



## Vision

Students will innovate, take risks, synthesize relevant information, and effectively communicate ideas that can be applied to real world business needs.

## Mission

Students will develop strong critical thinking skills, technological fluency, and a knowledge of successful and ethical business practices.

### Community Partners/WBL Experiences/Highlights/ Certifications or Dual Enrollment

- NFTE Competition
- Career Skills Challenge
- ValleyPBS
- CMAC
- The Stringer
- Bitwise Industries
- AJ Excavation
- Fresno City College Dual Enrollment

## Outcomes of The Business Marketing & Technology Pathway

- **Technological Versatility** – Students will use technology to research and share ideas, work, and feedback.
- **Ethical Decision Making** – Students will demonstrate knowledge and competence in making appropriate decisions for not only their organization, but its customers and stakeholders as well.
- **Persistence and Adaptability** – Students are cognizant of the ever-changing career landscape and possess the intrinsic motivations and desires to meet criteria or solve problems they may not immediately possess the skills or answers for.
- **Communication and Collaboration** – Students are well-versed in multiple forms of verbal and non-verbal communication, and effectively convey their ideas to diverse audiences as needed.