

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.

CFISD Program of Study: **Business Management**

Successful completion of the Business Management program of study will fulfill requirements of the Business and Industry endorsement.

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.



Recommended Course Sequence (credits)(A=advanced)

Students wanting an endorsement in this area must select three (3) or more courses totaling four (4) or more credits with at least one being advanced.

Grade 9	<ul style="list-style-type: none"> Principles of Business, Marketing, and Finance (1) OR Foundations of Business Communication and Technologies (formerly BIM I) (1)
Grade 10	<ul style="list-style-type: none"> Foundations of Business Communication and Technologies (formerly BIM I) (1) OR Business Communication and Technologies (formerly BIM II) (1)
Grade 11	<ul style="list-style-type: none"> Business Management (1) (A) OR Global Business (0.5) AND Human Resources Management (0.5)
Grade 12	<ul style="list-style-type: none"> Practicum in Entrepreneurship I/II (2) (A)

Aligned Industry-Based Certifications Offered in CFISD

(course) (CCMR=impacts “career ready” status as outlined by the TEA Accountability System for College, Career or Military Readiness)

- Microsoft Office Specialist: Microsoft Access Expert (Business Communication & Technologies) (CCMR)
- Microsoft Office Specialist: Microsoft Excel Expert (Foundations of Business Communication and Technologies) (CCMR)
- Microsoft Office Specialist: Microsoft Word Expert (Foundations of Business Communication and Technologies) (CCMR)
- Project Management Institute (PMI) Project Management Ready (Business Communication and Technologies) (CCMR)

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	<ul style="list-style-type: none"> Intern at local business in the HR department Shadow the COO of a local business or chamber of commerce
Expanded Learning Opportunities	<ul style="list-style-type: none"> Participate in BPA, DECA, FBLA, or related UIL events Explore student membership in related professional organizations

AVAILABLE TO STUDENTS AT ALL 12 HIGH SCHOOLS!

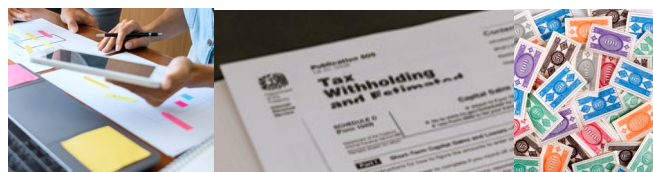
- Receive training on industry-standard material, software & equipment.
- Enhance your resume by earning recognized industry-based certifications.
- Get a jump-start by taking advantage of core curriculum dual credit, transferable to 2-yr and 4-yr degrees.

ALL AT A FRACTION OF THE COST!



For more information on this and other CTE programs of study offered in CFISD, visit <https://www.cfisd.net/academics/career-technical-education/programs-of-study>

What's next? For more information on related programs available to continue your studies at Lone Star College, visit <https://www.lonestar.edu/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



Example Aligned Occupations

Data Source: Texas Wages, Texas Workforce Commission. rev 3/8/2024

First-Line Supervisors of 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%