



Vision

Business Pathway Students will be college and career ready, with respect for the Human Element and financial literacy.

Mission

To develop individuals with a moral compass who exhibit the qualities of integrity, interpersonal communication, industry competency, compassion, and emotional intelligence with a passion for customer service and financial literacy.

Outcomes

- Students who are proficient in the use of digital tools and technology with focus on the Banking, Finance, and Entrepreneur Industry.
- Demonstration of effective verbal, written and digital communication skills; ability to effectively function in a team format; demonstrates empathetic listening strategies, and focused strategies needed for success in a business environment.
- Proficiency in application of analytical and systematic approaches for problem solving in the challenging environment of the Finance and Banking Industry.
- Leadership, organizational, problem solving, and prioritization strategies for work-based learning environment and projects.
- Strategies for self-reflection and self-analysis skills to continue the development of the student towards self-actualization and life-long professional development.

Non-Discrimination Policy:

Fresno Unified School District does not harass, intimidate, or discriminate on the basis of race, color, ethnicity, national origin, immigration status, ancestry, age, creed, religion, political affiliation, gender identity or expression or genetic information, mental or physical disability, sex, sexual orientation, marital, pregnancy or parental status, military veteran status, or any other basis protected by law or regulation, in its educational program(s) or employment.

Pathway Progression Continuum

Grade 9	Grade 10
<p>Pathway Outcomes</p> <ul style="list-style-type: none"> Identify key business industry operating systems. Understand the basic structure and function of citizenship and the human element. Recognize conceptual similarities between business software. <p>Career Ready Practice Skills</p> <ul style="list-style-type: none"> Develop an education and career plan aligned with personal goals. Apply technology to enhance productivity. Employ valid and reliable research strategies. IMAGO: Self-Awareness, Digital Ethics, Communication Skills, Organization, and Self-Control. <p>Work-Based Learning</p> <ul style="list-style-type: none"> Industry Specific Guest Speakers Job Shadowing College and Industry Field Trips 4-Year College & Career Plan Future Business Leaders of America (FBLA) Project-Based Learning (PBL) <p>Certifications and Dual Enrollment</p> <ul style="list-style-type: none"> Computer Technology Business Webpage Design 	<p>Pathway Outcomes</p> <ul style="list-style-type: none"> Identify and incorporate the four P's of the marketing mix (product, price, place, promotion). Recognize key aspects of psychographics and customer service best practices. Research factors that define and influence cultural differences between and among different ethnic, racial, and cultural groups and special populations. <p>Career Ready Practice Skills</p> <ul style="list-style-type: none"> Communicate clearly, effectively, and with reason. Utilize critical thinking and creativity to solve complex issues. Demonstrate creativity, problem solving, and innovation. IMAGO: Personal Development, Digital Communication, Effective Listening, Systems Collaborations, Fairness & Justice. <p>Work-Based Learning</p> <ul style="list-style-type: none"> All of Grade 9 Work-Based Learning Activities Community Services Student Voice Activities <p>Certifications and Dual Enrollment</p> <ul style="list-style-type: none"> Everfi: Vault and Ignition and Keys to Your Future Microsoft Office Systems
<p>Grade 11</p> <p>Pathway Outcomes</p> <ul style="list-style-type: none"> Adhere to the Industry code of ethics, roles and responsibilities, within the scope of practice, that contribute to the domestic free market economy. Be aware of local, state, and federal laws governing small business formulation, taxation, and capitalization. Apply concepts and strategies associated with personal finance and small business management. Small Business Plan Competition. <p>Career Ready Practice Skills</p> <ul style="list-style-type: none"> Practice personal health and understand financial literacy. Work productively in teams while integrating cultural and global competence. Apply appropriate technical skills and academic knowledge. IMAGO: Resilience, Digital Investigation, Empathy, Design Solutions, and Engagement. <p>Work-Based Learning</p> <ul style="list-style-type: none"> All of Grades 9 and 10 Work-Based Learning Activities Resume and Job Prep <p>Certifications and Dual Enrollment</p> <ul style="list-style-type: none"> Everfi: Classic, Venture, and Marketplaces California State University, Fresno Uni-Track 	<p>Grade 12</p> <p>Pathway Outcomes</p> <ul style="list-style-type: none"> Apply SWOT analysis concepts and techniques to identify strengths weaknesses opportunities and threats. Employee financial literacy best practices to lending, selling, consumer finance, and business operations. Demonstrate leadership qualities, social responsibility, and emotional intelligence. Display interpersonal communicate techniques, and digital communication security protocols associated with cyber security, identify theft, and corporate espionage. <p>Career Ready Practice Skills</p> <ul style="list-style-type: none"> Model integrity, leadership, and effective management. Act as a responsible citizen in the workplace and community. Understand the environmental, social, and economic impacts of business decisions. IMAGO: Conflict Resolution, Building Relationships, Choosing a Path, Accountability, and Tenacity. <p>Work-Based Learning</p> <ul style="list-style-type: none"> All of Grades 9, 10, and 11 Work-Based Learning Activities Internships (Paid/Unpaid) Presentation of Collective Works at Portfolio Day <p>Certifications and Dual Enrollment</p> <ul style="list-style-type: none"> Everfi: Venture and Financial Literacy Union Bank's Bank Teller Certifications Series Junior Achievement Financial Literacy California State University, Fresno Uni-Track

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