



Business Management

Business and Finance Sector

- A career in Business and Finance offers exciting challenges, good pay, and a solid future. Small Business crosses every sector of the economy.
- Education and training in this industry will help students acquire many marketable, real world skills.
- Students choosing a career in this industry sector are good with numbers, enjoy working with the public, and want opportunities to advance in today's global workplace

Benefits of Taking This Pathway

Seniors who meet the following requirements are eligible for a Career Pathways Cord at Graduation:

- Completion of a Pathway Program, with a B or better within the pathway.
- Earn an overall GPA of 2.0

Potential College Majors

- Business
- Finance
- Accounting
- Business Management

Potential Careers

- Loan Officers
- Auditors
- Human Resource Assistants
- Financial Analysts
- Claims Examiners

Sites

- GHS

Business Management at GHS

Pathway Courses

Business Technology (GUHS)

Grades: 9-11 **Duration:** Year

HS Grade Req: Mathematics **UC/CSU a-g:** Mathematics

Prerequisite: none

CTE Pathway (level): Business (concentrator)

Course Description: This course provides an in-depth, hands-on introduction to business technology used for business communication. Topics include the operating system and communication through digital documents, presentations, data computation and presentation, as well as how we represent ourselves through digital media to society. This course applies the principles of ethical and effective communication in the creation of business letters, memos, emails as well as written and oral reports for a variety of business situations



Marketing and Business Leadership

(GUHS)

Grades: 10-12 **Duration:** Year

HS Grade Req: Electives **UC/CSU a-g:** n/a

Prerequisite: Business Technology

CTE Pathway: Business (concentrator)

Course Description: This course provides students with an introduction to marketing and business leadership in the global economy. Emphasis will be placed on both oral and written communications, mathematical applications, problem solving, and critical thinking skills, as they relate to the distribution, financing, marketing-information management, pricing, product/service management, promotion, entrepreneurship, and selling. Students will be exposed to various careers within the marketing and business leadership fields.

Continuing Pathways Post-Secondary

American River College:

- Accounting
- Business
- Marketing
- Real Estate

CSU Sacramento:

- Business Administration BS Degree with concentrations such as:
Accounting, Entrepreneurship, Finance, and Marketing