

Business, Marketing, and Finance Career Cluster

Revised—June 2024



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.

Endorsement: *Business & Industry 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

9th Grade Principles of Business, Marketing, and Finance (level 1)

10th Grade Business Law (Level 2)
 Elective: Entrepreneurship I (Level 2)

11th Grade Human Resources Management (Level 3) (KCC) **AND**
 Global Business (Level 3) (KCC)

12th Grade Business Management (Level 3) (KCC) **AND**
 Statistics and Business Management (Level 4) (KCC) **OR**
 Career Preparation for Program of Study (Level 4)

A CTE Completer is a student who completes three or more CTE courses for four or more credits including one Level 3 or 4 (advanced level) CTE course within a program of study will fulfill the requirements of a Business and Industry Endorsement.

Aligned Industry-Based Certifications

- Entrepreneurship & Small Business



Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities

- Intern at local business in the HR department
- Shadow the COO of a local business or chamber of commerce

Expanded Learning Opportunities

- Participate in BPA, DECA, FBLA, or related UIL events
- Explore student membership in related professional organizations

NAVIANCE ACCESS

All Killeen ISD students (7th – 12th graders) should login to their Naviance account through Clever.

Log into Naviance by clicking the Clever logo or link and use the College SuperMatch Tool to find colleges offering degree plans in this field.

<https://clever.com/in/killeenisd>



Killeen ISD does not discriminate on the basis of race, color, national origin, sex, or disability in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquires regarding the nondiscrimination policies: Rhea Bell, Title IX Coordinator, 902 N. 10th St., Killeen, TX 76541, 254-336-2822, Rhea_bell@killeenisd.org. Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).



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%

Business Management

Data Source: Texas Wages, 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>

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Endorsement: *Business & Industry*

Statewide Program of Study: *Business Management*



Course Information

IT IS IN THE BEST INTEREST OF THE STUDENT TO TAKE ALL COURSES BELOW IN EACH GRADE

Level 1 9th Grade	Course	Prerequisites Corequisites	Career Clusters
		Principles of Business, Marketing, and Finance* 13011200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None

Level 2 10th Grade	Course	Prerequisites Corequisites	Career Clusters
		Business Law* 13011700 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None
	Entrepreneurship I 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	

Level 3 11th Grade	Course	Prerequisites Corequisites	Career Clusters
	Global Business 13011800 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
	Human Resources Management* 13011900 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
	Business Management 13012100 (1 credit) 12th grade course	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

Level 4 12th Grade	Course	Prerequisites Corequisites	Career Clusters
	Career Preparation for Programs of Study* First Time Taken: 12701121 (2 credits)	Prerequisites: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

* Indicates course is included in more than one program of study.

Armed Forces Career Information

<ul style="list-style-type: none"> Financial Management Technician– U.S. Army Personnel– U.S. Air Force Retail Services Specialist or Human Resources Specialist– U.S. Navy Transportation Management Coordinator– U.S. Army This is not a comprehensive list. 	Local Armed Forces Recruiter Contact Information: <ul style="list-style-type: none"> Air Force – (254) 247-8992 Army – (254) 690-8554 Army National Guard – (903) 262-6355 Marines – (254) 690-2626 Navy – (254) 690-2096
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*See your school counselor to connect with a military recruiter for career counseling and to take the ASVAB in high school.