

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.

Entrepreneurship Statewide Program of Study



The Entrepreneurship program of study teaches CTE learners how to plan, direct, and coordinate the management and operations of public or private sector organizations. Through this program of study, students will learn the skills necessary to formulate policies, manage daily operations, analyze management structures, and plan 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

Level 2

- Entrepreneurship

Level 3

Level 4

- Practicum in Business Management
- Practicum in Marketing
- Project-Based Research
- Career Preparation I

Postsecondary Opportunities

Associates Degrees

- Business Administration and Management
- Business/Commerce
- Public Administration
- Business Management

Bachelor's Degrees

- Business Administration and Management
- Business/Commerce
- Public Administration
- Management Science

Master's, Doctoral, and Professional Degrees

- Business Administration and Management
- Business/Commerce
- Public Administration
- Management Science

Work-Based Learning and Expanded-Learning Opportunities

Exploration Activities	Work-Based Learning Activities
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| <ul style="list-style-type: none"> • Participate in Business Professionals of America, Future Leaders of America, or DECA | <ul style="list-style-type: none"> • Intern with a local management consulting firm |
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Industry-Based Certifications

- Entrepreneurship and Small Business
- Facebook Digital Marketing Associate Certification



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
General and Operations Managers	\$107,640	18,679	20%
Management Analysts	\$87,651	4,706	32%
Managers, All Others	\$113,110	1,794	26%

Successful completion of the Entrepreneurship program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

Entrepreneurship Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	None
Business Information Management I/Lab	13011400 (1 credit) 13011410 (2 credits)	None	None

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Entrepreneurship	13034400 (1 credit)	None	None

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Mobile Application Development	03580390 (1 credit)	Algebra I	None
Entrepreneurship II	N1303423 (1 credit)	Entrepreneurship	None

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Practicum in Business Management	13012200 (2 credits) 13012205 (3 credits) 13012210 (2 credits) 13012215 (3 credits)	None	None
Practicum in Marketing	13034800 (2 credits) 13034805 (3 credits) 13034810 (2 credits) 13034815 (3 credits)	None	None
Practicum in Business Entrepreneurship	N1303425 (2 credits)	None	None
Project-Based Research	12701500 (1 credit)	None	None
Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	None

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER,
PLEASE CONTACT: CTE@tea.texas.gov
<https://tea.texas.gov/cte>

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