

# 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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| <b>Level 1</b> | <ul style="list-style-type: none"> <li>Principles of Business, Marketing, and Finance</li> <li>Foundations of Business Communication and Technologies</li> <li>Foundations of Business Communication and Technologies + Business Lab</li> </ul>  |
| <b>Level 2</b> | <ul style="list-style-type: none"> <li>Virtual Business</li> <li>Business Law</li> <li>Business Communication and Technologies</li> <li>Business Communication and Technologies + Business Lab</li> <li>Entrepreneurship I</li> </ul>  |
| <b>Level 3</b> | <ul style="list-style-type: none"> <li>Business Management</li> <li>Global Business</li> <li>Human Resources Management</li> </ul>   |
| <b>Level 4</b> | <ul style="list-style-type: none"> <li>Statistics and Business Decision Making</li> <li>Practicum in Business Management</li> <li>Practicum in Business Management + Extended Practicum in Business Management</li> <li>Practicum in Entrepreneurship</li> <li>Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship</li> <li>Career Preparation for Programs of Study</li> <li>Career Preparation for Programs of Study + Extended Career Preparation</li> </ul> |

### Work-Based Learning and Expanded Learning Opportunities

<b>Work-Based Learning Activities</b>	<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>
<b>Expanded Learning Opportunities</b>	<ul style="list-style-type: none"> <li>Participate in BPA, DECA, FBLA, Young Billionaires Club, or related UIL events</li> <li>Explore student membership in related professional organizations</li> </ul>

### Aligned Industry-Based Certifications

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| <ul style="list-style-type: none"> <li>Associate Professional in Human Resources (aPHR)</li> <li>Business of Retail: Certified Specialist</li> <li>Certified Associate in Project Management (CAPM)</li> <li>Content Creation &amp; Marketing Using Adobe Express</li> <li>Customer Service and Sales: Certified Specialist</li> <li>Entrepreneurship and Small Business</li> <li>General Management</li> <li>Knowledge Pillars: AI Industry Acceleration Specialist (AIAS)</li> <li>Meta Certified Digital Marketing Associate</li> <li>Microsoft Certified: Dynamics 365 Fundamentals (ERP)</li> <li>Microsoft Office Specialist 2016 Master/MOS: Expert (365 Apps)</li> </ul> | <ul style="list-style-type: none"> <li>Microsoft Office Specialist: Microsoft Access Expert (2019+)</li> <li>Microsoft Office Specialist: Microsoft Excel Expert (2019+ or 365 Apps)</li> <li>Microsoft Office Specialist: Microsoft Word Expert (2019+ or 365 Apps)</li> <li>Online Marketing Certified Associate (OMCA)</li> <li>Project Management Institute (PMI) Project Management Ready</li> <li>Tosa Desktop Certified User for Google Workspace (Professional level)</li> <li>Tosa Desktop Certified User for Microsoft Office (Professional level)</li> <li>Tosa Google Sheets (Advanced or Expert)</li> <li>Tosa Microsoft Excel (Advanced or Expert)</li> </ul> |
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Successful completion of the Business Management program of study will fulfill requirements of the Business and Industry endorsement.



### 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 Office and Administrative Support Workers

Median Wage: \$61,735  
Annual Openings: 18,874  
10-Year Growth: 9%

#### Human Resources Specialists

Median Wage: \$62,049  
Annual Openings: 8,652  
10-Year Growth: 23%

#### General and Operations Managers

Median Wage: \$96,046  
Annual Openings: 44,419  
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/bmf-business-management-extended.pdf>

