



BUSINESS



ORANGE HIGH SCHOOL

DESCRIPTION:

The Business Management and Marketing pathway includes courses in Entrepreneurship and Marketing. From finances, taxes employment law and how to manage employees, students will learn the basics of owning, operating and marketing their own business. With over forty million Americans who work as freelancers or own a small business and 30.2 million small businesses operating in the United States, Entrepreneurship is alive and well and Orange High students have the opportunity to get in on the wave.

TEACHER:

Mrs. Walthers
(kwalthers@orangeusd.org)

**TO SIGN UP FOR A
BUSINESS COURSE,
CONTACT YOUR
OHS COUNSELOR!**



**FOR MORE INFORMATION,
PLEASE EMAIL MRS. TRAN:
TNTRAN@ORANGEUSD.ORG**

COURSE DESCRIPTIONS

ENTREPRENEURSHIP I (02):

This course provides the students with the information needed to start a business operation. Students will learn how to identify a business opportunity, understand business legal structures, small business budgeting, record keeping methods, staffing, marketing, and promotion. Instruction will include an introduction to the elements of a Business Plan including Marketing and Technology. *This course is articulated to Coastline Community College.

MARKETING I (03):

Marketing at Orange High School offers a dual enrollment opportunity to all students. Through collaboration with Santiago Canyon College students will enroll in Marketing 113, Principles of Marketing first semester, and Marketing 112 Principles of Advertising second semester. This gives the students the potential to earn 6 units of transferrable college credit.

PROFESSIONAL INTERNSHIP (03):

Professional Internship is a semester long course that allows students to apply academic and career readiness skills in a workplace environment. Instruction will combine standards-based classroom instruction with extended on-site industry experience. Students will learn all aspects of professionalism and apply 21st century skills of communication, collaboration, critical thinking, creativity, problem solving, resume building and interview skills all in a real-world setting.

COURSE TYPE	9TH GRADE	10TH GRADE	11TH GRADE	12TH GRADE
BUSINESS	Entrepreneurship I	NA	Marketing I	Professional Internship