

GRADUATION ENDORSEMENT

Business & Industry

The computer explosion of the 1980s and 1990s has proliferated business, management, and administration careers. Literally millions of new job opportunities are available that were never possible before. Not only have new careers been created, but also every phase of the existing business, management, and administration cluster has been adapted or upgraded. A major thrust is on information and analysis processing. Now with such state-of-the-art technology as fax machines, modems, E-mail, voice mail, and call waiting, information can be processed across the office or across the country in seconds. Businesses can track railroad cars or mail deliveries, can maintain more accurate inventories, and can use the data analysis to market their products and ideas. The business, management, and administration programs provide students with the latest technology and opportunities to develop background knowledge. The knowledge and the skills learned in the indicated courses will enable students to pursue a career in this cluster.

POSSIBLE CAREER PATHS WITHIN THIS CAREER CLUSTER

Office Manager, Operations Research Analyst, Financial Officer, Human Resources Manager, Executive, Marketing Manager, Business Analysis, Human Resource Officer, Information Support Management, Entrepreneur, Accountant, Financial Manager, and Business Analyst

Programs of Study offered at Wylie High School:

- Accounting and Financial Services
- Business Management
- Entrepreneurship
- Marketing and Sales

Meet the Teachers



Pam Mauldin

Laura Vinson

Melissa Kelley

Megan Rausch



Level 1	Principles of Business, Marketing, and Finance Business Information Management I
	Business Law
Level 2	Business Management
Level 3	Career Preparation I
Level 4	

HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE / LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
Microsoft Office Specialist or Expert- Excel	Certified Records Manager	Business Administration	Business Administration	Business Administration
Microsoft Office Specialist or Expert - Word	Certified Facility Manager	Business/Commerce	Business/Commerce	Business Management
Google Cloud Certified Professional – G-Suite	Certified Commercial Contracts Manager	Public Administration	Public Administration	Public Administration
Certified Associate in Project Management	Teradata 14 Basics/ Certified Technical Specialist	Business Management	Management Science	Management Science

Occupations	Median Wage	Annual Openings	% Growth
Administrative Service Managers	\$96,138	2,277	21%
Management Analysts	\$87,651	4,706	32%
General and Operations Managers	\$107,640	18,679	20%
Operations Research Analysts	\$78,083	1,128	38%
Supervisors of Administrative Support Workers	\$57,616	14,982	20%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES	
Exploration Activities: Business Professional of America (BPA), Future Business Leaders of America (FBLA), and DECA	Work Based Learning Activities: Internship with local business or chamber of commerce

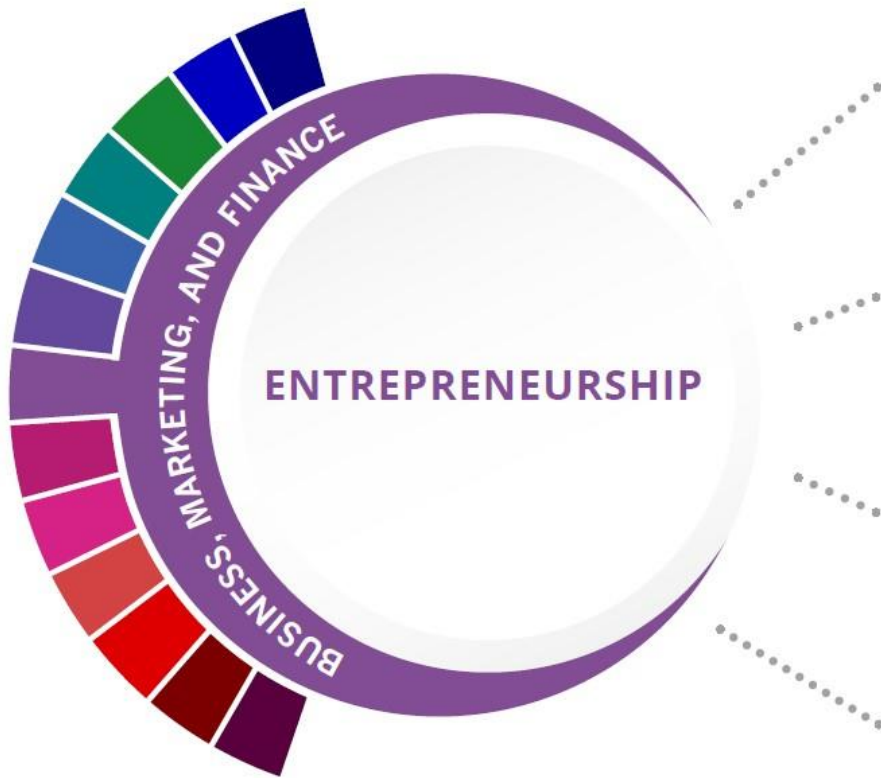
Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

The Business Management program of study teaches CTE learners how to plan, direct, and coordinate the administrative services and operations of an organization. Through this program of study, students will learn the skills necessary to formulate policies, manage daily operations, and allocate the use of materials and human resources. This program of study will also introduce students to mathematical modeling tools and organizational evaluation methods

 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.

Successful completion of the Business Management program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020





Level 1
Principles of Business, Marketing,
and Finance
Business Information Management
I

Entrepreneurship

Level 2

Level 3

Career Preparation I

Level 4

HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
Microsoft Office Expert - Excel	Certified Facility Manager	Business Administration and Management	Business Administration and Management	Business Administration and Management
Microsoft Office Expert - Word	Certified Management Accountant	Business/ Commerce	Business/ Commerce	Business/ Commerce
Entrepreneurship and Small Business	Certified Project Consultant	Public Administration	Public Administration	Public Administration
	Accredited Management Consultant	Business Management	Management Science	Management Science

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%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities:	Work Based Learning Activities:
Business Professionals of America (BPA) Future Leaders of America (FBLA) DECA	Internship with local management consulting firm

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

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.



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.

Successful completion of the Entrepreneurship program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020





Level 1
Principles of Business, Marketing,
and Finance
Business Information Management
I

Accounting I
Financial Mathematics

Level 2

Level 3

Securities and Investments Career
Preparation I

Level 4

HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
QuickBooks Certified User	Certified Management Accountant	Real Estate	Accounting	Financial Accounting
Microsoft Office Specialist or Expert - Excel	Certified Internal Auditor	Financial, General	Financial, General	Business Administration
Certified Insurance Service Representative	Certified Income Specialist	Financial Planning and Services]	Financial Planning and Services]	Financial Planning
	Certified Public Accountant	Certified Income Specialist	Certified Income Specialist	

Occupations	Median Wage	Annual Openings	% Growth
Accountants and Auditors	\$71,469	14,436	22%
Loan Officers	\$68,598	2,419	19%
Personal Financial Advisors	\$86,965	1,861	52%
Administrative Service Managers	\$96,138	2,277	21%
Insurance Underwriters	\$66,206	594	14%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities:	Work Based Learning Activities:
Business Professionals of America (BPA) Future Business Leaders of America (FBLA) DECA	Internship with local accounting firm Microsoft Office Specialist (MOS) certifications

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

The Accounting and Financial Services program of study teaches CTE learners how to examine, analyze, and interpret financial records. Through this program of study, students will learn the skills necessary to perform financial services, prepare financial statements, interpret accounting records, give advice, or audit and evaluate statements prepared by others. This program of study will also introduce students to mathematical modeling tools.



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.

Successful completion of the Accounting & Financial Services program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020





Principles of Business, Marketing, and Finance

Level 1

Fashion Marketing
Sports and Entertainment Marketing

Level 2

Social Media Marketing Advertising

Level 3

Career Preparation I

Level 4

HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE / LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
Microsoft Office Specialist or Expert - Excel	Certified Product Manager	Marketing/ Marketing Management, General	Marketing/ Marketing Management, General	Marketing
Microsoft Office Specialist or Expert - Word	DMA Certified Marketing Professional	Consumer Merchandising/ Retailing Management	Business Administration	Business Administration
Google Analytics Individual Qualification	Certified Salesperson	International Marketing	Applied Economics	Applied Economics
Entrepreneurship and Small Business	Real Estate Appraiser	Business	Marketing Research	Advertising

Occupations	Median Wage	Annual Openings	% Growth
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agents	\$43,181	5,886	30%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%
Wholesale and Retail Buyers	\$51,106	1,229	19%

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES	
Exploration Activities:	Work Based Learning Activities:
Business Professionals of America (BPA), Future Business Leaders of America (FBLA), and DECA	Internship with local marketing firm; shadow a real estate agent; operate a school store on campus

The Marketing and Sales program of study teaches CTE learners how to collect information to determine potential sales of a product or service and/or create a marketing campaign to market or distribute goods and services. Through this program of study, students will learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits.



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.

Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020

