

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

Level 2

- Business Information Management I

Level 3

- Career Preparation I

Level 4

- Career Preparation II

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

- Participate in Business Professional of America, Future Business Leaders of America, or DECA

Work-Based Learning Activities

- Intern with a local business

Industry-Based Certifications

- Microsoft Office Specialist: Microsoft Word
- Microsoft Office Specialist: Microsoft Excel



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

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Business Information Management	13011400 (1 credit)	None	None

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Career Preparation I	12701300 (2 credits)	None	None

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Career Preparation II	12701400 (2 credits)	Career Preparation I	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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