

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 - Foundations of Business Communication and Technologies - Foundations of Business Communication and Technologies + Business Lab
Level 2	- Entrepreneurship I - Foundations of User Experience
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

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	- Intern at a local start-up or a business incubator - Participate in the development and launch of a school-based enterprise
Expanded Learning Opportunities	- Job shadow an entrepreneur - Participate in BPA, DECA, FBLA, Young Billionaires Club, or related UIL events

Aligned Industry-Based Certifications

- Business of Retail: Certified Specialist
- Content Creation & Marketing Using Adobe Express
- Customer Service and Sales: Certified Specialist
- Entrepreneurship and Small Business
- Knowledge Pillars: Coding in AI Specialist (CiAIS)
- Meta Certified Digital Marketing Associate
- Online Marketing Certified Associate (OMCA)



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

Management Analysts

Median Wage: \$95,756
Annual Openings: 4,450
10-Year Growth: 25%

Chief Executives

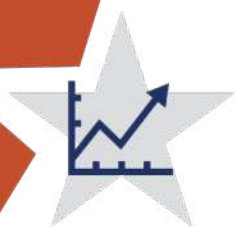
Median Wage: \$160,586
Annual Openings: 476
10-Year Growth: 3%

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-entrepreneurship-extended.pdf>



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Statewide Program of Study: *Entrepreneurship*

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

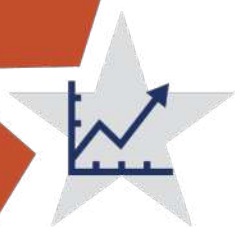
Course	Prerequisites Corequisites	Career Clusters
Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	         
Foundations of User Experience* 13027525 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	  

Level 3

Course	Prerequisites Corequisites	Career Clusters
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 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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Course Information

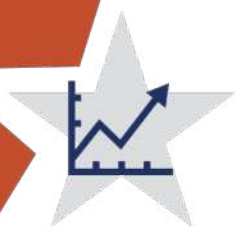
Level 4

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 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	

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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: None 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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