



Business, Marketing, and Finance

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.



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.

Courses

9 th Grade	Principles of Business, Marketing, and Finance
	Foundations of Business Communication and Technologies
10 th Grade	Business Law
	Virtual Business
	Banking and Financial Services (Optional) Accounting I (Optional)
11 th Grade	Business Communication and Technologies
	Business Management OR Business Management (San Jacinto College Course)
	Human Resources Management
12 th Grade	Statistics and Business Decision Making
	Practicum in Business Management OR
	Career Preparation for Programs of Study



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

Aligned Advanced Academic Course(s)

- AP Statistics

Work-Based Learning/Expanded Learning Opportunities

Work-Based Learning Activities	<ul style="list-style-type: none"> • Earn industry certification • Work on industry projects • Work with Panther Business & Financial Solutions
Expanded Learning Opportunities	Future Business Leaders of America (FBLA)

Aligned Industry-Based Certifications

- Microsoft Office Specialist: Microsoft Excel Expert
- Microsoft Office Specialist: Microsoft Word Expert

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%

Successful completion of this program of study will fulfill requirements of the Business and Industry Endorsement.
Approved Statewide Program of Study: C. E. King High School – 2025-26



Business Management Course Information

Level 1

Principles of Business, Marketing, and Finance

13011200

Grade: 9-10

Credit: 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.

Foundations of Business Communication and Technologies

13011400

Grade: 9-12

Credit: 1

Recommended Prerequisite: Touch Systems and Data Entry

In Foundations of Business Communication and Technologies, 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.

Level 2

Business Law

13011700

Grade: 10-12

Credit: 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.

Virtual Business

13012000

Grade: 10-12

Credit: 0.5

Recommended Prerequisite: Touch Systems and Data Entry

Virtual Business is designed for students to start a virtual business by creating a web presence, conducting online and off-line marketing, examining contracts appropriate for an online business, and demonstrating project-management skills. Students will also demonstrate bookkeeping skills for a virtual business, maintain business records, and understand legal issues associated with a virtual business.

Business Communication and Technologies

13011500

Grade: 11-12

Credit: 1

Prerequisite: Foundations of Business Communication and Technologies

In Business Communication and Technologies, 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.

Industry Based Certifications: Microsoft Office Specialist: Microsoft Word Expert and Microsoft Office Specialist: Microsoft Excel Expert

Accounting I (Optional)

13016600

Grade: 10-12

Credit: 1

Recommended Prerequisite: Principles of Principles of Business, Marketing, and Finance

Accounting encompasses careers that record, classify, summarize, analyze, and communicate a business's financial information/business transactions for use in management decision making. Accounting includes such activities as bookkeeping, systems design, analysis, and interpretation of accounting information.

Banking and Financial Services (Optional)

13016300

Grade: 10-12

Credit: 0.5

Recommended Prerequisite: Principles of Principles of Business, Marketing, and Finance

Banking services are primarily concerned with accepting deposits, lending funds, and extending credit. Banking services include cash management, short-term investments, mortgages and other loans, credit cards, and bill payment. Banking services are delivered via a number of different institutions, from commercial banks (the largest group) and other traditional means (savings and loans associations, credit unions, and local banks) to newer ventures through insurance companies, brokerage houses, and the Internet.



Business Management Course Information

Level 3

Business Management

13012100

Grade: 10-12

Credit: 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.

Human Resources Management

13011900

Grade: 11-12

Credit: 0.5

Human Resources Management is designed to familiarize students with the concepts related to human resource management, including legal requirements, recruitment and employee selection methods, and employee development and evaluation. Students will also become familiar with compensation and benefits programs as well as workplace safety, employee-management relations, and global impacts on human resources.

Level 4

Statistics and Business Decision Making (Satisfies a math credit)

13016900

Grade: 12

Credit: 1

Prerequisite: Algebra II

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.

Practicum in Business Management

13012200

Grade: 12

Credit: 2

Prerequisite: Business Information Management II OR Accounting II

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. Students enhance reading, writing, computing, communication, and reasoning skills and apply them to the business environment. Students incorporate a broad base of knowledge that includes the legal, managerial, marketing, financial, ethical, and international dimensions of business to make appropriate business decisions.