



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"> Principles of Business, Marketing, and Finance or Business Information Management I |
| Level 2 | <ul style="list-style-type: none"> Business Information Management II |
| Level 3 | <ul style="list-style-type: none"> Business Management |
| Level 4 | <ul style="list-style-type: none"> Practicum in Business Management or Practicum in Business Management + Extended Practicum in Business Management or Career Preparation for Programs of Study or Career Preparation for Programs of Study + Extended Career Preparation |



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/License

- Professional Certificate in Team Leadership
- Property Tax Professionals



Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	- Intern at local business in the HR department - Shadow the COO of a local business or chamber of commerce - Work in a career field of interest to you
Expanded Learning Opportunities	Explore student membership in related professional organizations

Aligned Industry-Based Certifications

- General Management
- Microsoft Office Specialist: Microsoft Word Expert (Word 2019)
- Microsoft Office Specialist: Microsoft Excel Expert (Excel 2019)



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%

Business Management

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>