



Management and Entrepreneurship

Career Goal (O*NET Code): Entrepreneur, (11-1021), Business Executive (11-1011), Property Manager (11-9141), Advertising Promotions (11-2011), Purchaser (11-3061), Sales or Marketing Manager (11-2021/22)

Cluster Overview: Marketing, Sales, and Service careers encompass planning, managing, and performing marketing activities to reach organizational objectives.

		SUGGESTED COURSEWORK		EXTENDED LEARNING EXPERIENCES		
High School	9th	Core Courses	English I Algebra I Biology	World Geography Languages other than English I Health/PE or Equivalent	Curricular Experiences: Business Professionals of America DECA Future Business Leaders of America Career Learning Experiences: Career Preparation (Paid/Unpaid) Job Shadowing Internship School Based Enterprise	Extracurricular Experiences: Academic Decathlon UIL Math Tutor School Class Officer School Newspaper Yearbook Service Learning Experiences: Boys and Girls Clubs of America Boy Scouts of America Community Service Volunteer Girl Scouts of the USA
		Career-Related Electives	Introduction to Business AND Recordkeeping or Principles of Marketing AND Entrepreneurship or Accounting I			
	10th	Core Courses	English II Geometry Chemistry	World History Languages other than English II Business Computer Information Systems I**		
		Career-Related Electives	Services Marketing AND Business Ownership or Business Image Management and Multimedia*			
	11th	Core Courses	English III Mathematical Models Physics	United States History Communication Applications PE or Equivalent		
		Career-Related Electives	Technology in Marketing or E-Commerce or related Career Preparation I program* or Business Computer Information Systems II or Marketing Dynamics			
12th	Core Courses	English IV Algebra II Environmental Systems	Government/Economics Fine Arts			
	Career-Related Electives	Related Career Preparation II program* or Business Communications or Independent Study or Precalculus or Marketing Management				
On-the-Job Training	Cashier Collections Worker Insurance Agent	New Accounts Representative Auto Parts Sales and Service Retail Sales Supervision	Entrepreneur Telemarketer			
	NOTE: These experiences may be started and/or completed as part of the high school experience.					
Certificates	Internet and Computing Core Certification (IC3) National Professional Certification in Customer Service OSHA CareerSafe	Adobe Certified Expert (ACE) Certified e-Marketing Associate A*S*K Certification		Career Options: Adobe Editor e-Sales Specialist Client Contact Specialist Administrative Assistant	Professional Associations: American Management Association American Marketing Association Business Marketing Association Direct Marketing Association International Entrepreneur Association Marketing Education Association National Bureau of Certified Consultants National Business Education Association Sales and Marketing Executives International Society of Marketing Professional Services	
	NOTE: Students may earn all or part of these certificates as part of the high school experience.					
Postsecondary	Associate's Degrees	15 hours Core Curriculum Cluster Foundation Business Math (POFT 1X21) OR College Algebra (MATH 1X14) OR Contemporary Math I (MATH 1X32) OR Mathematics for Business and Social Sciences (MATH 1X24) OR Business Calculus (MATH 1X25) Business Computer Applications (BCIS 1X05) OR Micro-Computer Applications (COSC 1X01) OR Computer Applications I (POFI 1X01) Integrated Software Applications I (ITSC 1X09) OR Introduction to Computers (ITSC 1X01) Principles of Accounting - Financial (ACCT 2X01) OR Introduction to Accounting (ACNT 1X03) Business Communications (BUSI 2X04) OR Communications in Management (BMGT 1X05) Supervision (BMGT 1X01) OR Principles of Management (BMGT 1X27) Salesmanship (BUSI 1X11) OR Principles of Selling (MRKG 2X33) Principles of Marketing (MRKG 1X11) Small Business Management (BUSG 2X09) Information & Project Management (BMGT 1X09) Advanced Communications in Management (BMGT 2X05) POS Specific Courses Business Law (BUSI 2X01) OR Legal Environment of Business (BUSI 2X02) OR Business Law/Commercial (BUSG 2X17) OR Import Customs Relations (IBUS 2X45) OR Contracts (LGLA 1X51) E-Commerce Management (MRKG 2X12) Business Ethics (BMGT 1X41) Human Resource Management (HRPO 2X01) Marketing Research and Strategies (MRKG 2X48) Introduction to Computerized Accounting (ACNT 1X11)		Career Options: Product Promoter Purchasing Agent Independent Distributor Department Manager Franchise Manager		
		Certifications, Licenses & Credentials None identified.				
	Bachelor's Degrees	Advertising Small Business Administration Real Estate Appraisal Sport and Fitness Management	Sales Operations Marketing Communications Sociology	Public Management Franchise Operations Psychology		Career Options: Promotions Manager Product Manager Small Business Owner Business Principal Investor
Graduate Degrees	Leadership Studies Heritage Management Interdisciplinary Studies	Business Administration Public Administration	Comparative International Law Industrial - Organizational Psychology Community-Based Services for Aging	Career Options: Production Manager Business Developer Management Consultant Business Investor Company President		
<small>* May substitute for the required credit for Physical Education ** Satisfies the required credit for Technology Applications *** May substitute for the required credit for Health Education</small>		<small>Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally articulated courses, if possible.</small>		<small>This plan of study serves as a guide, along with other career planning materials, for pursuing a career path and is based on the most recent information as of 2007. All plans should meet high school graduation requirements as well as college entrance requirements. Students may select other elective courses for personal enrichment purposes.</small>		