

# Business, Marketing, and Finance Career Cluster

The Business, Marketing, and Finance career cluster focuses on careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations. This career cluster includes occupations ranging from business owner and entrepreneur to accountant, retail manager, and market analyst.

## Statewide Program of Study: *Business Management*

The Business Management program of study focuses on occupational and educational opportunities associated with planning, directing, and coordinating the administrative services and operations of an organization. It includes formulating policies, managing daily operations, and allocating the use of materials and human resources. This program of study also introduces students to mathematical modeling tools and organizational evaluation methods.



### Secondary Courses for High School Credit

- |                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Level 1</b> | <ul style="list-style-type: none"> <li>Principles of Business, Marketing, and Finance</li> <li>Business Information Management I</li> <li>Business Information Management I + Business Lab</li> </ul>                                                                                                                                                                                                                                                                              |
| <b>Level 2</b> | <ul style="list-style-type: none"> <li>Virtual Business</li> <li>Business Law</li> <li>Business Information Management II</li> <li>Business Information Management II + Business Lab</li> <li>Entrepreneurship I</li> </ul>                                                                                                                                                                                                                                                        |
| <b>Level 3</b> | <ul style="list-style-type: none"> <li>Business Management</li> <li>Global Business</li> <li>Human Resources Management</li> </ul>                                                                                                                                                                                                                                                                                                                                                 |
| <b>Level 4</b> | <ul style="list-style-type: none"> <li>Statistics and Business Decision Making</li> <li>Practicum in Business Management</li> <li>Practicum in Business Management + Extended Practicum in Business Management</li> <li>Practicum in Entrepreneurship</li> <li>Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship</li> <li>Career Preparation for Programs of Study</li> <li>Career Preparation for Programs of Study + Extended Career Preparation</li> </ul> |

### Aligned Advanced Academic Courses

<b>AP or IB</b>	<ul style="list-style-type: none"> <li>AP Microeconomics</li> <li>AP Statistics</li> <li>IB Economics SL</li> <li>IB Economics HL</li> </ul>
<b>Dual Credit</b>	Dual credit offerings will vary by local education agency.

Students should be advised to consider these course opportunities to enrich their preparation. AP or IB courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards concentrator/completer status for this program of study.

### Work-Based Learning and Expanded Learning Opportunities

<b>Work-Based Learning Activities</b>	<ul style="list-style-type: none"> <li>Intern at local business in the HR department</li> <li>Shadow the COO of a local business or chamber of commerce</li> </ul>
<b>Expanded Learning Opportunities</b>	<ul style="list-style-type: none"> <li>Participate in BPA, DECA, FBLA, or related UIL events</li> <li>Explore student membership in related professional organizations</li> </ul>

### Aligned Industry-Based Certifications

- |                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Administrative Assisting</li> <li>Certified Associate in Project Management (CAPM)</li> <li>Entrepreneurship and Small Business</li> <li>General Management</li> <li>MB-920: Microsoft Dynamics 365 Fundamentals Finance and Operations Apps</li> <li>Microsoft Office Specialist 2016 Master</li> <li>Microsoft Office Specialist: Microsoft Access Expert (Access 2019)</li> </ul> | <ul style="list-style-type: none"> <li>Microsoft Office Specialist: Microsoft Excel Expert (Excel 2019)</li> <li>Microsoft Office Specialist: Microsoft Word Expert (Word 2019)</li> <li>Project Management Institute (PMI) Project Management Ready</li> <li>Business of Retail: Certified Specialist</li> <li>Customer Service and Sales: Certified Specialist</li> <li>Stukent Social Media Marketing Certification</li> </ul> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Successful completion of the Business Management program of study will fulfill requirements of the Business and Industry endorsement.



### Example Postsecondary Opportunities

#### Associate Degrees

- Business Administration and Management
- Human Resources Management

#### Bachelor's Degrees

- Business Analytics
- Accounting and Business

#### Master's, Doctoral, and Professional Degrees

- Business Administration and Management
- Organizational Leadership

#### Additional Stackable IBCs/License

- Professional Certificate in Team Leadership
- Property Tax Professionals



### Example Aligned Occupations

#### First-Line Supervisors of Administrative Support Workers

Median Wage: \$59,585  
Annual Openings: 13,885  
10-Year Growth: 9%

#### Human Resources Specialists

Median Wage: \$61,278  
Annual Openings: 6,239  
10-Year Growth: 23%

#### General and Operations Managers

Median Wage: \$83,220  
Annual Openings: 25,450  
10-Year Growth: 23%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024.



For more information visit:  
<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>



# Business, Marketing, and Finance Career Cluster

## Statewide Program of Study: *Business Management*

### Course Information

Level 1

Course	Prerequisites   Corequisites	Career Clusters
Principles of Business, Marketing, and Finance* 13011200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Business Information Management I* 13011400 (1 credit)	Prerequisites: None Corequisites: Business Information Management Lab Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	
Business Information Management I + Business Lab* 13011410 (2 credits)	Prerequisites: None Corequisites: Business Information Management Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	

Level 2

Course	Prerequisites   Corequisites	Career Clusters
Virtual Business* 13012000 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	
Business Law* 13011700 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Business Information Management II 13011500 (1 credit)	Prerequisites: Business Information Management I Corequisites: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	
Business Information Management II + Business Lab 13011510 (2 credits)	Prerequisites: Business Information Management I Corequisites: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	
Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	

\* Indicates course is included in more than one program of study.

For additional information on the **Business, Marketing, and Finance** career cluster, contact [cte@tea.texas.gov](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>



[LEA name] does not discriminate on the basis of race, color, national origin, sex, or disability in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: [title], [address], [telephone number], [email]. Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).



# Business, Marketing, and Finance Career Cluster

## Statewide Program of Study: Business Management

### Course Information

Level 3

Course	Prerequisites   Corequisites	Career Clusters
<b>Business Management</b> 13012100 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Global Business</b> 13011800 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Human Resources Management*</b> 13011900 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	

Level 4

Course	Prerequisites   Corequisites	Career Clusters
<b>Statistics and Business Decision Making*</b> 13016900 (1 credit)	<b>Prerequisites:</b> Algebra II <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Practicum in Business Management*</b> First Time Taken: 13012200 (2 credits) Second Time Taken: 13012210 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Touch System Data Entry and Business Management or Business Information Management II <b>Recommended Corequisites:</b> None	
<b>Practicum in Business Management + Extended Practicum in Business Management*</b> First Time Taken: 13012205 (3 credits) Second Time Taken: 13012215 (3 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> Practicum in Business Management <b>Recommended Prerequisites:</b> Touch System Data Entry and Business Management or Business Information Management II <b>Recommended Corequisites:</b> None	
<b>Practicum in Entrepreneurship*</b> First Time Taken: 13011111 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Entrepreneurship I and Entrepreneurship II or successful completion of at least two courses in a CTE program of study <b>Recommended Corequisites:</b> None	

*Continued on next page*

\* Indicates course is included in more than one program of study.

For additional information on the **Business, Marketing, and Finance** career cluster, contact [cte@tea.texas.gov](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>



# Business, Marketing, and Finance Career Cluster

## Statewide Program of Study: *Business Management*

### Course Information

Level 4

Course	Prerequisites   Corequisites	Career Clusters
<b>Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship*</b> First Time Taken: 13011121 (3 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Entrepreneurship I and Entrepreneurship II or successful completion of at least two courses in a CTE program of study <b>Recommended Corequisites:</b> None	
<b>Career Preparation for Programs of Study*</b> First Time Taken: 12701121 (2 credits)	<b>Prerequisites:</b> At least one Level 2 or higher CTE course <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Career Preparation for Programs of Study + Extended Career Preparation*</b> First Time Taken: 12701141 (3 credits)	<b>Prerequisites:</b> At least one Level 2 or higher CTE course <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	

\* Indicates course is included in more than one program of study.

For additional information on the **Business, Marketing, and Finance** career cluster, contact [cte@tea.texas.gov](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>