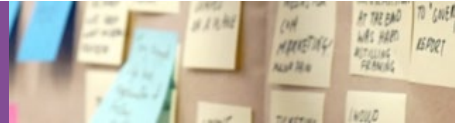


# Business, Marketing, and Finance Career Cluster

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+ (1)
- Principles of Business, Marketing, and Finance (1)
- Business Information Management II\* (1) (if prereq. met)

#### Level 2

- Business Information Management II\* (1)
- Business Management\* (1)
- BUSI 1301 (3) AND/OR BMGT 1327\* (3)  
\* Available for Highschool or College credit

#### Level 3

- Business Law (1)
- Business Management\* (1)
- BUSI 1301 (3) AND/OR BMGT 1327\* (3)  
\* Available for Highschool or College credit

#### Level 4

- Statistics and Business Decision Making\* (1)
- Practicum in Business Management\* (2)

\*Required Prerequisite +Recommended Prerequisite

**Specific course offerings and availability are subject to change due to interest and enrollment.**

### Industry-Based Certifications

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

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%

Successful completion of the Business Management program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022