

Business, Marketing, and Finance Career Cluster

The Business, Marketing, and Finance career cluster focuses on careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations. This career cluster includes occupations ranging from business owner and entrepreneur to accountant, retail manager, and market analyst.

Statewide Program of Study: **Business Management**

The Business Management program of study focuses on occupational and educational opportunities associated with planning, directing, and coordinating the administrative services and operations of an organization. It includes formulating policies, managing daily operations, and allocating the use of materials and human resources. This program of study also introduces students to mathematical modeling tools and organizational evaluation methods.



Secondary Courses for High School Credit

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|----------------|--|
| Level 1 | <ul style="list-style-type: none"> Principles of Business, Marketing, and Finance |
| Level 2 | <ul style="list-style-type: none"> Foundations of Business Communication & Technologies (BCIS1305/POFI2301) Entrepreneurship |
| Level 3 | <ul style="list-style-type: none"> Business Law (BMGT1341/BUSG1301) Business Information Management II |
| Level 4 | <ul style="list-style-type: none"> Statistics and Business Decision Making Practicum in Business Management |

Aligned Advanced Academic Courses

AP	AP Statistics
Dual Credit	BCIS1305 Business Computer Applications POFI2301 Word Processing BMGT1341 Business Ethics BUSG1301 Introduction to Business

Students should be advised to consider these course opportunities to enrich their preparation. AP courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards concentrator/completer status for this program of study.

Work-Based Learning and Expanded Learning Opportunities

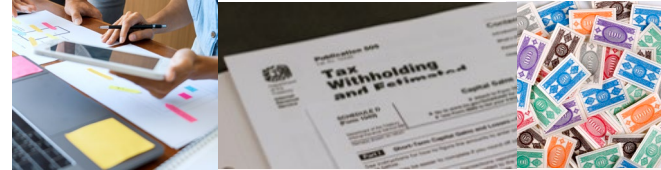
Work-Based Learning Activities	- Intern at local business in the HR department - Shadow the COO of a local business or chamber of commerce
Expanded Learning Opportunities	- Participate in BPA, DECA, FBLA, or related UIL events - Explore student membership in related professional organizations

Aligned Industry-Based Certifications

- Entrepreneurship and Small Business
- Microsoft Office Specialist: Microsoft Excel Expert (Excel 2019)
- Microsoft Office Specialist: Microsoft Word Expert (Word 2019)

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Successful completion of the Business Management program of study will fulfill requirements of the Business and Industry endorsement.



Example Postsecondary Opportunities

Associate Degrees

- Business Administration and Management
- Human Resources Management

Bachelor's Degrees

- Business Analytics
- Accounting and Business

Master's, Doctoral, and Professional Degrees

- Business Administration and Management
- Organizational Leadership

Additional Stackable IBCs/License

- Professional Certificate in Team Leadership
- Property Tax Professionals



Example Aligned Occupations

First-Line Supervisors of Administrative Support Workers

Median Wage: \$59,585
Annual Openings: 13,885
10-Year Growth: 9%

Human Resources Specialists

Median Wage: \$61,278
Annual Openings: 6,239
10-Year Growth: 23%

General and Operations Managers

Median Wage: \$83,220
Annual Openings: 25,450
10-Year Growth: 23%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024.



For more information visit:
<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>