



Entrepreneurship

Marketing, Distribution, & Logistics

JOB OUTLOOK

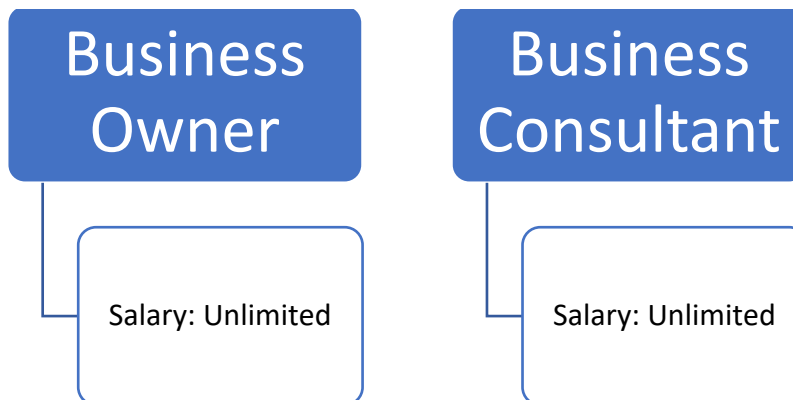
Entrepreneurship plays a vital role in the growth of the U.S. economy. The Entrepreneur occupation group is projected to grow in most career fields in Tennessee between 2014 and 2022. Job opportunities are strongest in areas of Shelby and Davidson Counties, around the metropolitan areas of Memphis and Nashville respectively, though there is strong potential for openings in other counties in the upper mid Cumberland and southeastern areas of the state.



business idea

OCCUPATION PROFILE

Occupations from this program of studies with the greatest number of average annual openings include construction trades workers, housekeeping service workers, landscaping and groundskeeping workers, hairdressers and cosmetologists, and HVAC and refrigeration mechanics and installers.



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Memphis-Shelby County Schools



ROAD MAP TO SUCCESS

PROGRAM OF STUDY PROFILE

The Entrepreneurship program of study will prepare you for starting, owning, and operating your own business. Entrepreneurs have always been the backbone of the economy in the United States, but their role became even more important after the recession of 2008. The entrepreneurial program of studies introduces students to entrepreneurial concepts, business plan development, management techniques, legal and ethical issues, financial resources and responsibility, and the importance of market research. The mission in this program of studies is to develop and equip young innovators and entrepreneurs with the practical skills and knowledge they need to successfully launch their entrepreneurial efforts and small businesses.

CAREER PATHWAY

SECONDARY EDUCATION

- * Introduction to Business & Marketing
- * Marketing and Management I: Principles
- * Entrepreneurship
- * Business & Entrepreneurship Practicum

CERTIFICATION

- * Supervision

ASSOCIATES

- * A.A.S. Entrepreneurship
- * A.A.S. Business – Small Business Management

BACHELORS

- * B.B.A. Business Innovation & Entrepreneurship
- * B.B.A. Entrepreneurship
- * B.S. Entrepreneurship

MSCS PARTICIPATING SCHOOLS: Germantown HS, G.W. Carver HS, Overton HS, Southwind HS & Whitehaven HS

DUAL ENROLLMENT: - Entrepreneurship – Southwind HS + Southwest Tennessee Community College

LOCAL EMPLOYERS: Black Business Association of Memphis, LITE Memphis, Junior Achievement, MMBC Continuum, Patterson Homes Real Estate