, Human Resources Specialist, Operations Manager, Project Manager, Sales Manager, Business Consultant, Small Business Owner, Account Executive, Public Relations Specialist, Retail Manager, Management Analyst, Franchise Owner, Administrative Services Manager, Business Development Coordinator, E-commerce Manager, Corporate Trainer, Nonprofit Director

## SAMPLE PLAN OF STUDY\*

\*This course has a prerequisite, †This course is offered at CTEC, ¥This course counts as a STEM Elective

<p><b>FRESHMAN YEAR</b></p> <p>(1.0) English                  (1.0) Math (based on math course progression)                  (1.0) Science                  (1.0) Social Studies                  (1.0) Physical Education                  (1.0) Performing/Fine Arts Credit                  (0.5) <b>Business Management</b>                  (1.5) Other Electives</p>	<p><b>SOPHOMORE YEAR</b></p> <p>(1.0) English                  (1.0) Math (based on math course progression)                  (1.0) Science                  (1.0) Social Studies                  (0.5) Health                  (1.0) <b>Principles of Marketing</b>¥                  (0.5) <b>Entrepreneurship</b>¥                  (2.0) Other Electives</p>
<p><b>JUNIOR YEAR</b></p> <p>(1.0) English 11/AP Lang &amp; Comp                  (1.0) Math (based on math course progression)                  (1.0) Science                  (1.0) Social Studies                  (0.5) Communications Credit                  (1.0) <b>Applied Business Development</b>¥                  (0.5) <b>Business Communications</b>¥                  (2.0) Other Electives</p>	<p><b>SENIOR YEAR</b></p> <p>(1.0) English 12 or AP Lit &amp; Comp or AP Lang &amp; Comp                  (1.0) Math (based on math course progression)                  (1.0) Science                  (0.5) Political Participation or Con. Law/AP Government                  (0.5) Financial Literacy                  (1.0) <b>Business Manage. &amp; Entrep. Workplace Experience</b>¥*                  (3.0) Other Electives</p>

### BOLDED COURSES LEAD TO PATHWAY COMPLETION

**PATHWAY COURSES:** Pathway completion requires students to complete three (3) credits in the pathway, with at least two (2) of those credits being a combination of technical and application-level courses. Additionally, a student must earn one of the following: an industry-recognized certification (IRC), nine (9) + college hours aligned to the pathway, or complete a high-quality work-based learning experience - Entrepreneurial Experience (EntX), Client Connect Project (CCP), or Internship.

TECHNICAL LEVEL		APPLICATION LEVEL
Business Management	Web Design	Applied Business Development¥ Business Management & Entrepreneurship Workplace Experience¥*(Internship)
Entrepreneurship¥	Drafting/CAD	
Business Communications¥	Engineering Design and Development¥*	
Accounting	General Carpentry I¥*	
Principles of Marketing¥	Animation¥†	
Culinary Essentials¥*		

<p><b>Other Recommended Courses</b></p> <p>Advanced Accounting ¥*                  Investing ¥                  Marketing Applications ¥*                  Graphic Design I ¥</p>	<p><b>Opportunities for Pathway Completion:</b></p> <p>Applied Business Development – EntX                  Business Management &amp; Entrepreneurship                  Workplace Experience - Internship</p>	<p><b>Graduation Requirements:</b></p> <p>English – 4 credits                  Math - 4 credits                  Science – 3 credits                  Social Studies – 3.5 credits                  STEM Elective – 1 credit                  Fine Arts – 1 credit                  Communication – 0.5 credit                  Financial Literacy – 0.5 credit                  Physical Education/Health – 1.5 credits                  Postsecondary Assets – 2 required</p>
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\*This sample plan of study offers an example of what a student's individual plan of study in this pathway might look like. Please note that some courses may not be offered on an annual basis and participation in classes may be subject to space availability.