

# 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. As California businesses compete in the global marketplace, the need for employees with business expertise and the ability to analyze and respond to emerging trends will continue to grow.

### EGUSD ACADEMIES & PATHWAYS

- Valley High School, Entrepreneurship & Innovation Pathway

### CAREER OPPORTUNITIES

- Marketing
- Real Estate
- Public Relations
- Travel Agent
- Retail Occupations
- Business Owner



### CONTACT INFORMATION



#### Valley High School

Tel: 916.689-6500

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Web: [EGUSDExplore.com](http://EGUSDExplore.com)

### SAMPLE 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 Course(s)

**9th-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.

**10th-11th Grade** **Empowering Entrepreneurs 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.

**11th-12th Grade** **Empowering Entrepreneurs 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.



NON-DISCRIMINATION and ACCESS POLICIES | District programs and activities shall be free from discrimination, including harassment, intimidation and bullying based on a student's actual or perceived disability, gender, gender identity, gender expression, nationality, race, ethnicity, color, ancestry, religion, sexual orientation, age, marital or parental status, or association with a person or group with one or more of these actual or perceived characteristics. This policy applies to all acts related to school activity or school attendance occurring within a school under the jurisdiction of the District Superintendent. The Elk Grove Unified School District welcomes those with disabilities to participate fully in the programs, services, and activities offered to students, parents, guardians and members of the public. If you need a disability-related modification or accommodation, including auxiliary aids or services, to participate in any program, service or activity offered to you, please contact the Career Technical Education Department at 916-686-7709 at least 48 hours before the scheduled event so that we may make every reasonable effort to accommodate you. Government Code: Section 54953.2; Americans with Disabilities Act of 1990, Section 202 (42 U.S.C. Section 12132.)

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