

Empowering Entrepreneurs Pathway

Marketing, Sales and Services

The *Marketing, Sales and Service* sector provides an opportunity to learn the techniques of transferring products or services to consumers. The *EMPOWERING ENTREPRENEURS* Pathway is designed to empower entrepreneurial literacy among high school students through a project-based learning approach. This course is vital for entrepreneurial thinking in a 21st century global world. The students will learn how to be innovative and take an idea for a product or service, to the marketplace, and explore good business practices necessary to make a profit. They will do this by identifying a



business problem, survey who their customers are and develop a product or service to solve it. Students will have the opportunity to be part of COHS FBLA organization and take their projects to local, state, regional, and national events provide great experiences for those students that want to go the extra mile.

EGUSD ACADEMIES & PATHWAYS

- Cosumnes Oaks High School, *Empowering Entrepreneur Pathway*

CAREER OPPORTUNITIES

- Marketing
- Real Estate
- Public Relations
- Business Consulting
- Retail Occupations
- Business Owner
- Caterer
- Engineer



CONTACT

INFORMATION



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PROGRAM OF STUDY

*The sample program of study outlined below lists academy-specific courses and does not include the full list of graduation requirements in writing, math, VAPA, WL, etc. These courses are subject to change based upon industry trends.

Career-Themed Courses

10th
Grade

***General Business:** This course introduces students to the entire field of business careers, the function of money (making it as well as spending it), checking accounts, budgets, credit and purchasing.

***Prerequisite:** Computer Technology

11th
Grade

Entrepreneurship I: This course is designed to empower entrepreneurial literacy among high school students through a project-based learning approach. At the completion of this course, students will successfully apply concepts regarding the human characteristics (collaboration, communication, creativity and critical thinking) vital for entrepreneurial thinking in a 21st Century global world.

12th
Grade

Entrepreneurship II: This advanced course is designed to further students' understanding of entrepreneurial literacy. Students will synthesize the aspects of entrepreneurship and focus on running and expanding a business.

