



# ENTREPRENEURIAL OCCUPATIONS IN EVERY CAREER CLUSTER

**There are Entrepreneurs in Every Career Cluster.** Over the past several years an initiative to identify the knowledge and skills common to all the occupations in each of the 16 career clusters was initiated by the States Career Clusters Initiative - [www.careerclusters.org](http://www.careerclusters.org) . Entrepreneurship is not identified as one of the clusters as it permeates all 16 clusters.

The Career Clusters Model is designed to be implemented throughout education, K-16 and Adult. The technical nature of many occupations requiring in-depth learning along the career development pathway has limited the addition of in-depth business skill development in earlier career programs. In some clusters entrepreneurship performance indicators have been included merely as a career exploration experience, and in other clusters these performance indicators have become a major part of the curriculum. The 81 Career Cluster Plans of Study identify coursework for students in grades 9 through 16.

<http://www.careerclusters.org/resources/web/pos.cfm> They focus on development of the core knowledge and skills. Within the 16 Clusters we find that Business Management & Administration, Finance, Hospitality & Tourism, Marketing, Sales & Service, Agriculture, Food, & Natural Resources... are the Clusters that address in-depth entrepreneurial skills. Yet most of the clusters identify job titles that are clearly the roles of an entrepreneur.

Often one of the major causes of business failures is that the entrepreneur has the technical skills but lacks the entrepreneurial skills that are essential for business success. Currently many high schools and colleges are providing in-depth opportunities for students to gain business expertise. However, they are rarely connected to programs providing many of the technical career cluster students the training in marketing, management, finance, strategic planning, human resource management, etc.

One emerging trend in postsecondary education is to link an entrepreneurship minor to a major in a specific industry area such as engineering, information technology, art and music, health sciences, etc. Program developers should identify the entrepreneurship performance indicators that are missing in the educational development of their students.

The Consortium for Entrepreneurship Education recognized the need to develop a comprehensive listing of what one needs to know and be able to do to become an entrepreneur. To accomplish this, the Kauffman Foundation sponsored a project that conducted focus group surveys with groups of entrepreneurs across the US. CEE researchers asked them, "What they do, and what you need to know to do it". The resulting list of 403 performance indicators was organized into the National Content Standards for Entrepreneurship Education and reviewed extensively by educators and entrepreneurs. It is available free in the National Content Standards Tool Kit Available on the Consortium website at [www.entre-ed.org/standards](http://www.entre-ed.org/standards). Those involved with using Career Clusters are encouraged to organize program delivery in ways that provide entrepreneurship skills essential for the emerging entrepreneurial economy of the 21st Century and beyond.

### **Samples of Entrepreneurial Occupations shown in the 16 Career Clusters**

The specific career specialists/occupations are taken from the listings of occupations that the Career Cluster development teams pulled out as leading occupations in the specific career area. The occupations are not in alpha order as they were picked up in order from the various pathways shown in each career cluster.

## **Agriculture, Food, and Natural Resources**



Farmer  
Rancher  
Veterinarian  
Pet Shop Operator  
Agricultural Chemical Dealer

## **Architecture & Construction**



Architect  
General Contractor  
Carpenter  
Carpet Installer  
Heating, Ventilation, Air Conditioning and Refrigeration Mechanic  
Modeler  
Remodeler  
Plumber  
Surveyor

## Arts, Audio/Video Technology & Communications



Technical Computer Support Technician  
Graphic Designer  
CAD Technician  
Fashion Illustrator  
Dancer  
Play writer  
Screen writer  
Script writer  
Performer  
Actor  
Musician  
Computer Programmer  
Systems Analyst

## Business Management & Administration



Entrepreneur  
Chief Executive  
Top Collection Executive  
Top Investment Executive  
Accountant  
Human Resources Consultant  
Interpreter & Translator  
Business Consultant  
Small Business Owner & Entrepreneur  
E-Commerce Manager & Entrepreneur  
Public Relations Specialist  
Public Relations Writer  
Demonstrator and Product Promoter

## Education & Training



Superintendent  
College President  
Preschool Teacher/Director  
Kindergarten Teacher/Director  
Child Care teacher/Director  
Teacher

## Finance



Personal Financial Advisor  
Tax Preparation Specialist  
Accountant  
Financial Analyst  
Claims Investigator  
Appraiser

## Government & Public Administration



President  
Governor  
Mayor  
City Manager  
Business/Enterprise Official  
Director (Various Agencies)  
Executive Director - Foundations or Associations

## Health Science



Dentist  
Massage Therapist  
Mortician  
Optometrist  
Physician (MD/DO)  
Veterinarian  
Cytotechnologist  
Home Health Care Deliverer

## Hospitality & Tourism



Restaurant Owner  
Bakery Owner  
Caterer  
Director of Volunteer Services  
Tour Guide

Tour Operator  
Reservationist  
Interpreter  
Resort Instructor

## Human Services



Marriage, Child and Family Counselor  
Coordinator of Volunteers  
Career Counselor  
Barber  
Cosmetologist  
Hairdresser  
Hairstylist  
Nail Technician  
Manicurist  
Pedicurist  
Funeral Director/Mortician  
Personal and Home Care Aide  
Companion  
Personal Trainer  
Massage Therapist  
Certified Financial Planner  
Insurance Representative  
Sales Consultant  
Field Merchandising Representative  
Small business owner

## Information Technology



Network Administrator  
Systems Administrator  
Systems Engineer  
Data Systems Designer  
Systems Architect  
Multimedia Author  
Multimedia Developer  
Web Administrator  
Website Developer

## Law, Public Safety, Corrections & Security



Grant Writer  
Physical Security Specialist

Loss Prevention/Security Specialist  
Computer Security Specialist  
Executive Protection Specialist  
Industrial Espionage Security  
Physical Property Security  
Bonds Person  
Private Detective & Investigator  
Mediator/Arbitrator

## Manufacturing



Process Improvement Technician  
Installer/Repairer – Various industries  
Safety Engineer  
Process Improvement Technician  
Pattern and model maker

## Marketing



Entrepreneur  
Owner  
Small Business Owner  
Chief Executive Officer  
Proprietor  
Broker  
Store Manager  
Web Master  
Web Designer  
Copy writer-Designer

## Science, Technology, Engineering & Mathematics



Computer Hardware Engineer  
Computer Programmer  
Prototype Engineer  
Safety Engineer  
Survey Technician  
Technical Writer  
Nutritionist

## Transportation, Distribution, & Logistics



Industrial and Packaging Engineer  
Civil Engineer  
Surveying and Mapping Technician  
Inspector – all modes of transportation  
Travel and Transportation Agent

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