Entrepreneurship

Marketing, Distribution & Logistics

**How to use this document as a marketing material:**

* Update header/footer with information.
* Share with parents, students, administrators

**IDEAS to include:**

* Add district/school CTE logo
* Add a second page to highlight course enrollment, CTSO achievements, and/or WBL opportunities.

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JOB OUTLOOK

Entrepreneurs operate small businesses in various specialty areas and industries, including construction, personal services, and maintenance and repair. According to the Tennessee Department of Economic and Community Development, 160,144 Tennessee small businesses had employees in 2019. For those looking to pursue a career as an entrepreneur, the occupations with the fastest growth through 2028 include marriage and family counselors at 26%, massage therapists at 23%, and HVAC mechanics and installers at 15%.



OCCUPATION PROFILE

Entrepreneurs exist in any industry, from construction to personal services and counseling, meaning that job descriptions vary widely. While construction managers must understand building materials, tools, quality control, and production processes, a marriage and family therapist must learn the methods for diagnosing and treating various behavioral and affective disorders. However, all entrepreneurs need time-management, problem-solving, communication, and leadership skills, as well as knowledge of business, marketing, strategic planning, human resources, and information technology.

**2018 ESTIMATED EMPLOYMENT**

2,370

**HVAC Mechanics & Installers**

Median Salary: $40,120

**Construction Managers**

Median Salary: $74,090

**Massage Therapists**

Median Salary: $41,110

**Marriage & Family Therapists**

Median Salary: $37,740

**Landscaping & Groundskeeping Workers**

Median Salary: $26,890

**2018 ESTIMATED EMPLOYMENT**

9,466

**TOTAL EMPLOYMENT CHANGE**

952

**2018 ESTIMATED EMPLOYMENT**

601

**2018 ESTIMATED EMPLOYMENT**

19,583

**2018 ESTIMATED EMPLOYMENT**

8,9579,466

**2028 PROJECTED EMPLOYMENT**

10,418

**TOTAL EMPLOYMENT CHANGE**

552

**2028 PROJECTED EMPLOYMENT**

2,922

**TOTAL EMPLOYMENT CHANGE**

159

**2028 PROJECTED EMPLOYMENT**

760

**TOTAL EMPLOYMENT CHANGE**

2,815

**2028 PROJECTED EMPLOYMENT**

22,398

**TOTAL EMPLOYMENT CHANGE**

1,364

**2028 PROJECTED EMPLOYMENT**

10,321

**PROGRAM OF STUDY PROFILE**

The Entrepreneurship program of study prepares students who want to start, own, and operate their own businesses. Students will acquire the foundational skills and knowledge to successfully launch and operate a small business. Courses focus on the role of entrepreneurship, entrepreneurial potential, business plans, marketing for small businesses, economics, and finance and operations.



**STUDENT ENROLLMENT ANALYSIS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Introduction to Business & Marketing | Marketing and Management I: Principles | Entrepreneurship | Business & Entrepreneurship Practicum |
| 2017-18 | 10,501 | 6,508 | 1,953 | 321 |
| 2018-19 | 9,420 | 6,250 | 1,724 | 353 |
| 2019-20 | 10,496 | 6,079 | 1,434 | 388 |

**Career Pathway**

**Career Opportunities**

* HVAC Mechanics & Installers
* Construction Managers
* Massage Therapists
* Marriage & Family Therapists
* Landscaping & Groundskeeping Workers

**Early & Middle Grade Opportunities**

* Keyboarding
* Career Exploration Standards
* Computer Applications CTSO Course Alignment

**Secondary Grade Opportunities**

* Introduction to Business & Marketing
* Marketing and Management I: Principles
* Entrepreneurship
* Business & Entrepreneurship Practicum
* CTSO
* Work-based Learning

**Postsecondary Opportunities**

**Certificate:** Supervision Certificate

Massage Therapy Certificate

Construction Business Principles Certificate

**Associates Degree:** A.A.S. Entrepreneurship

A.A.S. Business - Small Business Management

**Bachelor’s degree:** B.B.A. Business Innovation & Entrepreneurship

B.B.A. Entrepreneurship

B.S. Entrepreneurship