

## CAREER FUNNEL (Second Option)

---

Besides the major career cluster mentioned in the previous page, you may also opt for **BUSINESS AND ADMINISTRATION**. We highly recommend you to consult with your counselor for more information. Jobs in the business and administration career cluster involve planning, organizing, directing, performing, and evaluating business functions essential to effective and productive business operations.

### Career Pathways in Business and Administration

A career pathway is an area of concentration within a career cluster. Each pathway contains a group of careers requiring similar academic and technical skills as well as similar industry certifications or postsecondary education. The business and administration career cluster comprises six pathways: financial management and accounting, human resources, administrative and information support, business analysis, management, and marketing and communications.

- **Financial Management and Accounting:** Workers in this pathway perform a company's financial operations, tracking sales and expenses, planning budgets, handling invoicing, receiving payments, preparing tax statements, and more.
- **Human Resources:** This pathway focuses on the management of people. Jobs include labor relations manager, personnel manager, industrial-organizational psychologist, and human resources manager.
- **Administrative and Information Support:** Workers in this pathway help a company operate efficiently.
- **Business Analysis:** This pathway covers any activity that helps people understand how a particular aspect of a business works. Workers in this pathway include management consultants, management analysts, operations analysts, systems analysts, and business analysts.
- **Management:** Management is the direction or control of a business or enterprise. This pathway focuses on managing specific aspect of the organization such as marketing manager.
- **Marketing and Communications:** Workers in this pathway help their firms market and sell products and services more effectively.