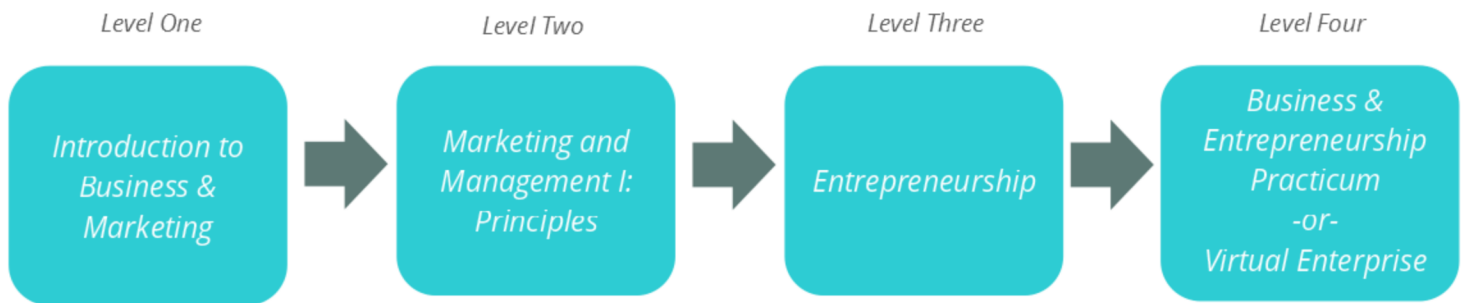


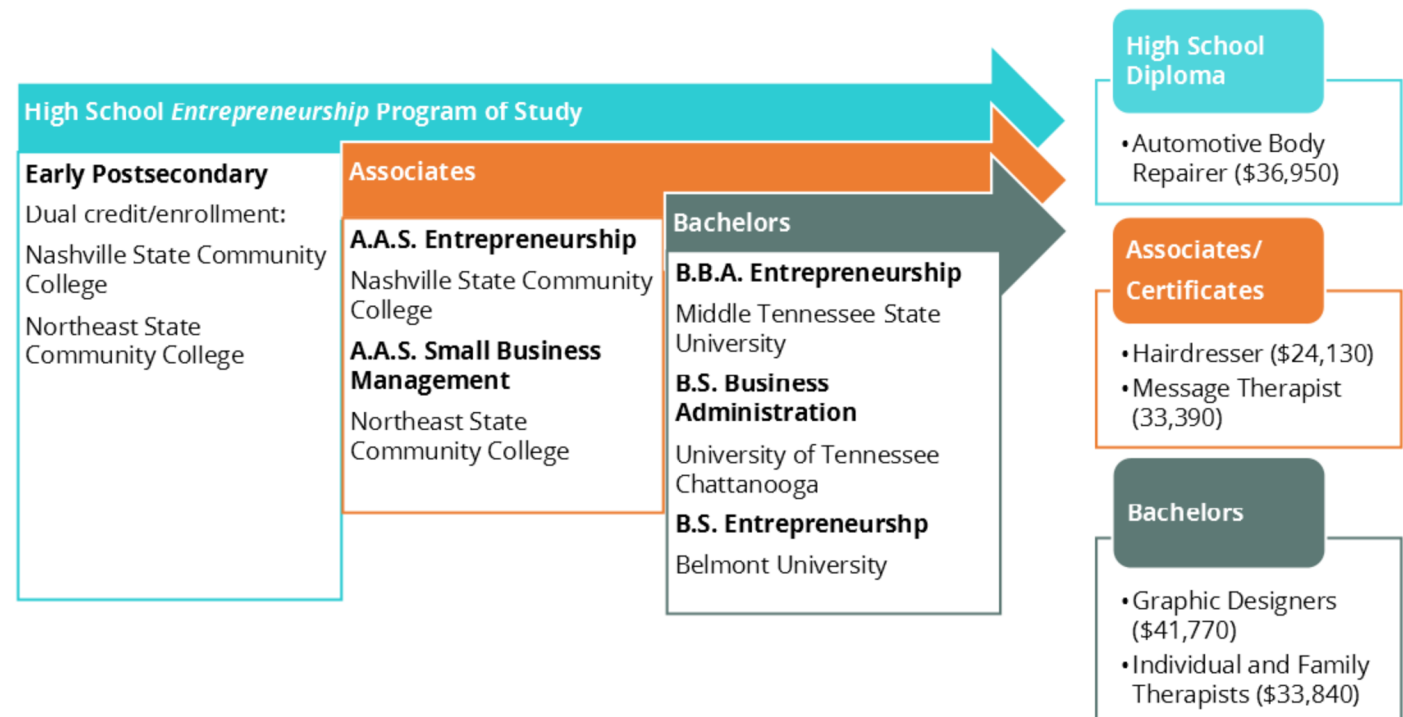
ENTREPRENEURSHIP

Marketing



ABOUT THIS PROGRAM OF STUDY

The *Entrepreneurship* program of study will prepare you for starting, owning, and operating your own business. Entrepreneurs have always been the backbone of the economy in the United States, but their role became even more important after the recession of 2008. The *Entrepreneurship* program of study introduces students to entrepreneurial concepts, business plan development, management techniques, legal and ethical issues, financial resources and responsibility, and the importance of market research. The mission in this program of study is to develop and equip young innovators and entrepreneurs with the practical skills and knowledge they need to successfully launch their entrepreneurial efforts and small businesses.

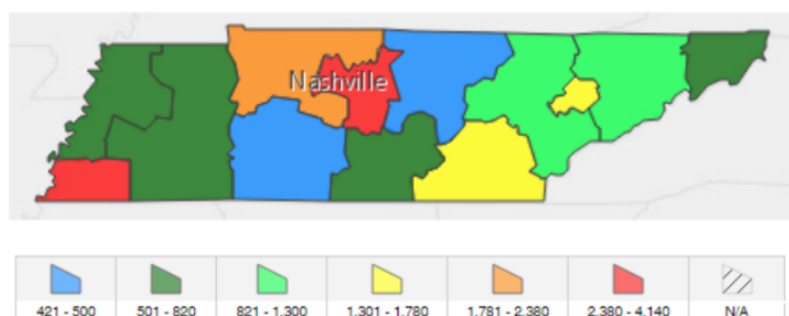


This is not an exhaustive list of all of the opportunities available in Tennessee.

CAREER OPPORTUNITIES

Small businesses can exist in any career cluster area and span a broad range of areas of specialty and expertise. Among the small businesses operated by entrepreneurs in Tennessee are auto body repair shops, massage therapy service establishments, landscaping and grounds maintenance businesses, funeral homes and related service establishments, auto service shops, hair and nail salons, construction contracting businesses, graphic designs shops, HVAC installation and repair shops, marriage and family therapy service organizations, and general maintenance/repair (handyman) service shops. In these specific areas of small business, opportunities for work are expected to increase at a rate of 9.1% through 2024.

Annual Average Openings for Entrepreneur Occupations Workers in Tennessee (2014 – 2022)



Source: TN Department of Labor and Workforce Development. (2015). Employment Security Division, Labor Market Information Section.

Entrepreneur Occupations with the Most Annual Average Openings in Tennessee (2014 – 2024)

Occupation	Average Annual Openings	Total % Change
Construction Trades Workers	2,465	11.20%
Marriage and Family Therapists	35	27.00%
Landscaping and Groundskeeping Workers	675	7.80%
Hairdressers, Hairstylists, and Cosmetologists	330	11.20%
HVAC and Refrigeration Mechanics/Installers	225	14.00%
Automotive Body and Related Repairers	95	8.80%
Photographers	60	12.10%
Manicurists and Pedicurists	10	15.30%

Source: TN Dept of Labor & Workforce Dev, Div Emp Sec, R&S Downloaded: 02/19/2016 9:29 AM

POSTSECONDARY OPTIONS

School	Degree Program
Nashville State Community College	Entrepreneurship
Northeast State Community College	Small Business Ownership
Middle Tennessee State University	Entrepreneurship
Belmont University	Entrepreneurship
Belmont University	Social Entrepreneurship

For more college and career planning resources, visit <http://collegefortn.org>.



Have you registered for the Tennessee Promise? Seniors enrolled in this program have the chance to attend a two-year program at a Tennessee College of Applied Technology (TCAT),

community college, or select 2-year university programs for free! To learn more, please see your school counselor or visit <http://www.tennesseepromise.gov>.



Students in this program of study will be eligible to join DECA. In

addition to school events, students will be able to compete at the regional, state, and national level. Through DECA, students not only learn about business, but also professionalism, leadership, and soft skills. Walk away from your high school career with experience in competing, networking, applying course content, and more! See your marketing teacher to learn more about DECA or visit <http://www.decatn.org>.

For more information, contact:
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