

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

- Business Information Management I
- Principles of Business, Marketing, and Finance

Level 2

- Business Information Management II
- Business Management

Level 3

- Business Law
- Business Management

Level 4

- Statistics and Business Decision Making
- Practicum in Business Management
- Career Preparation I

Industry-Based Certifications

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



Business Information Management 1 (1)

In Business Information Management I, students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and make a successful transition to the workforce and postsecondary education. Students apply technical skills to address business applications of emerging technologies, create word-processing documents, develop a spreadsheet, formulate a database, and make an electronic presentation using appropriate software.

Principles of Business, Marketing, & Finance (1)

In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economics and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance.

Business Information Management II * (1)

In Business Information Management II, students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and make a successful transition to the workforce or postsecondary education. Students apply technical skills to address business applications of emerging technologies, create complex word-processing documents, develop sophisticated spreadsheets using charts and graphs, and make an electronic presentation using appropriate multimedia software.

Business Management (1)

Business Management is designed to familiarize students with the concepts related to business management as well as the functions of management, including planning, organizing, staffing, leading, and controlling. Students will also demonstrate interpersonal and project-management skills.

Business Law (1)

Business Law is designed for students to analyze various aspects of the legal environment, including ethics, the judicial system, contracts, personal property, sales, negotiable instruments, agency and employment, business organization, risk management, and real property.

Statistics & Business Decision Making* (1)

Statistics and Business Decision Making is an introduction to statistics and the application of statistics to business decision making. Students will use statistics to make business decisions. Students will determine the appropriateness of methods used to collect data to ensure conclusions are valid. Note: This course satisfies a math credit requirement for students on the Foundation High School Program.

Practicum in Business Management + (2)

Practicum in Business Management is designed to give students supervised practical application of previously studied knowledge and skills. Practicum experiences occur in a paid or unpaid arrangement and a variety of locations appropriate to the nature and level of experience. Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and to make a successful transition to the workforce or postsecondary education. Students apply technical skills to address business applications of emerging technologies. Students develop a foundation in the economic, financial, technological, international, social, and ethical aspects of business to become competent consumers, employees, and entrepreneurs.

Career Preparation I (2)

Career Preparation I provides opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences. The goal is to prepare students with a variety of skills for a changing workplace. Career preparation is relevant and rigorous, supports student attainment of academic standards, and effectively prepares students for college and career success.

| 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% |