

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.

Business Management Statewide Program of Study



The Business Management program of study teaches CTE learners how to plan, direct, and coordinate the administrative services and operations of an organization. Through this program of study, students will learn the skills necessary to formulate policies, manage daily operations, and allocate the use of materials and human resources. This program of study will also introduce students to mathematical modeling tools and organizational evaluation methods.

Secondary Courses for High School Credit

Level 1

- Principles of Business, Marketing, and Finance

Level 2

- Business Information Management I

Level 3

- Virtual Business
- Global Business

Level 4

- Practicum in Business Management
- Career Preparation I

Postsecondary Opportunities

Associates Degrees

- Business Administration
- Business/Commerce
- Public Administration
- Business Management

Bachelor's Degrees

- Business Administration
- Business/Commerce
- Public Administration
- Management Science

Master's, Doctoral, and Professional Degrees

- Business Administration
- Business Management
- Public Administration
- Management Science

Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Administrative Service Managers	\$96,138	2,277	21%
Management Analysts	\$87,651	4,706	32%
General and Operations Managers	\$107,640	18,679	20%
Supervisors of Administrative Support Works	\$57,616	14,982	20%

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities

- Participate in Business Professional of America, Future Business Leaders of America, or DECA

Work-Based Learning Activities

- Intern with a local business or chamber of commerce

Industry-Based Certifications

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

- Microsoft Office Specialist-Excel*
- Microsoft Office Specialist-Word*

*IBC sunsetting 8/31/24

Business Management Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	None

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Business Information Management I	13011400 (1 credit)	None	None

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Virtual Business	13012000 (.5 credit)	None	None
Global Business	13011800 (.5 credit)	None	None

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Career Preparation I	12701300 (2 credits)	None	None
Practicum in Business Management	13012200 (2 credits)	None	None

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER,
PLEASE CONTACT: CTE@tea.texas.gov
<https://tea.texas.gov/cte>

[LEA name] does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: [title, address, telephone number, email.]

Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).