Management & Entrepreneurship

Driving Business Success Across All Industries

The modernized National Career Clusters Framework comprises 14 industry-oriented, sector-specific Career Clusters and 72 Sub-Clusters. Industry sector profiles serve as a resource for each Career Cluster. Each profile provides a Cluster overview, details the Sub-Clusters, and contains labor market data, occupational data, and relative skills.

Each industry sector profile was developed through an analysis of quantitative and economic data organized by the North American Industry Classification System (NAICS), Standard Occupation Classification (SOC) codes, as well as national labor market data from the U.S. Bureau of Labor Statistics (BLS) and other federal sources. The Career Cluster title and caption, full definition, and Sub-Clusters

with definitions are part of the official Framework and informed by input from sector-focused Industry Advisory Groups convened.

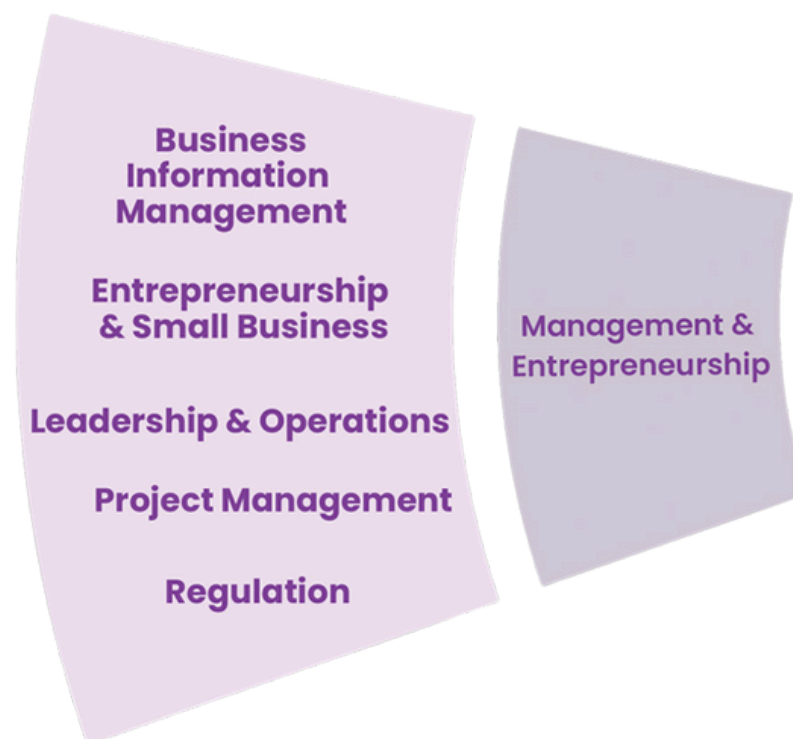The Industry Sector Profiles can be used in a variety of ways, including to:

- ❯ understand the breadth and depth of each Cluster;
- ❯ identify skills, competencies, and careers that can be incorporated into curriculum and program design;
- ❯ create connections and opportunities for work-based learning;
- ❯ assist learners in career exploration and advising;

...and many other possible uses!

Overview: Management & Entrepreneurship Career Cluster

The Management & Entrepreneurship Career Cluster explores the wide range of career opportunities that center on the essential functions of managing an organization or business, regardless of size. Skills developed from programs in this Cluster lead learners to build and run their own business, work in operations or project management, or strengthen the effectiveness of an organization. Contextualized within the other Clusters, this Cross-Cutting Cluster helps learners understand what specialized management functions a specific industry requires or what additional technical skills are required to be an entrepreneur in that sector. This Cluster falls within the "Connecting and Supporting Success" Cluster Grouping, recognizing learners' passions for illustrating the additional specialized functions each industry requires outside their sector area to succeed. For more information about the interdisciplinary nature of the Career Clusters, including the application of the Cross-Cutting Career Clusters read the Interdisciplinary Elements explainer resource.

The Management & Entrepreneurship Career Cluster involves skills and occupations that are essential across all industries, focusing on business administration, operations optimization, strategic planning, workforce management, and entrepreneurship. It merges key areas such as data management and analysis, human resources, general operations, administrative support, project management, and organizational leadership. This Cluster ensures that businesses across all industries efficiently meet their goals, adapt to market changes, and maintain competitive advantage. By emphasizing entrepreneurship, this Cluster supports the creation of new ventures, driving economic growth and innovation and making it a cornerstone of modern economies. For more information on changes within this Cluster from the 2002 Framework, see Appendix A.

Business Information Management

Entrepreneurship & Small Business

Leadership & Operations

Project Management

Regulation

Management & Entrepreneurship

Sub-Clusters, Definitions, & Example Programs of Study

Business Information Management

Careers centered around using technology to collect information that supports and enhances business operations. Professionals in this field gather, analyze, and interpret data to distill and recognize patterns, informing decisionmaking and optimizing performance. By integrating advanced technologies, professionals in this field streamline processes, improve operational efficiency, support strategic planning, and drive business growth in an increasingly global and information-centric environment.

Example Programs of Study

Business Technology Applications

Entrepreneurship & Small Business

Careers focused on initiating and managing businesses, including startups, small businesses, gig economy work, and social enterprises. This field includes identifying opportunities, developing strategies, and securing financing, all with an emphasis on fostering innovation. Entrepreneurship and small businesses significantly affect all industry sectors by supporting employment and fostering innovation.

Example Programs of Study

Entrepreneurship

Leadership & Operations

Careers involving the leadership of business activities, including strategic planning; resource forecasting and allocation; engaging with boards, shareholders, and other constituents; administrative support; and management consulting. This field also involves human resources management, recruitment, and employee development, fostering a positive work environment while optimizing processes and leading growth initiatives.

Example Programs of Study

Business Essentials
Business Management
Human Resources Management

Project Management

Careers focused on planning, leading, initiating, executing, controlling, and closing out projects to achieve specific goals within a set timeline and budget. This field is essential in all industries as it ensures that projects are completed efficiently and effectively, aligning resources and efforts with strategic business objectives.

Example Programs of Study

Principles of Management

Regulation

Careers dedicated to corporate responsibility, ensuring that all industries adhere to health, safety, financial, and environmental regulations. Professionals in this field develop and enforce policies, conduct inspections and audits, and implement measures to protect worker safety, public health, and the environment. This Sub-Cluster plays a crucial role in maintaining compliance and accountability across various sectors.

Example Programs of Study

Business Law

Career Clusters
Pathways to College & Career Readiness

Occupations, Employment Contexts, Credentials, & Skills

Designing intentional and labor market-aligned pathways requires understanding the occupations and skills that are in demand and commanding family-sustaining wages in your context. Building a deeper understanding of employment trends, including wage potential, a clear picture of the types of employment contexts or businesses this sector offers, and the knowledge and skills needed for success are all important aspects of a learner's journey through their pathway and into the world of work. Leaders can use the data below to inform pathway design at the state or local levels or by advisors and learners as they plot paths to the future. The skills and occupations below were validated using real-time labor market information from 2023 and 2024 from online job postings, which provided the frequency with which skills were mentioned in digital job postings.

Top Occupations

The following table (Figure 1) displays the top occupations within this Cluster. Occupations are listed in order of typical entry-level education required for the position, beginning with a bachelor's degree and then moving through an associate degree, a Postsecondary nondegree award, and a High School Diploma to demonstrate the potential occupational pathways available in this Cluster. Data points for each occupation include five-year job projections, 2023 hires, average annual job openings, 10th percentile hourly earnings (as a proxy for entry-level wages), median hourly earnings, and required entry-level education. The table is reflective of national data and was pulled in 2024. Users should be mindful that the data in this table will not be updated, so the percentages and numbers are subject to change in real-time. For updated state-level occupation projection data, please visit O*NET's Projection Central.

FIGURE 1

Occupation Title	2024 Jobs	2029 Jobs	% Change	2023 Hires	Avg. Annual Openings	10th Percentile Hourly	Median Hourly	Typical Entry Level Education
General and Operations Managers	3,754,250	3,989,939	6%	1,920,227	353,100	$22.14	$48.52	Bachelor's degree
Business Operations Specialists, All Other	1,215,319	1,292,514	6%	588,961	122,212	$21.04	$38.12	Bachelor's degree
Managers, All Other	1,144,713	1,215,015	6%	272,566	99,123	$11.35	$49.47	Bachelor's degree
Management Analysts	1,084,395	1,178,922	9%	445,564	109,353	$26.63	$47.75	Bachelor's degree
Project Management Specialists	1,015,217	1,090,750	7%	462,170	87,792	$27.43	$47.31	Bachelor's degree
Human Resources Specialists	997,659	1,067,577	7%	661,131	98,854	$20.50	$32.53	Bachelor's degree
Financial Managers	862,623	957,797	11%	370,585	79,734	$39.04	$74.52	Bachelor's degree
Construction Managers	578,083	615,482	6%	224,398	49,420	$13.41	$42.17	Bachelor's degree
Training and Development Specialists	430,768	461,942	7%	216,344	43,304	$17.26	$30.97	Bachelor's degree
Compliance Officers	406,515	431,463	6%	162,868	36,953	$20.98	$36.35	Bachelor's degree
Public Relations Specialists	312,312	334,299	7%	141,899	29,702	$18.41	$32.14	Bachelor's degree
Chief Executives	308,461	313,348	2%	86,096	22,812	$27.10	$85.87	Bachelor's degree
Administrative Services Managers	258,936	276,063	7%	110,736	23,799	$29.94	$51.13	Bachelor's degree
Industrial Production Managers	233,166	245,129	5%	72,476	18,651	$33.98	$55.87	Bachelor's degree
Human Resources Managers	222,267	237,297	7%	99,663	20,103	$38.42	$65.17	Bachelor's degree
Office and Administrative Support Workers, All Other	221,648	221,055	0%	116,220	24,349	$13.70	$20.75	High school diploma or equivalent
Office Clerks, General	2,748,507	2,778,188	1%	2,050,389	342,482	$13.52	$19.45	High school diploma or equivalent
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	2,042,574	2,013,908	-1%	1,357,853	231,617	$14.41	$21.24	High school diploma or equivalent
First-Line Supervisors of Office and Administrative Support Workers	1,592,748	1,621,392	2%	838,600	161,966	$19.63	$30.44	High school diploma or equivalent
Executive Secretaries and Executive Administrative Assistants	511,302	483,320	-5%	309,301	51,904	$22.00	$33.78	High school diploma or equivalent

Top Industry-Recognized Credentials

- Project Management Professional Certification

- Professional in Human Resources (PHR)

- SHRM-CP (Society for Human Resource Management Certified Professional)

- Project Management Certification

- SHRM-SCP (Society for Human Resource Management Senior Certified Professional)

- Six Sigma Certification

- Certified Information Systems Security Professional

- LEED Accredited Professional (AP)

- Certified Scrum Master

- Certified Associate In Project Management

These credentials are commonly requested by employers for the occupations listed on page 6, and were identified using national real-time labor market information from 2024. In addition to the credentials shown here, employers also requested credentials that require a degree, including Certified Public Accountant, Chartered Financial Analyst, and Senior Professional in Human Resources.

HIGH-DEMAND SKILLS

- Accounting
- Accounts Payable
- Auditing
- Billing
- Financial Statements
- Invoicing

- Administrative Support
- CDL License
- Data Entry
- Office Equipment

- PMI certification
- Process Improvement
- Project Management
- Workflow Management

- Consultative Sales
- Customer Relationship Management
- Formal sales training certifications
- Key Performance Indicators (KPIs)
- Selling Techniques

- Analytic skills/certs
- Leadership skills
- Social media platforms
- Marketing
- Merchandising
- Purchasing
- Salesforce

- Bias training
- DEI
- Diversity training
- Emotional intelligence

- Coaching
- Ethical Decisionmaking
- Ethical Leadership
- Servant Leadership

- Hiring practices
- Intellectual property; business law; patent law
- Secure data
- Finance

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HIGH-DEMAND SOFTWARE SKILLS

Airtable, Trello, Asana, Applicant Tracking Systems (ATS), Customer Relationship Management (CRM), Human Resources Information System (HRIS), Slack

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AI
Google Workspace
LinkedIn - Social media presence
MS Project
Online business skills
Spreadsheets
Zoom

Operating Systems, Power BI, Python, Quickbooks/Accounting Software, Salesforce, SAP Applications, Software Systems, SQL, Tableau

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Sample Occupations & Emerging Occupations

These tables list sample occupations, emerging occupations, and sample places of work based on quantitative industry data validated by Industry Advisory Groups.

Sample Occupations

- Administrative/Executive Assistant
- Business Analyst
- Business Owner
- Consultant
- Data Entry Manager
- HR Director
- HR Manager
- IT Manager
- Management Consultant
- Manager
- Office Manager
- Operations Director
- Project Manager
- Receptionist
- Recruiter
- Talent Acquisition Specialist

Emerging Occupations

- Creative (Gig Economy)
- Data Governance Manager
- Diversity & Inclusion Officer
- Employee Engagement Manager
- Growth Hacker
- Remote Work Facilitator
- Social Entrepreneur
- Start-up Founder
- Sustainability Manager

Sample Places of Work

- Consulting Firms
- Educational Institutions
- Management, administrative, & HR in any company/organization
- Payroll/Benefits Processors
- Self-Employed, Entrepreneur
- Small Businesses
- State, Local, or Federal Governments

Acknowledgements

About Advance CTE

Advance CTE is the longest-standing national non-profit that represents State Directors and state leaders responsible for secondary, postsecondary, and adult Career Technical Education (CTE) across all 50 states and U.S. territories. Established in 1920, Advance CTE supports state CTE leadership to advance high-quality CTE policies, programs, and pathways that ensure career and college success for each learner. Advance CTE is the steward of the National Career Clusters Framework.

ADVANCE >> CTE
State Leaders Connecting Learning to Work

Visit the **Career Clusters resources** to access the full Framework and to explore the complete methodology that informed its modernization.

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Appendix A: Cluster Changes

This appendix provides additional context about the change from the 2002 National Career Clusters Framework to the modernized National Career Clusters Framework released in 2024.

The National Career Clusters Framework, originally developed in 2002, provided the first consistent national organizing structure for CTE programs and was mostly aligned with education taxonomy and structure. The modernized Framework, centers industry taxonomy and structure to reflect the full world of work. More information about the modernization process can be found on the [Advancing the Framework](#) initiative page.

In the original Framework, multiple pathways for management existed under the Business Management & Administration Cluster. In the modernized Framework, Management & Entrepreneurship is one of three Cross-Cutting Clusters, which are defined as Clusters based on sector-specific and contextualized functions instead of purely discrete industry sectors. They serve as both a standalone Career Cluster and have specialized applications within each of the other Career Clusters, with the potential for programs of study to be contextualized within each Career Cluster. Cross-cutting jobs are found across all industries and are characterized by broad applicability and universal needs.

Cluster Alignment

Integrating entrepreneurship as a distinct Sub-Cluster and elevating its inclusion in the title of a Cross-Cutting Cluster provides all learners with access to essential entrepreneurial skills such as creativity, opportunity recognition, and strategic thinking. These capabilities are vital not only for aspiring business owners but also for empowering learners to be innovative within various roles in larger organizations. Formalizing entrepreneurship education within CTE programs is essential to preparing learners for the future of work and maintaining the position of the United States as a leader in global innovation and economic competitiveness.