

O'Donnell High School 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

You must complete four credits from this list, including Statistics and Business Decision Making.

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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"> Business Information Management II Entrepreneurship I |
| Level 4 | <ul style="list-style-type: none"> Statistics and Business Decision Making |

Aligned Advanced Academic Courses

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| Dual Credit | <ul style="list-style-type: none"> BCIS 1305 Business Computer Applications BUSI 1301 Business Principles |
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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)



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%

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>



Business, Marketing, and Finance Career Cluster

Statewide Program of Study: *Business Management*

Course Information

	Course	Prerequisites Corequisites	Career Clusters
Level 1	Principles of Business, Marketing, and Finance 7063 (OHS Course #) 13011200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
	Business Information Management I 7050 (OHS Course #) 13011400 (1 credit)	Prerequisites: None Corequisites: Business Information Management Lab Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	
Level 2	Business Information Management II 7051 (OHS Course #) 13011500 (1 credit)	Prerequisites: Business Information Management I Corequisites: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	
	Entrepreneurship I 7049 (OHS Course #) 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Level 4	Statistics and Business Decision Making 7301 (OHS Course #) 13016900 (1 credit)	Prerequisites: Algebra II Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	



For additional information on the **Business, Marketing, and Finance** career cluster, contact cte@tea.texas.gov or visit <https://tea.texas.gov/cte>