

PATHWAY | ENTREPRENEURSHIP



PATHWAY DESCRIPTION

YEAR 1

Principles of Entrepreneurship allows students to use their creative energy to design a product that solves real-world problems – then launch a successful company with you as the CEO! In Principles of Entrepreneurship, you will learn about business planning, marketing, management, finance, and economics in today's global business environment. You'll also have the unique opportunity to compete in innovation challenges.



7154 Principles of Entrepreneurship

- IDOE Course 7154, 2 Semesters
- Dual Credit: Entrepreneurship 100 and 200

YEAR 2

In **Entrepreneurial Operations** you will:

- Run CASB's very own company that sells student work for profit
- Gain first-hand experience visiting businesses around the city
- Learn what it takes to launch a successful startup
- Understand the demands of operationalizing, promoting, and selling products in the real world



7147 Entrepreneurial Operations

- IDOE Course 7147, 2 Semesters
- Dual Credit: Entrepreneurship 105
- Certification: Microsoft Excel

YEAR 3

New Venture Development allows students to take their business knowledge to the next level by launching and managing a class company! As a member of a Finance, Marketing, Human Resources, Operations or Sales department, you will have the opportunity to run for leadership positions like CEO or Vice President.



7148 New Venture Development

- IDOE Course 7148, 2 Semesters
- Dual Credit: Entrepreneurship 215 or 105
- Certifications: G-Suite

Students MUST complete all pathway classes with a 73% or better



CAREER OPTIONS

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| • Accountant | • Market Analyst |
| • Blogger | • Marketing Specialist |
| • Business Owner/Entrepreneur | • Production |
| • Consultant | • Project Manager |
| • Copywriter | • Public Relations |
| • Event Planner | • Recruiter |
| • Finance | • Research & Development |
| • Fundraiser | • Sales |
| • Human Resources Specialist | • Social Media Specialist |
| • Line Manager | • Sports Promoter |
| • Manager | • Web Designer |