

# ORANGE HIGH SCHOOL

## BUSINESS

### *Business Pathway:*

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.

### *Professional Internship:*

Students will have the opportunity to work with local businesses in Orange such as:

- West Coast Dental
- Marshalls
- Seven Gables Realty
- Communications Lab

**I LOVE TAKING THESE CLASSES BECAUSE IT MADE ME THINK AHEAD OF WHAT I SHOULD BE DOING FINANCIALLY AND TO USE THIS KNOWLEDGE FOR THE FUTURE. I ALSO LEARNED MARKETING USES TACTICS TO GET OUR ATTENTION, AND THE MONEY THINK LESSONS EXPOSES TAXES, RESUME WRITING, MONEY, AND LIFE.**

*- M. Ponce*

*Class of 2022*

**To sign up for a Business course, contact your OHS counselor!**

### *Pathway Teacher:*

Mrs. Walthers earned a Bachelors of Arts in Degree in English with a Teaching Emphasis from Chapman University. She has 20 years of experience in Retail Sales and Management with Nordstrom and Clinique Cosmetics. She also has experience with Home Based Business and independent contractor work.



**For more information contact Business Pathway teacher Mrs. Walthers, [kwalthers@orangeusd.org](mailto:kwalthers@orangeusd.org)**

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### *Sample Four-Year Plan:*

This represents a sample four-year plan sequencing the classes offered in our Business Pathway. Students must complete a level (02) and (03) course to be a pathway completer and earn a tassel to wear at graduation. Students should work closely with their counselor to incorporate appropriate honors, and AP courses as well as other graduation and A-G required courses.



| Course Type     | 9th Grade                          | 10th Grade | 11th Grade                  | 12th Grade                                  |
|-----------------|------------------------------------|------------|-----------------------------|---|
| <b>Business</b> | <b>Entrepreneurship I<br/>(02)</b> | <b>NA</b>  | <b>Marketing I<br/>(03)</b> | <b>Professional<br/>Internship<br/>(03)</b> |

### *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. Students wishing to pursue a degree in Marketing or Business are highly encouraged to enroll. \*This course is articulated to Coastline Community College and is a dual enrollment course at Santiago Canyon College.

**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.

#### \* What is Articulated College Credit?

Students have the opportunity to earn college credit for courses completed in High School by satisfying requirements set in the agreements between OHS and Santiago Canyon College. For further information, please speak with the teacher of the articulated course.