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](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. 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
Hair stylist
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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