



# 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.

Offered to: LMHS and TCHS



### Secondary Courses for High School Credit

- |                |   |
|----------------|---|
| <b>Level 1</b> | • Business Information Management I                 |
| <b>Level 2</b> | • Business Information Management II                |
| <b>Level 3</b> | • Career Preparation for Programs of Study          |
| <b>Level 4</b> | • Career Preparation for Programs of Study/Extended |

### Aligned Advanced Academic Courses

**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

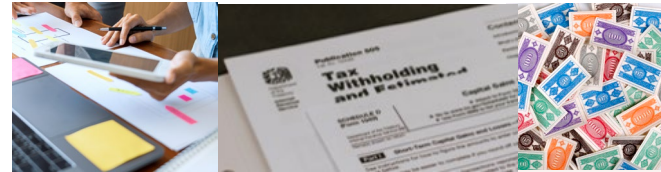
- Intern at local business in the HR department
- Shadow the COO of a local business or chamber of commerce

#### Expanded Learning Opportunities

- Participate in BPA, DECA, FBLA, or related UIL events
- Explore student membership in related professional organizations

### Aligned Industry-Based Certifications

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



### 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



### 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>



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## Statewide Program of Study: *Business Management*

### Course Information

#### Level 1

Course	Prerequisites   Corequisites	Local Course #
<b>Business Information Management I</b> 13011400 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	<b>7767</b>
In Business Information Management I, 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

Course	Prerequisites   Corequisites	Local Course #
<b>Business Information Management II</b> 13011500 (1 credit)	<b>Prerequisites:</b> Business Information Management I <b>Corequisites:</b> None	<b>7768</b>
This is an occupationally specific course which introduces the concepts and skills for producing business documents and correspondence through the use of the document cycle and word processing equipment. Special emphasis is placed on automated management of business records, database management, electronic spreadsheets, and management of information flow, electronic mail, desktop publishing, and graphics. The course provides preparation for employment or advanced standing at the postsecondary level.		

#### Level 3

Course	Prerequisites   Corequisites	Local Course #
<b>Career Preparation for Programs of Study</b> 12701121 (2 credits)	<b>Prerequisites:</b> Two CTE course within the same program of study <b>Corequisites:</b> None	<b>7729</b>
Career Preparation I provides opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences. The goal is to prepare students with a variety of skills for a changing workplace. Career preparation is relevant and rigorous, supports student attainment of academic standards, and effectively prepares students for college and career success. <b>Must maintain a work schedule totaling a minimum of ten hours per week.</b>		

#### Level 4

Course	Prerequisites   Corequisites	Local Course #
<b>Career Preparation for Programs of Study/Extended</b> 12701141 (3 credits)	<b>Prerequisites:</b> Career Preparation for Programs of Study <b>Corequisites:</b> None	<b>7816</b>
Career Preparation II provides opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences. The goal is to prepare students with a variety of skills for a changing workplace. Career preparation is relevant and rigorous, supports student attainment of academic standards, and effectively prepares students for college and career success. <b>Must maintain a work schedule totaling a minimum of fifteen hours per week.</b>		

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>