

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: *Entrepreneurship*

The Entrepreneurship program of study focuses on occupational and educational opportunities associated with planning, launching, directing, and coordinating public or private sector ventures. This program of study includes formulating policies, launching businesses or organizations, managing daily operations, analyzing management structures, and planning for the use of materials and human resources.

Secondary Courses for High School Credit

- Level 1**
 - Principles of Business, Marketing, and Finance
 - Business Information Management I
 - Business Information Management I + Business Lab

- Level 2**
 - Entrepreneurship I
 - Foundations of User Experience (UX)

- Level 3**
 - Entrepreneurship II
 - Mobile Application Development

- Level 4**
 - Statistics and Business Decision Making
 - Career and Technical Education Project-Based Capstone
 - Practicum in Entrepreneurship
 - Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship
 - Practicum in Business Management
 - Practicum in Business Management + Extended Practicum in Business Management
 - Practicum in Marketing
 - Practicum in Marketing + Extended Practicum in Marketing
 - Career Preparation for Programs of Study
 - Career Preparation for Programs of Study + Extended Career Preparation

Aligned Advanced Academic Courses

AP or IB	AP Statistics IB Mathematics: Analysis and Approaches
Dual Credit	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

Work-Based Learning Activities	<ul style="list-style-type: none"> • Intern at a local start-up or a business incubator • Participate in the development and launch of a school-based enterprise
Expanded Learning Opportunities	<ul style="list-style-type: none"> • Job shadow an entrepreneur • Participate in BPA, DECA, FBLA, or related UIL events

Aligned Industry-Based Certifications

- Entrepreneurship and Small Business
- Facebook Digital Marketing Associate Certification
- Stukent Social Media Marketing Certification
- Customer Service and Sales: Certified Specialist
- Business of Retail: Certified Specialist



Example Postsecondary Opportunities

Associate Degrees

- Operations Management and Supervision
- Organizational Leadership



Bachelor's Degrees

- Business Administration and Management
- Public Administration

Master's, Doctoral, and Professional Degrees

- Business Administration
- Public Administration

Additional Stackable IBCs/License

- Salesforce
- Service Contract Providers



Example Aligned Occupations

General and Operations Managers

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

Management Analysts

Median Wage: \$93,983
Annual Openings: 6,030
10-Year Growth: 25%

Chief Executives

Median Wage: \$163,567
Annual Openings: 648
10-Year Growth: 3%

Entrepreneurship

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>



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Statewide Program of Study: *Entrepreneurship*

Course Information

	Course	Prerequisites Corequisites	Career Clusters
Level 1	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: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	
	Business Information Management I + Business Lab* 13011410 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Level 2	Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	
	Foundations of User Experience (UX)* N1302809 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Level 3	Entrepreneurship II 13011102 (1 credit)	Prerequisites: Entrepreneurship I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
	Mobile Application Development 03580390 (1 credit)	Prerequisites: Algebra I Corequisites: None Recommended Prerequisites: None 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 or visit <https://tea.texas.gov/cte>



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Statewide Program of Study: *Entrepreneurship*

Course Information

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	
Career and Technical Education Project-Based Capstone First Time Taken: 12701101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Practicum in Entrepreneurship* First Time Taken: 13011111 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	
Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship* First Time Taken: 13011121 (3 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study 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 Information Management II 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: Practicum in Business Management Recommended Prerequisites: Touch System Data Entry and Business Management or Business Information Management II Recommended Corequisites: None	

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Course Information

Level 4

Course	Prerequisites Corequisites	Career Clusters
Practicum in Marketing* First Time Taken: 13034800 (2 credits) Second Time Taken: 13034810 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Practicum in Marketing + Extended Practicum in Marketing* First Time Taken: 13034805 (3 credits) Second Time Taken: 13034815 (3 credits)	Prerequisites: None Corequisites: Practicum in Marketing Recommended Prerequisites: Principles of Business, Marketing, and Finance 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: Career Preparation for Programs of Study Recommended Prerequisites: None Recommended Corequisites: None	

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