

BUSINESS, MARKETING & FINANCE

Programs of Study Information



About

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.

BUSINESS MANAGEMENT

Aligned Occupations

- General Manager
- Human Resources Specialist
- Supervisor
- Entrepreneur
- Operations Manager

ACCOUNTING & FINANCIAL SERVICES

Aligned Occupations

- Tax Preparers
- Accountant
- Auditor
- Personal Financial Advisor
- Entrepreneur

MARKETING AND SALES

Aligned Occupations

- Market Research Analyst
- Sales Manager
- Retail Sales
- Entrepreneur

ENTREPRENEURSHIP

Aligned Occupations

- General Manager
- Operations Manager
- Management Analyst
- Chief Executive

Programs 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.



ACCOUNTING AND FINANCIAL SERVICES

The Accounting and Financial Services program of study focuses on occupational and educational opportunities associated with examining, analyzing, and interpreting financial records. It includes exploration of financial services, preparing financial statements, auditing financial statements prepared by others, and interpreting accounting records. This program of study also introduces students to mathematical modeling tools.

MARKETING AND SALES

The Marketing and Sales program of study focuses on occupational and educational opportunities associated with collecting information to estimate potential sales of a product or service and create campaigns to market or distribute goods and services. It includes applying data related to customer demographics, preferences, needs, and buying habits.



ENTREPRENEURSHIP

The Entrepreneurship program of study focuses on occupational and educational opportunities associated with planning, launching, directing, and coordinating public or private sector ventures. This program of study includes formulating policies, launching businesses or organizations, managing daily operations, analyzing management structures, and planning for the use of materials and human resources.





BUSINESS, MARKETING & FINANCE

Sequence	BUSINESS MANAGEMENT	ACCOUNTING (AND FINANCIAL SERVICES)	MARKETING AND SALES (Entrepreneur- ship)	MARKETING AND SALES (Media)	MARKETING AND SALES	ENTREPRENEUR- SHIP (Option 1 vs Option 2 @ CHS, EHS, FHS, HHS, LSHS)
Y1	Survey of Business, Marketing, and Finance	Survey of Business, Marketing, and Finance or Money Matters	Survey of Business, Marketing, and Finance or Digital Media	Survey of Business, Marketing, and Finance or Digital Media	Digital Media	Survey of Business, Marketing, and Finance or Business Information Management I (BIM)
Y2	Business Law	Accounting I or Money Matters or Banking & Financial Services	Entrepreneurship	Sports and Entertainment Marketing and Social Media Marketing	Fashion Marketing Advertising	Entrepreneurship or <i>INCubatoredu @ CHS, EHS, FHS, HHS, LSHS</i>
Y3	Business Information Management I (BIM) or Global Business and Human Resource Management (online option only)	*Accounting II	Practicum in Marketing I	Practicum in Marketing I	Practicum in Marketing I	Practicum in Marketing I or <i>INCubatoredu (Second year taken) @ CHS, EHS, FHS, HHS, LSHS</i>
Y4	*Business Information Management II (BIM) or Global Business and Human Resource Management (online option only)	*Securities & Investment	*Practicum in Marketing II	*Practicum in Marketing II *Sports Management @ WHS NOTE: District course located at WHS	*Practicum in Marketing II *Sports Management @ WHS NOTE: District course located at WHS	*Practicum in Marketing II or <i>*ACCEleratoredu @ CHS, EHS, FHS, HHS, LSHS</i>