

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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| Level 1 | <ul style="list-style-type: none"> Principles of Business, Marketing, and Finance Business Information Management I |
| Level 2 | <ul style="list-style-type: none"> Virtual Business Business Information Management II |
| Level 3 | <ul style="list-style-type: none"> Business Management Global Business Human Resources Management |
| Level 4 | <ul style="list-style-type: none"> Practicum in Business Management + Extended Practicum in Business Management Career Preparation for Programs of Study + Extended Career Preparation |



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/Licensures

- Professional Certificate in Team Leadership
- Property Tax Professionals

Aligned Advanced Academic Courses

Dual Credit	Dual credit offerings will vary by Local Education Agency.
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Students should be advised to consider these course opportunities to enrich their preparation. AP or IB courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards Concentrator/Completer status for this program of study.

Work-Based Learning and Expanded Learning Opportunities

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| 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 |

Aligned Industry-Based Certifications

- Microsoft Office Specialist: Microsoft Access Expert (Access 2019)
- Microsoft Office Specialist: Microsoft Excel Expert (Excel 2019)
- Microsoft Office Specialist: Microsoft Word Expert (Word 2019)
- Customer Service and Sales: Certified Specialist



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%

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/programs-of-study/additional-resources>



COURSE INFORMATION			
COURSE NAME	COURSE NUMBER AND CREDITS	PREREQUISITES (PREQ) COREQUISITES (CREQ)	GRADE
Business Information Management I	8608 (1 credit)	None	9-12
Principles of Business, Marketing, & Finance Regular or DC	8601 OR 8601-6 (1 credit)	Dual Credit: SWTJC requirements	10-12
Business Information Management II Regular or DC	8609 or 8609-6 (1 credit)	Regular/Dual Credi: BIM I Dual Credit: SWTJC requirements	Regular: 10-12 Dual Credit: 10-11
Virtual Business	8614 (.5 credit)	Principles of BMF	11-12
Global Business	8615 (.5 credit)	Principles of BMF	11-12
Business Management Regular or Dual Credit	8602 OR 8602-6 (1 credit)	Regular: Prin BMF Dual Credit: SWTJC requirements	11-12
Human Resource Management Dual Credit	8604-6 (.5 credit)	SWTJC requirements	11-12
Extended Practicum in Business Management Regular or Dual Credit	8625 OR 8625-6(3 credits)	Regular: BIM II or Bus. Mgmt. Dual Credit: SWTJC requirements	12
Career Prep I	8606 (3 credits)	None	12

COURSE DESCRIPTIONS

Business Information Management I:

Students will develop the knowledge and skills of Microsoft Office Applications in order to apply to a personal and/or workplace business situation with the use of a personal computer. The course focuses on word processing documents, developing a spreadsheet, creating a database, presentation management, Internet access, and emerging technologies. Students will also continue to develop keyboarding skills and will develop skills for success in the workplace.

Principles of Business, Marketing, & Finance Regular:

Principles of Business, Marketing, & Finance Dual Credit
College Credits for DC: BUSI 1301 & BMGT 1301

In the first semester, students will create their very own business! Students are given the opportunity to enjoy hands-on learning in all areas of business, including the process of building one from the ground up. The second semester allows students to learn to walk in the shoes of a supervisor. Through discussion, role-play, and group interaction students will gain familiarity with valuable leadership qualities, as well as experience in managing the diverse situations of the workplace.

Business Information Management II Regular:

Business Information Management II Dual Credit:
College Credits for DC: POFI 2301 & POFI 1349

Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society in order to make a successful transition to the workforce after high school graduation. Students will develop skills to create complex word-processing documents, advanced spreadsheets using charts and graphs, and make an electronic presentation using Microsoft Office 2013 Applications.

Virtual Business:

Students incorporate a broad base of knowledge that includes the legal, managerial, marketing, financial, ethical, and international dimensions of business to make appropriate business decisions. Students will be able to identify steps needed to locate customers, set fees, and develop client contracts. Students will be able to provide administrative, creative, and technical services using advanced technological modes of communication and data delivery. The student builds a functional website that incorporates the essentials of a virtual business.

Global Business:

Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and to make a successful transition to the workforce and postsecondary education. Students apply technical skills to address global business applications of emerging technologies. Students develop a foundation in the economical, financial, technological, international, social, and ethical aspects of business to become competent consumers, employees, and entrepreneurs. Students enhance reading, writing, computing, communication, and reasoning skills and apply them to the business environment.

Business Management Regular:

Business Mangement Dual Credit
College Credit for DC: BMGT 1327

The various roles of managers and the corporate hierarchy are explored in this course. Students will focus on managerial concepts, issues, and terminology through communication and group work.

Human Resource Management Dual Credit:
College Credit: HRPO 2301

Students work on projects revolving around Human Resources. Students will build their resume, compete for the title of best interviewee, discover personality types, discover their communication abilities, and resolve real-world cases.

Extended Practicum in Business Management Reg. or DC:
College Credit for DC: BMGT 1382

The course allows students the opportunity to work while still receiving school credit. Students are taught about finding their future careers, keeping, as well as leaving, a job, and how to expound on their employable talents.

Career Prep I:

Career Preparation I provides opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences.

Courses in yellow are advanced courses for endorsement purposes.

