

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

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

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	- Intern at local business in the HR department - Shadow the COO of a local business or chamber of commerce
Expanded Learning Opportunities	- Participate in BPA, DECA, FBLA, Young Billionaires Club, or related UIL events - Explore student membership in related professional organizations

Aligned Industry-Based Certifications

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| <ul style="list-style-type: none"> Associate Professional in Human Resources (aPHR) Business of Retail: Certified Specialist Certified Associate in Project Management (CAPM) Content Creation & Marketing Using Adobe Express Customer Service and Sales: Certified Specialist Entrepreneurship and Small Business General Management Knowledge Pillars: AI Industry Acceleration Specialist (AIAS) Meta Certified Digital Marketing Associate Microsoft Certified: Dynamics 365 Fundamentals (ERP) Microsoft Office Specialist 2016 Master/MOS: Expert (365 Apps) | <ul style="list-style-type: none"> Microsoft Office Specialist: Microsoft Access Expert (2019+) Microsoft Office Specialist: Microsoft Excel Expert (2019+ or 365 Apps) Microsoft Office Specialist: Microsoft Word Expert (2019+ or 365 Apps) Online Marketing Certified Associate (OMCA) Project Management Institute (PMI) Project Management Ready Tosa Desktop Certified User for Google Workspace (Professional level) Tosa Desktop Certified User for Microsoft Office (Professional level) Tosa Google Sheets (Advanced or Expert) Tosa Microsoft Excel (Advanced or Expert) |
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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 Office and Administrative Support Workers

Median Wage: \$61,735
Annual Openings: 18,874
10-Year Growth: 9%

Human Resources Specialists

Median Wage: \$62,049
Annual Openings: 8,652
10-Year Growth: 23%

General and Operations Managers

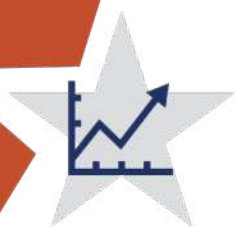
Median Wage: \$96,046
Annual Openings: 44,419
10-Year Growth: 23%

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/bmf-business-management-extended.pdf>



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Statewide Program of Study: *Business Management*

Course Information

Level 1

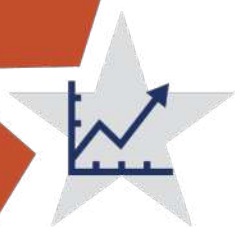
Course	Prerequisites Corequisites	Career Clusters
Principles of Business, Marketing, and Finance* 13011200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	 
Foundations of Business Communication and Technologies* 13011400 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: Business Lab	 
Foundations of Business Communication and Technologies + Business Lab* 13011410 (2 credits)	Prerequisites: None Corequisites: None 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 Communication and Technologies 13011500 (1 credit)	Prerequisites: Foundations of Business Communication and Technologies Corequisites: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: Business Lab	
Business Communication and Technologies + Business Lab 13011510 (2 credits)	Prerequisites: Foundations of Business Communication and Technologies 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 in this career cluster.

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



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Level 3

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

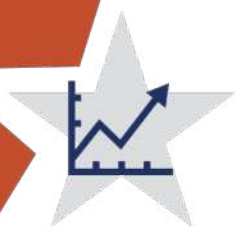
Level 4

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

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Level 4

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

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