



2022-2023 COURSES AT MISSION SAN JOSE HIGH

Digital Imaging (74240)

UC "f" Credit | Ohlone College Credit

Students use digital tools and technologies as art and design mediums to visually articulate thoughts, ideas, and experiences. Technologies include digital: painting, drawing, illustrating, and graphic design.

Digital Photography 1 (74200)

UC "f" Credit | Mission College Credit or Ohlone College Credit

The study of digital photography encourages conceptual thinking and creativity. Explore hands-on digital photography fundamentals including Adobe Photoshop, lighting, set design, studio configuration, camera operation, software interfaces, color management, photo editing, and compositing. College credit available to those that qualify.

Entrepreneurship (74281)

UC "g" Credit | Mission College Credit

Students will learn what it takes to be an entrepreneur, including how to recognize and evaluate a business opportunity. You will expand their critical thinking, problem-solving, communication, and business skills through practice. Team and individual projects incorporate accounting, finance, marketing, operations, management, and understanding legal and economic environments. You will develop and present a comprehensive business plan, including the capital required, the return on investment desired, and the potential for profit. The curriculum is designed to help you explore entrepreneurship as a career pathway and provide you with a realistic framework for starting a new business.

Entrepreneurial Marketing (74282)

UC "g" Credit

Students will understand the fundamentals of marketing and its importance to small businesses. This capstone class focuses on essential ideas including identifying markets, the 4 P's (product, price, place & promotion), ethical practices, and the development of a marketing plan. The class will include career exploration and concepts of retail sales, business presentations, business management, and political influences. Students will need to follow oral and written directions, work well in groups, and demonstrate good work habits to be successful in the course.