

# 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

Level 1 • Business Information Management I

Level 2 • Business Information Management II

Level 3 • Business Management

Level 4 • Career Preparation for Programs of Study



This Program of Study is Available  
at SANTA ROSA ISD

### 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 Certification

- Entrepreneurship and Small Business



### 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->



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## Statewide Program of Study: *Business Management*

### Course Information

	Course	Prerequisites   Corequisites	Career Cluster
Level 1	<b>Business Information Management I</b> 13011400 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
Level 2	<b>Business Information Management II</b> 13011500 (1 credit)	<b>Prerequisites:</b> Business Information Management I <b>Corequisites:</b> None	
Level 3	<b>Business Management</b> 13012100 (1 credit)	<b>Prerequisites:</b> Business Information Management II <b>Corequisites:</b> None	
Level 4	<b>Career Preparation for Programs of Study</b> 12701121 (2 credits)	<b>Prerequisites:</b> Business Management <b>Corequisites:</b> None	

Student Name: \_\_\_\_\_ Student ID#: \_\_\_\_\_

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Counselor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_



COLLABORATIVE ALLIANCE FOR

**RGV-CAREER**

RURAL EDUCATION AND EMPLOYMENT RESOURCES

For additional information on the **Business, Marketing, and Finance** career cluster, contact [cte@tea.texas.gov](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>



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