

# Economics of Business Ownership



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Learn the process of starting and managing a business. Students with an entrepreneurial interest learn skills related to organization, effective decision making, and goal setting. Students develop comprehensive business plans including research & development of ideas, product planning, finance and marketing. Students research how marketing, management, ethics and communication play an important role in business success. Students gain practical experience by managing a student-run business and receive training in constructing resumes, employment applications, cover letters and references and interviewing skills. Students complete a career portfolio to prepare for entry into the job market with a competitive edge. Business concepts and leadership skills are reinforced through co-curricular participation in the Career and Technical Student Organization, DECA\*. DECA is an integral component to this program and provides additional focus on developing written and oral presentation skills, as well as leadership and social and professional skills that will build self-confidence for college and career success. To learn more about DECA, visit [www.deca.org](http://www.deca.org). To learn more about Tri-Valley ROP classes, visit our website at [www.tvrop.org](http://www.tvrop.org).

Students can earn. . .

- 10 high school credits
- Transferable college credits
- UC a-g "g" approval (College-Preparatory Elective)
- Industry-recognized social media certification

**Enroll Now!**

**Visit your career center today!**

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