



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.

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

9th Grade	Principles of Business, Marketing, and Finance
10th Grade	- BIM 1-Foundations of Business Communication - Business Management
11th Grade	- BIM 1-Foundations of Business Communication - BIM 2- Business Communications - Business Management - Statistics and Business Decision Making
12th Grade	- Practicum in Business Management - Business Management - Statistics and Business Decision Making - BIM 2- Business Communications
Optional Electives	- Entrepreneurship - Career Prep 1

Internship and Practicum Opportunities

Students have the opportunity to gain hands-on experience in a variety of different businesses. There are numerous internships opportunities including the following: **Caterpillar (CAT), Textron, and the Keller Chamber of Commerce.**

Career and Technical Student Organization (CTSO)

DECA

Academic Marketing
Association

FBLA

Future Business
Leaders of America

Career & Technical Student Organizations (CTSOs) are student-led organizations that build leadership, career skills, and real-world experience through competitions, networking, and hands-on learning.

Aligned Industry-Based Certifications

- Microsoft Office Specialist (MOS) Excel Expert
- Microsoft Office Specialist (MOS) Word Expert
- Microsoft Office Specialist (MOS) Access Expert
- Microsoft Office Specialist (MOS) 2016 Master
- NOCTI General Management



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 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%

For more information, visit
the KISD Course Guide
<https://tinyurl.com/464uxm25>

