HOUSTON INDEPENDENT SCHOOL DISTRICT

BUSINESS, MARKETING, AND FINANCE

HISD Academics

Program of Study: Business Management

The **Business Management** program helps students learn how to run a business or organization. It teaches how to plan, lead, and organize the work that needs to be done. Students learn how to make rules, manage daily tasks, and decide how to use supplies and people in the best way. They also get to learn some math and tools that help them understand how a business is doing and how to make it better.

CAMPUSES

- Challenge HS
- Bellaire HS
- HAIS
- Heights HS
- Houston MSTC
- Lamar HS
- Scarborough HS
- South EC HS
- Sterling HS
- Westbury HS
- Westside HS
- High School of Law and Justice

INDUSTRY-BASED CERTIFICATIONS OFFERED

- Microsoft Office Specialist: Microsoft Word Expert
- Microsoft Office Specialist; Microsoft Excel Expert
- Project Management Institute (PMI) Project Management Ready

CAREER OCCUPATIONS

ASSOCIATE'S DEGREE

Human Resources Assistants, Except Payroll and Timekeeping
Median Salary: $46,950
Annual Openings: 8,931

First-Line Supervisors of Office and Administrative Support Workers
Median Salary: $72,590
Annual Openings: 11,011

BACHELOR'S DEGREE

Training and Development Specialists
Median Salary: $72,450
Annual Openings: 45,772

General and Operations Managers
Median Salary: $138,394
Annual Openings: 504,275

MASTER'S, DOCTORAL, AND PROFESSIONAL DEGREES

Operations Research Analysts
Median Salary: $106,674
Annual Openings: 17,288

Management Analysts
Median Salary: $109,177
Annual Openings: 48,394

OTHER OCCUPATIONS

DESCRIPTION	MEDIAN SALARY	ANNUAL OPENINGS	10-YEAR GROWTH
Wholesale and Retail Buyers, Except Farm Products	$82,839	40,331	8%
General and Operations Managers	$138,394	86,957	22%
Project Management Specialists	$105,532	1113,026	19.6%

To learn more about our CTE Programs please visit
https://www.HoustonISD.org/CareerReadiness or any of the campuses listed.

Cite Sources:
**Rice University Kinder Institute Workforce Demand Dashboard (Click Here)*
**"Employment Projections - Texas Wages and Employment Projections" (Click Here)*

HOUSTON INDEPENDENT SCHOOL DISTRICT

BUSINESS, MARKETING, AND FINANCE

HISD Academics

Program of Study: Entrepreneurship

The **Entrepreneurship** program of study teaches students to be inventors and owners of their business creation. They will learn how to create a business plan, advertise, and develop new products to make money. Additionally, you will learn to work with other classmates in teams and to demonstrate and communicate your creative ideas and solutions.

CAMPUSES

Austin HS	Heights HS	Madison HS	Sharpstown HS	Westside HS
Bellaire HS	Houston MSTC	Milby HS	Sharpstown Int	Wheatley HS
Chavez HS	Kashmere HS	North Forest HS	Sterling HS	Wisdom HS
Furr HS	Lamar HS	Northside HS	Waltrip HS	Worthing HS
HAIS (Non-FPOS)	Liberty HS	Scarborough HS	Westbury HS	Yates HS

INDUSTRY-BASED CERTIFICATIONS OFFERED

- National Retail Federation Customer Service and Sales: Certified Specialist
- National Retail Federation Business of Retail: Certified Specialist
- Entrepreneurship and Small Business (ESB)

CAREER OCCUPATIONS

ASSOCIATE'S DEGREE

Operations Research Analysts

Median Salary: $106,674
Annual Openings: 65,320

BACHELOR'S DEGREE

Business Administration and Management

Median Salary: $90,146
Annual Openings: 86,957

MASTER'S DEGREE

Chief Executives

Median Salary: $332,878
Annual Openings: 7,120

OTHER OCCUPATIONS

DESCRIPTION	MEDIAN SALARY	ANNUAL OPENINGS	10-YEAR GROWTH
Online Merchants	$95,234	107,400	5%
Web and Digital Interface Designer	$93,700	11,557	26.7%
Management Analysts and Strategists	$109,177	48,394	23.8%

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BUSINESS, MARKETING, AND FINANCE

HISD Academics

Program of Study: Marketing and Sales

The **Marketing and Sales** program teaches students how to sell products and services. It helps them learn how to find out what people want to buy and how to get them interested in buying it. Students learn how to make ads and other ways to tell people about the product. They also learn how to use information about customers—like what they like, need, and how they shop—to help sell things better.

CAMPUSES

Bellaire HS

Kashmere HS

Middle College Fraga

INDUSTRY-BASED CERTIFICATIONS OFFERED

- Student- Social Media
- Microsoft Office Specialist: Microsoft Excel Expert

CAREER OCCUPATIONS

HIGH SCHOOL DEGREE

Parts Salespersons
Median Salary: $40,084
Annual Openings: 3,697

ASSOCIATE'S DEGREE

Insurance Sales Agents
Median Salary: $63,393
Annual Openings: 6,493

BACHELOR'S DEGREE

Marketing Research Analysts and Marketing Specialists
Median Salary: $67,037
Annual Openings: 6,676

Marketing Managers
Median Salary: $156,330
Annual Openings: 3,665

Public Relations Specialists
Median Salary: $70,959
Annual Openings: 2,791

OTHER OCCUPATIONS

DESCRIPTION	MEDIAN SALARY	ANNUAL OPENINGS	10-YEAR GROWTH
Public Relations Manager	$140,477	616	16.9%
Buyers and Purchasing Agents	$82,839	3,710	3.8 %

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Cite Sources:

**Rice University Kinder Institute Workforce Demand Dashboard (Click here)*