

WCSD BUSINESS DEPARTMENT Courses

“Plug In to the Real World”

Business Ownership

Why take this business elective?

Business Ownership is one of the required courses for the CTE pathway. It's a survey course designed around the idea of running a small business. You get a taste of the different business disciplines: economics, marketing and sales, accounting and finance, human resources, contract law, patents and trademarks. You work in teams on computers most days and develop skills in the use of spreadsheets and graphics software. In addition, you get coaching in public speaking. In the culminating project, you pitch your ideas for a themed restaurant in a format similar to the hit TV show, Shark Tank.

How will this business course help me in real life?

No matter what field you eventually decide on, the skills you learn in this course will help you put your best foot forward. Are you terrified of public speaking? Maybe that's because nobody ever gave you the exact rules and specific feedback. By the end of this course, you and your team will find that public speaking is the easy part. You will be able to focus your attention on wowing your audience with the beautiful logo on your business cards and the insightful data in your spreadsheets. Public speaking. Team work. Graphics. Spreadsheet. Take these skills anywhere.

When will I ever use this again?

The best reason to take this course is to learn about what interests you and what doesn't so that you can make more informed decisions about where to focus your studies and career in the future.

Are there sequences you recommend?

Business Ownership, Career and Financial Management, Money Management and Work-Based Learning or Virtual Enterprise are required for the Business CTE Endorsement on the high school diploma. Taking Business Ownership is also a great way to discover which area of business you might like to learn more about: Accounting, Law, Marketing, or Computer Science.