

Exploring Business & Marketing



Career & Technical Education Class www.graniteschools.org/cte

Course Information

Location: Check with your Career Center Coordinator
Offered to: 8-9 grades
Credits: .50, CTE or Elective
Length: Semester



Course Description

Students will be introduced to key concepts of business and marketing.



Entrepreneurs
replace "I wish"
with "I will"



You Will:

- Understand basic business, economic and law concepts
- Produce effective communication documents
- Demonstrate employability skills
- Determine skills and characteristics of entrepreneurs
- Understand the concepts needed to market products to achieve a desired outcome
- Prepare, analyze and interpret financial statements
- Understand basic principles of finance
- Understand basic leadership principles