People with careers in Management and Entrepreneurship formulate policies and direct the operations of businesses and corporations, nonprofit institutions and other organizations. In a small firm, the owner may assume all advertising, promotions, marketing, sales and public relations responsibilities. In larger firms, an executive vice president may direct all advertising, promotions, marketing, sales and public relations policies with individuals working under him/her.

Employment Outlook

There is an average of five million Management and Entrepreneurship jobs. Employment is expected to grow about as fast as the average for all occupations through 2010. Earnings vary widely by industry, by occupation, by type and level of responsibilities and by experience. The current trend toward entrepreneurial careers makes this pathway very popular.

Major Courses

Students must take THREE pathway concentration courses and ONE additional pathway elective course.

Pathway Concentration Courses (3):
- Advanced Marketing*
- Business Essentials
- Entrepreneurship: Building a Business (Required) (formerly Entrepreneurship)
- International Business & Marketing
- Legal Environment of Business
- Marketing Principles

Pathway Elective Courses (1):
- Accounting I
- Apprenticeship/Internship
- Advanced Fashion Marketing (formerly Fashion Sales & Promotion)
- E-Marketing (formerly Marketing via the Internet)
- Introduction to Fashion Marketing
- Introduction to Travel & Tourism
- Professional Sales & Promotion
- Sports & Entertainment Marketing
- Other Pathway Concentration Course

Other Recommended Courses

- Advanced Composition
- Economics
- Math Money Management
- Modern Language
- Peer Leadership
- Speech
- Writer’s Workshop

Post-Secondary Degrees, Diplomas, & Certificates

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Entrepreneur  Owner  Small Business Owner  President  Chief Executive Officer

Principal  Partner  Proprietor  Franchisee  Customer Service Representative

Human Resource Support Rep  Clerical Worker  Finance Officer  Technical Service Rep  Independent Distributor

* Pre-requisites noted in course descriptions.