CAREER CLUSTERS—FOCUSING EDUCATION ON THE FUTURE

Business, Management & Administration

Preparing for Career Success in Business, Management and Administration

CC9004

Career Clusters Prepare All Students for College, Technical Training and Careers

Career Clusters prepare learners of all ages for the information age as schools, colleges, and employers strive for higher achievement in science, math and communication. One key to improving learner achievement is providing learners with relevant contexts for studying and learning. Career Clusters offer these contexts by linking school-based learning with the knowledge and skills required for continued success.

The Concept of Career Clusters

Career Clusters identify the knowledge and skills learners need as they follow a pathway toward their career goals. The knowledge and skills identified form a strong basis for learner success whether the learners are in high school, college, technical training, or in the workplace.

How to Pursue Education and Training in Business, Management and Administration

There are thousands of challenging educational and training opportunities within the high-skilled world of Business, Management and Administration. Learners need a solid background in math, science and technical skills. Education and training can be obtained in high schools, technical colleges, two-year community colleges, four-year colleges, and career technical schools/institutes.

Along the way, career guidance professionals assist learners in assessing their educational goals, interests, abilities and skills to facilitate a good match to the cluster's many pathway options. Learners participate in relevant educational opportunities framed in the context of the cluster. They gain knowledge and skills through coordinated workplace learning experiences such as site visits, job shadowing and internships. If they choose, they may achieve valuable skill certifications that lead to employment. Colleges and universities offer advanced degrees and industry certifications that prepare learners for professional and technical careers.

Career Pathways at a Glance

The Business, Management and Administration Career Cluster is divided into six pathways. Pathways are grouped by the knowledge and skills required of occupations in these career fields. Each pathway provides instruction as a basis for success in an array of careers and educational pursuits.

The Six Pathways

- Management
- Business Financial Management and Accounting
- Human Resources
- Business Analysis
- Marketing
- Administration and Information Support

What Is the Business, Management and Administration Career Cluster?

The Business, Management and Administration Cluster prepares learners for careers in planning, organizing, directing and evaluating business functions essential to efficient and productive business operations. Career opportunities are available in every sector of the economy and require specific skills in organization, time management, customer service and communication.

Employment Outlook

Nearly half of all jobs are in managerial and professional occupations, and nearly one-fourth of all workers are self-employed. The business management and administration services industry is one of the highest-paying industries. In the next few years, many new jobs will be added and many openings will result from the need to replace experienced workers who leave jobs.

Management

Overview

Employees working in the Management pathway focus on preparation and execution of business activities; supervision of other employees; maintenance of facilities, equipment and supplies; organization of operations and production; utilization of marketing functions to ensure success; performance of financial functions; communication with customers, clients and others; performance of administrative functions; and use of professional services.

Sample Occupations

- Entrepreneur
- Chief Executive Officer
- General Manager
- Controller
- Public Relations Manager
- Hospital Manager
- Human Resources Manager
- Government Manager
- Financial Analyst
- Risk Manager

Credentials

- Most jobs require at least a bachelor's degree from a four-year university or college in management or in a related field such as administration, accounting, marketing, finance, public government or hospital management.

The premier management degree is a master of business administration (MBA) degree.

- Professional organizations offer certification programs that are recognized marks of competency in the profession. Most require experience and passing a comprehensive exam that demonstrates competence in specific components of the field. Examples are Certified Professional Consultant and Certified Government Auditing Professional.

Employment Outlook

Between 2004 and 2014, wage and salary jobs in business management and administrative services are expected to grow, ranking occupations in this pathway among the fastest growing in the industry. Projected job growth can be attributed to the increasing complexity of business. The most successful job applicants will have a combination of experience and college degrees. Because it has become difficult to keep abreast of technological innovations, changes in government relations and growing environmental concerns, corporations, institutions and governments will increasingly need well-trained, well-informed business and management professionals.

Business Financial Management and Accounting

Overview

Employees in the Business Financial Management and Accounting pathway help design, install, maintain and use general accounting systems to prepare, analyze and verify financial reports and related economic information to help make important financial decisions for an organization.

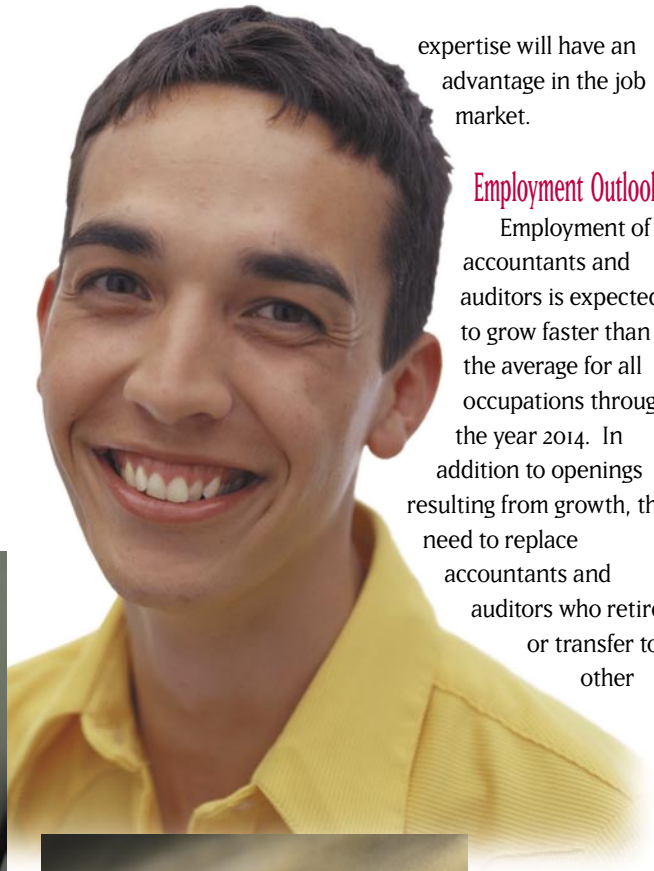
Sample Occupations

- Accountant
- Adjuster
- Auditor
- Bookkeeper
- Billing Supervisor
- Price Analyst
- Treasurer
- Chief Financial Officer
- Finance Director
- Accounts Payable Clerk
- Financial Accountant
- Billing Clerk

Credentials

Most jobs require at least a bachelor's degree in accounting or a related field from a four-year university or college. Professional organizations offer certification programs that are recognized marks of competency in the profession. Most require experience and passing a comprehensive exam that demonstrates competence in specific

components of the field. Examples are Certified Public Accountant and Certified Purchasing Professional. Job seekers who obtain professional recognition through certification or licensure, a master's degree, proficiency in financial computer software or specialized expertise will have an advantage in the job market.



Employment Outlook

Employment of accountants and auditors is expected to grow faster than the average for all occupations through the year 2014. In addition to openings resulting from growth, the need to replace accountants and auditors who retire or transfer to other

occupations will produce numerous job openings annually. The most successful job applicants will have college degrees and some work experience. Competition will remain keen for jobs in major accounting and business firms.

Human Resources

Overview

Employees working in the Human Resources pathway recruit, interview and hire the most qualified employees and match them to the positions for which they are best suited.

Those who work in this pathway also comply with employment and labor laws, provide training and implement activities that boost employees' satisfaction.

Sample Occupations

- Human Resources Manager
- Compensation and Benefits Manager
- Training and Development Specialist
- Labor and Personnel Relations Specialist
- Equal Employment Opportunity Specialist
- OSHA/ADA Compliance Officer
- Human Resources Information Systems Specialist
- Meeting and Convention Planner
- Personnel Recruiter
- Human Resources Assistant
- Human Resources Clerk

Credentials

The educational background required to work in this career pathway depends on the level of job responsibilities. Degrees are offered at a number of colleges and universities. Professional organizations offer certification programs that are recognized marks of competency in the profession. Most require experience and passing a comprehensive exam that demonstrates competence in specific components of the field. Examples are Certified Human Resources Executive and Certified Employee Benefits Specialist.

Employment Outlook

Individuals trained in human resources are employed in numerous industries. Others are self-employed and work as consultants. According to U.S. Department of Labor information, employment in human resources occupations is expected to grow faster than average for all occupations through 2014. Employment openings and growth are influenced by the size and philosophy of the organization, technological changes, collective bargaining agreements and government regulations. Other openings will result from the need to replace workers who transfer to other occupations or leave the workforce. The most successful job applicants will have a college degree along with some work experience in this field.

Business Analysis

Overview

People with careers in the Business Analysis pathway analyze business problems and situations, and then formulate and communicate appropriate solutions. Employees in this cluster research and study business data to create solutions that are the most cost-effective and beneficial to the business while promoting its philosophies and strategies. This pathway also includes the use of business statistics to study and analyze data, teamwork to analyze and formulate solutions, and communication with clients to obtain information and to present projections and solutions.

Sample Occupations

- Budget Analyst
- Business Analyst
- Compensation Analyst
- Cost Analyst
- Database Business Analyst
- Financial Analyst
- Investment Analyst
- Management Analyst
- Marketing Analyst
- Project Analyst
- Systems Analyst

Credentials

The educational background required in the business analysis field varies because of the wide range of responsibilities and content areas. Most positions will require a graduate degree, such as a master of business administration (M.B.A.) degree. Preference is given to applicants with a second degree in another area of specialty. Degrees are offered at a number of colleges and universities. Professional organizations offer certification programs that are recognized marks of competency in the profession. Most require experience and passing a comprehensive exam that demonstrates competence in specific components of the field. An example is Chartered Financial Analyst.

Employment Outlook

The employment outlook for careers in the Business Analysis pathway is growing faster than average through the year 2014. The Bureau of Labor Statistics has analyst positions in the information technology area listed in the "Hottest Jobs" category. Analysts work in numerous businesses and industries. Many are self-employed and work as consultants or analyst-consultants. The most successful job applicants will have a combination of experience and college degrees with one degree in business administration and a second in another area of specialty.

Marketing

Overview

People working in the Marketing pathway manage products and services; conduct research; promote, sell and maintain products and services; and handle communications both inside and outside the organization.

Sample Occupations

- Marketing Manager
- Sales Engineer
- Store Manager
- Assistant Store Manager
- Customer Service Supervisor
- Retail Salesperson
- Wholesale or Retail Buyer
- Marketing Information Manager
- Public Relations Specialist
- Advertising Agent
- Telemarketer

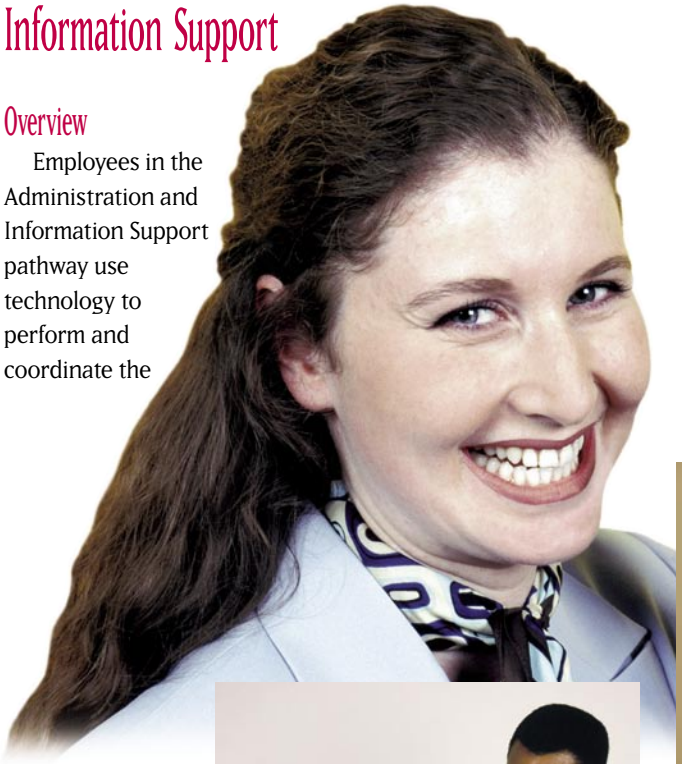
Credentials

There are many certificates, associate degrees, and bachelor's degrees available for those pursuing careers in marketing. Professional organizations offer certifications that are recognized marks of competency in the profession. Most require experience and passing a comprehensive exam that demonstrates competence in specific components of the field. Examples of certificates include Applications of Desktop, Marketing, Retail Management, Advertising and Public Relations, and Real Estate-Sales/Broker.

Employment Outlook

According to the Department of Labor, openings in sales-related occupations are projected to grow faster than average by the year 2014. Openings include the increase in the number of jobs, plus openings available because of replacements for retirees and job changes. The total number of wage and salary jobs is projected to increase more slowly than average, but high job turnover will produce a large number of job openings.

Administration and Information Support



Overview

Employees in the Administration and Information Support pathway use technology to perform and coordinate the administrative activities of an office and to ensure that information is collected and disseminated to staff and clients.

Sample Occupations

- Administrative Assistant
- Executive Assistant
- Office Manager
- Information Assistant
- Desktop Publisher
- Customer Service Assistant
- Data Entry Specialist
- Receptionist
- Computer Operator
- Word Processor

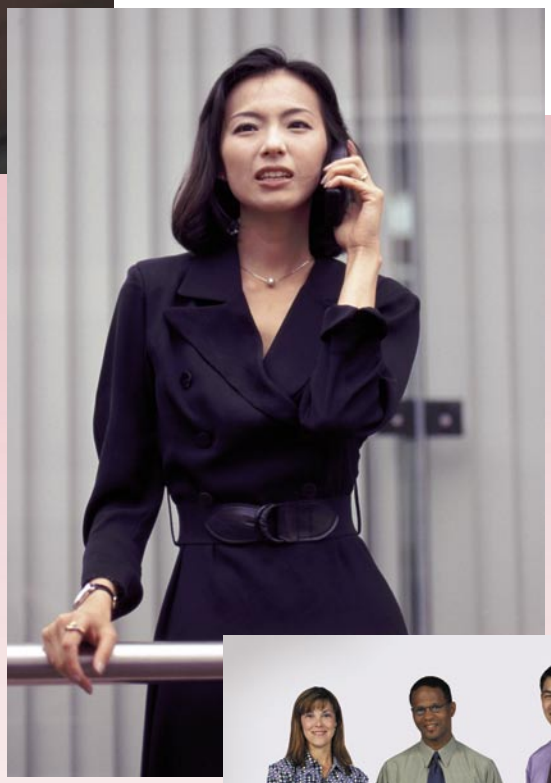
Credentials

The amount of education required to work in the administration and information support field depends on the duties and responsibilities of the position. Degrees related to this field are offered at a number of colleges and universities. Professional organizations offer certification programs that are recognized marks of competency in the profession. Most require experience and passing a comprehensive exam that demonstrates competence in specific components of the field. Examples of certificates include Certified Professional Legal Secretary and Certified Administrative Professional.

Employment Outlook

Through 2014, certain jobs found in this sector are expected to increase at a greater than average rate, including customer service representatives, paralegals, receptionists and information/records clerks. Jobs in medical records will grow much faster than average, while desktop publishing will grow at a faster than average rate. Job opportunities for computer and data processing services will be excellent for most workers. Administrative and information support managers will be needed to coordinate an increasing amount of support work and ensure that technology is applied and running properly. Opportunities will be best for skilled and experienced workers.

Career Clusters link what students learn in school with the knowledge and skills they need for success in college and careers.



The 16 Career Clusters

Agriculture, Food & Natural Resources
Architecture & Construction
Arts, A/V Technology & Communications
Business, Management & Administration
Education & Training
Finance
Government & Public Administration
Health Science
Hospitality & Tourism
Human Services
Information Technology
Law, Public Safety, Corrections & Security
Manufacturing
Marketing, Sales & Service
Science, Technology, Engineering & Mathematics
Transportation, Distribution & Logistics

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States' Career Clusters

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