



PATHWAY SPOTLIGHT: BUSINESS & FINANCE

MARCH 2026

newsletter

VOL. 5, NO. 7

MONEY MOVES & HONEST ANSWERS

Why did you pick this pathway?

I chose this pathway to expand my knowledge on finance and accounting concepts I am bound to encounter in the future. It has helped me explore what it would be like to major in this field and solidified my understanding of how finance works in our daily life.

What's your favorite thing you have learned in this pathway?

This year I took Accounting and Personal Finance, and Accounting has been my favorite subject. Homer Ruiz from CSET spent about three weeks teaching us what we needed to know to earn our advanced IRS certifications. Because of this, we were able to file tax returns for low-income families in Dinuba and surrounding areas and gain real experience while giving back to our community. Briefly describe your participation in experiences and activities related to your pathway.

During the fall, I participated in the Stock Market Game where we managed \$100,000 portfolios and learned about diversification and how real-world events impact stocks. We also completed Budget Challenge, which showed what it's like to manage bills, debt, and financial decisions. In Accounting, we completed our IRS Advanced Certifications and even visited Fresno State and JD Foods, where I saw how the concepts we learn in class are used in real businesses.

What's your favorite memory of being part of the pathway?

My favorite memory was visiting Fresno State, JD Foods, and Dog House Grill. The industry tour helped me see how accounting works in the real world, and it was fun getting out of the classroom and seeing what opportunities exist after high school.

Any advice to students interested in this pathway?

Anyone can benefit from this pathway because you gain hands-on experience and learn how to make money work for you. The Stock Market Game teaches investing and Budget Challenge shows what life might be like with bills and expenses. There are a lot of numbers involved, but if business interests you, don't let that discourage you.

How has this pathway prepared you for the future?

This pathway gave me a strong foundation in managing money through investments, compound interest, and emergency funds. Combined with the accounting skills I've learned, it has prepared me to pursue a career as a CPA or Actuary.

DHS_ACCOUNTING



Moncerat Manzo Mendoza

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 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 the steps of the accounting cycle and prepare financial statements for different types of businesses. Students also develop real-world skills such as budgeting, financial planning, and decision-making, preparing them for careers and continued education in business and finance.

PATHWAYS AT DHS - Financial Services Pathway

COLLEGE KNOWLEDGE

INVESTING IN YOUR FUTURE

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). These institutions offer highly respected graduate business programs, along with undergraduate pathways in economics, business administration, and management.

Other universities such as California State University, Fullerton and San Diego State University offer both Bachelor's and Master's degrees in Business Administration with finance specializations. Additionally, 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) provide comprehensive undergraduate and graduate programs in business and finance.

Prospective students should consult each university's website or admissions office for the most up-to-date program details and admission 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, with 5.0% of those jobs in finance, insurance, real estate, and related industries. Business and finance careers continue to grow as companies rely on professionals skilled in accounting, financial planning, marketing, and business management.

Local colleges that offer strong business and finance programs include CSU Fresno, Fresno City College, Clovis Community College, and Reedley College.

These institutions provide students with certificates, associate degrees, and transfer pathways into bachelor's degree programs in Business Administration, Finance, Accounting, Marketing, and related fields.

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



Did you know?

- Business careers exist in every industry, from agriculture and healthcare to technology and entertainment.
- The Central Valley is home to thousands of small businesses, creating strong demand for careers in accounting, marketing, finance, and management.
- In California, financial analysts and accountants can earn over \$100,000 per year with experience.
- Market research analysts and digital marketing specialists are among the fastest-growing careers in the business field.
- Many banks, credit unions, and financial companies in the Central Valley hire graduates with business, finance, and accounting degrees.
- Learning financial literacy skills like budgeting, investing, and understanding credit helps students prepare for real-world financial decisions.
- Actuaries, who use math and statistics to analyze financial risk, are among the highest-paying careers in the business and finance field.

EDUCATION LEVEL & RELATED OCCUPATIONS

Occupation	Salary Range	Demand
Entry Level Careers (High School Diploma)		
Bank Teller	\$32,000 - \$45,000	Stable Demand
Retail Salesperson	\$32,000 - \$50,000	Increasing Demand
Event Planner (assistant / entry level)	\$38,000 - \$60,000	High Demand
Office Manager	\$42,000 - \$75,000	Stable Demand
Administrative Assistant	\$36,000 - \$62,000	Increasing Demand
Technical Level Careers (Certificate / Associate Degree)		
Insurance Agent	\$45,000 - \$95,000	High Demand
Bank Account Manager	\$50,000 - \$95,000	Increasing Demand
Marketing Specialist	\$55,000 - \$105,000	High Demand
Advertising Copywriter	\$50,000 - \$95,000	Increasing Demand
Website Designer	\$60,000 - \$110,000	High Demand
Sports Marketer	\$45,000 - \$80,000	High Demand
Mortgage Broker / Loan Officer	\$55,000 - \$120,000	High Demand
Human Resources Specialist	\$55,000 - \$100,000	High Demand
Professional Level Careers (Bachelor's Degree)		
Forensic Accountant	\$65,000 - \$120,000	High Demand
Economist	\$70,000 - \$140,000	Stable Demand
Personal Finance Planner	\$65,000 - \$150,000	High Demand
Trader / Financial Analyst	\$70,000 - \$150,000	High Demand
Digital Marketing Specialist	\$60,000 - \$120,000	High Demand
Actuary	\$90,000 - \$190,000	Increasing Demand
Market Research Analyst	\$65,000 - \$120,000	High Demand
Financial Analyst	\$70,000 - \$130,000	High Demand
Business Intelligence Analyst	\$80,000 - \$140,000	High Demand
Data Analyst (Business / Finance)	\$65,000 - \$120,000	High Demand
Financial Technology Specialist	\$80,000 - \$150,000	Growing Demand

Salary ranges reflect California labor market estimates and may vary based on experience, education, and location.

BUSINESS\$, MARKETING and FINANCE

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:

- Economics
- Finance
- Marketing
- Business Administration

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

Meet a Finance Manager K-6

TAX TIME K-6
A Career in Tax Collecting

A Career in Bookkeeping & Accounting

Day in the life of a Bank Teller K-6

Marketing at Walt Disney Studios K-6

Meet a Forensic Accountant K-6

A Career in Sports Marketing K-6

Day in the life of a Corporate Banker K-6

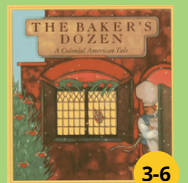
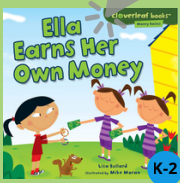
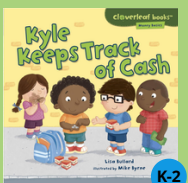


CLICK HERE

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!



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!](#)