



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

Level 1	<ul style="list-style-type: none"> Principles of Business, Marketing, and Finance (13011200)
Level 2	<ul style="list-style-type: none"> Business Law (13011700)
Level 3	<ul style="list-style-type: none"> Business Management (13012100)
Level 4	<ul style="list-style-type: none"> Virtual Business / Global Business (13012000/13011800)

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, Young Billionaires Club, or related UIL events Explore student membership in related professional organizations

Aligned Industry-Based Certifications

- Entrepreneurship and Small Business



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%

