

# 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"> <li>Principles of Business, Marketing, and Finance</li> <li>Business Information Management I</li> <li>Business Information Management I + Business Lab</li> </ul>  |
| Level 2 | <ul style="list-style-type: none"> <li>Virtual Business</li> <li>Business Law</li> <li>Business Information Management II</li> <li>Business Information Management II + Business Lab</li> <li>Entrepreneurship I</li> </ul>  |
| Level 3 | <ul style="list-style-type: none"> <li>Business Management</li> <li>Global Business</li> <li>Human Resources Management</li> </ul>   |
| Level 4 | <ul style="list-style-type: none"> <li>Statistics and Business Decision Making</li> <li>Practicum in Business Management</li> <li>Practicum in Business Management + Extended Practicum in Business Management</li> <li>Practicum in Entrepreneurship</li> <li>Career Preparation for Programs of Study</li> <li>Career Preparation for Programs of Study + Extended Career Preparation</li> </ul> |

### Aligned Advanced Academic Courses

AP or IB	AP Microeconomics AP Statistics	IB Economics SL IB Economics HL
Dual Credit	Dual credit offerings will vary by Local Education Agency.	

Students should be advised to consider these course opportunities to enrich their preparation. AP or IB 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	<ul style="list-style-type: none"> <li>Intern at local business in the HR department</li> <li>Shadow the COO of a local business or chamber of commerce</li> </ul>
Expanded Learning Opportunities	<ul style="list-style-type: none"> <li>Participate in BPA, DECA, FBLA, or related UIL events</li> <li>Explore student membership in related professional organizations</li> </ul>

### Aligned Industry-Based Certifications

- Administrative Assisting
- Certified Associate in Project Management (CAPM)
- Entrepreneurship and Small Business
- General Management
- MB-920: Microsoft Dynamics 365 Fundamentals Finance and Operations Apps IBC info
- Microsoft Office Specialist 2016 Master
- Microsoft Office Specialist: Microsoft Access Expert (Access 2019)
- Microsoft Office Specialist: Microsoft Excel Expert (Excel 2019)
- Microsoft Office Specialist: Microsoft Word Expert (Word 2019)
- Project Management Institute (PMI) Project Management Ready
- Business of Retail: Certified Specialist
- Customer Service and Sales: Certified Specialist
- Student Social Media Marketing Certification



### 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/Licensures

- 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>