

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.

Entrepreneurship Statewide Program of Study



The Entrepreneurship program of study teaches CTE learners how to plan, direct, and coordinate the management and operations of public or private sector organizations. Through this program of study, students will learn the skills necessary to formulate policies, manage daily operations, analyze management structures, and plan for the use of materials and human resources.

Secondary Courses for High School Credit

Level 1

- Principles of Business, Marketing, and Finance
- Business Information Management I/Lab

Level 2

- Entrepreneurship

Level 3

- Entrepreneurship II

Level 4

- Practicum in Business Management
- Career Preparation I

Work-Based Learning and Expanded-Learning Opportunities

Exploration Activities

- Participate in Business Professionals of America, Future Leaders of America, or DECA

Work-Based Learning Activities

- Intern with a local management consulting firm

Industry-Based Certifications

- Entrepreneurship and Small Business

Postsecondary Opportunities

Associates Degrees

- Business Administration and Management
- Business/Commerce
- Public Administration
- Business Management

Bachelor's Degrees

- Business Administration and Management
- Business/Commerce
- Public Administration
- Management Science

Master's, Doctoral, and Professional Degrees

- Business Administration and Management
- Business/Commerce
- Public Administration
- Management Science



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
General and Operations Managers	\$107,640	18,679	20%
Management Analysts	\$87,651	4,706	32%
Managers, All Others	\$113,110	1,794	26%

Successful completion of the Entrepreneurship program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022