

# 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

- Entrepreneurship

#### Level 3

#### Level 4

- Practicum in Business Management

### Work-Based Learning and Expanded-Learning Opportunities

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

### 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



### 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
Entrepreneurship	13034400 (1 credit)	None	None

## Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
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## Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Practicum in Business Management	13012200 (2 credits) 13012210 (2 credits)	None	None

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

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Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).