



Entrepreneurship Pathway

VALLEY HIGH SCHOOL

The Marketing, Sales and Services sector is designed to align career-path course work with current and projected employment opportunities. Marketing includes the processes and techniques of identifying, promoting and transferring products or services to consumers and is a function of almost every business. It exists within an environment of rapidly changing technology, interdependent nations and economies and increasing demands for ethical and social responsibility. 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.

“The chance to work with technology and explore real-world opportunities gives me an idea of all the possibilities for my future.”

Entrepreneurship Pathway student



PATHWAY BENEFITS

- Career Technical Education coursework provides a strong foundation in academic, employability and technical skills for our students.
- To provide students with guest speaker experiences that reflect real world experiences and career opportunities.
- Work-Based Learning Opportunities

FUTURE CAREER OPTIONS

High School Diploma

- Help Desk Specialist
- Production Technician
- Web Page Developer
- Computer Operator
- Word Processing Operator

AA, AS Degree or Certificate

- Computer Support Specialist
- LAN Support Technician
- Software/Hardware Installer
- Telecommunications Specialist
- Data Communications Specialist
- Computer Graphic Artist
- Desktop Publisher
- Multimedia Specialist
- Web Designer
- Webmaster
- Database Administrator
- Technical Writer

BS, BA or Post-Graduate Degree

- Computer Programmers
- Computer Security Specialist
- Database Administrators
- Software Engineers
- Information Systems Architect
- Telephone System Administrator
- Tower Project Coordinator
- Systems Engineer
- Graphic Designer
- Multimedia Artist/Animator
- Web Architect
- Corporate Communications Manager

GUEST SPEAKERS

- State Farm Insurance
- Umpqua Bank
- Employment Development Department
- SactoMoFo (Sacramento Mobile Foods)
- Small Business Association (SBA)
- SWEAT
- Ice Scream for Icing
- Boldt Construction
- SAFE Credit Union

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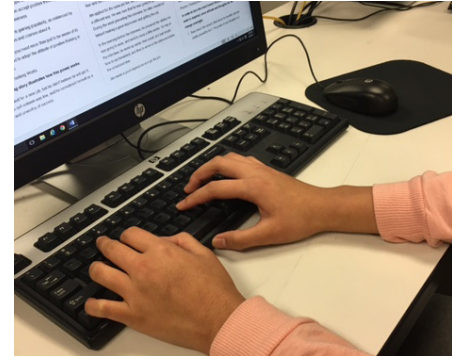
Industry Sector: Marketing, Sales and Services | Pathway: Entrepreneurship and Innovation

SAMPLE CAREER-THEMED COURSES

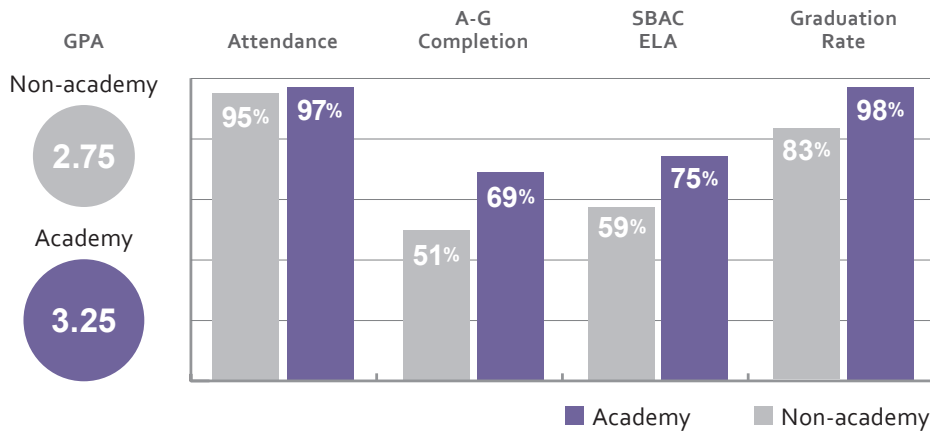
* The sample programs of study outlined below lists academy-specific courses and does not include the full list of graduation requirements in writing, math, VAPA, WL, etc. These courses are subject to change based upon industry trends.

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9th-10th Grade	General Business: This course introduces students to design principles through the use of a variety of computer applications to learn a series of 2D mechanical, civil and introductory architectural drawings.
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.
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.



ACADEMY VS. NON-ACADEMY DATA (DISTRICT-WIDE)



CONTACT INFORMATION



Valley High School
Entrepreneurship Pathway
Tel: 916.689.6500
Web: vhs.egusd.net
Web: www.EGUSDexplore.com



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