



ENTREPRENEURSHIP

PATHWAY



PATHWAY OVERVIEW

The Entrepreneurship pathway helps students build knowledge and hands-on skills in business operations, entrepreneurship, communication, and leadership.

Through Introduction to Business & Technology, Legal Environment of Business, and Entrepreneurship, students prepare for postsecondary education, industry credentials, and work-based learning experiences connected to the field.



CAREER CLUSTER

Management & Entrepreneurship

COURSE SEQUENCE + WORK-BASED LEARNING

1

Introduction to Business & Technology

Introduces business functions, workplace technology, communication, productivity tools, ethics, and professional decision-making.



2

Legal Environment of Business

Explores business law, ethics, contracts, employment law, intellectual property, and the legal responsibilities of business.



3

Entrepreneurship

Develops skills to identify opportunities, plan ventures, market products/services, manage finances, and launch new business ideas.



Work-Based Learning (Capstone Experience)

Develop business, leadership, and entrepreneurial skills through internships, school-based enterprises, client projects, and workplace experiences.

LEADERSHIP + INDUSTRY CONNECTIONS

CAREER & TECHNICAL STUDENT ORGANIZATION

COMPETITION OPPORTUNITIES



- Sales Presentation
- Business Plan
- Entrepreneurship
- Job Interview
- Marketing
- Public Speaking

CHAPTER ACTIVITIES



- Business pitch challenge
- Entrepreneurship showcase
- Chapter of the Year
- Community service projects
- Leadership conferences
- School-based enterprise

CO-CURRICULAR / INDUSTRY EXPERIENCES



- Microsoft Office Specialist
- Mock interviews
- End of Pathway Assessment (EOPA)-NOCTI Business Management
- Entrepreneurship panel
- Industry field trips

SCHOOLS OFFERING THIS PATHWAY

Benjamin Banneker | Cambridge | Fulton Academy of Virtual Excellence | Hapeville Charter Career Academy | Johns Creek | Langston Hughes | Milton | North Springs | Riverwood International Charter

POSTSECONDARY OPPORTUNITIES



LOCAL / REGIONAL INSTITUTIONS

- Atlanta Technical College
- Georgia State University
- Gwinnett Technical College
- Kennesaw State University
- University of Georgia



DUAL ENROLLMENT

Metro-area dual enrollment options may include business administration, entrepreneurship, management, business technology, or communication; verify through Georgia Futures.

GAfutures
Explore. Plan. Succeed.

CAREER OPPORTUNITIES

CAREERS

Small Business Owner

Franchisee

Business Development Specialist

ATLANTA-AREA EMPLOYERS

INSPIRE

