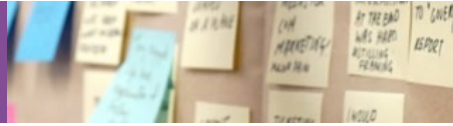


# Business, Marketing, and Finance Career Cluster

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 account, retail manager and market analyst.

## 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 student also introduces 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 (H) <sup>1</sup>

#### Level 3

- Business Management <sup>2</sup>

#### Level 4

- None



### Work-Based Learning and Expanded Learning Opportunities

#### Exploration Activities

- Participate in Business Professional of America (BPA)

#### Work-Based Learning Activities

- Intern with a local business or chamber of commerce

### Industry-Based Certifications

- Microsoft Office Specialist 2016 Master <sup>1</sup>
- Microsoft Office Specialist: Microsoft Access Expert (Access 2019) <sup>1</sup>
- Microsoft Office Specialist: Microsoft Excel Expert (Excel 2019) <sup>1</sup>
- Microsoft Office Specialist: Microsoft Word Expert (Word 2019) <sup>1</sup>
- General Management <sup>2</sup>

### Aligned Advanced Academic Courses

- AP Macroeconomics
- AP Statistics



### Postsecondary Opportunities

#### Associates Degrees

- Business Administration and Management
- Human Resources Management/Personal Administration

#### Bachelor's Degrees

- Business Analytics
- Accounting and Business Management

#### Master's, Doctoral, and Professional Degrees

- Business Administration and Management
- Organizational Leadership

### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
First-Line Supervisors of Office and Administrative Support Workers	\$62,500	14,000	10%
Human Resources Specialist	\$67,900	6,200	23%
General and Operations Managers	\$110,000	25,500	23%

Successful completion of the Business Management program of study will fulfill requirements of the Business and Industry endorsement. Revised – July 2024

# Business Management Course Information

## Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Business Information Management I	13011400 (1 credit)	None	9
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	10

## Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Business Information Management II (H)	13011500 (1 credit)	Business Information Management I	11

## Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Business Management	13012100 (1 credit)	Business Information Management I, Principles of Business, Marketing, and Finance, <b>AND</b> Business Information Management II	12

## Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
None	-	-	-

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER,  
PLEASE CONTACT YOUR CAMPUS CTE COUNSELOR

<https://tea.texas.gov/cte>

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