

Business and Industry Endorsement Business, Marketing, and Finance Career Cluster

This comprehensive cluster provides students with meaningful courses for business, marketing, entrepreneurship and finance while being flexible and adaptable to the needs of industry and society. Students are provided broad, transferable concepts and competencies that allow them to enter the job market with the ability to function in new and emerging occupations as well as to reach their maximum potential in higher education. These courses provide students with knowledge and skills that are transferable to all occupations.

Possible careers in Business, Marketing and Finance Cluster include: Corporate/General Management, HR Management, Operations Management, Administrative Services, Business Information Management, City Manager, Claims Adjuster, Management Consultant, Accountant, Auditor, Bank Manager, CPA (Certified Public Accountant), Entrepreneur, Corporate/General Marketing Management, Sales Management, Marketing Communications, Market Research and Development, Online and Interactive Marketing, E-commerce Communication, Retail Merchandising, Event Project Management, Promotions Management, Franchise Owner, Professional Selling, Public Relations and Media, Product Development, Demand Forecasting, Supply Chain Integration, Customer Service, Global Sourcing Project Management, International Travel or Convention Management.

Course Name	Course Code	Credits	Grade Levels	Rockwall ISD Recommended Preparation (courses in bold are state required prerequisites)
Principles of Business, Marketing & Finance	BMA002	1	9-10	None

Business Management Program of Study

Business Management	BMA013	1	10-11	Recommended Principles of Business, Marketing & Finance
Virtual Business	BMA006	.5	11-12	Co-requisite Human Resource Management ; recommended Business Management with grade of 80 or higher
Human Resource Management	BMA005	.5	11-12	Co-requisite Virtual Business ; recommended Business Management with grade of 80 or higher
Statistics & Business Decision-Making (math credit)	BMA014	1	11-12	Algebra II ; recommended Principles of Business, Marketing & Finance
Practicum in Business Management	BMA008	2	12	Business Management ; recommended students should have completed the required course project from their most recent program of study course and earned an 80 or above in the course

Finance Program of Study - Students can choose one of the two math courses to complete this endorsement

Money Matters	BMA012	1	10-12	Recommended Principles of Business, Marketing & Finance
Accounting I	BMA010	1	10-12	Recommended Algebra I, Principles of Business, Marketing & Finance
Accounting II (math credit)	BMA011	1	11-12	Accounting I
Financial Mathematics (math credit)	BMA016	1	11-12	Algebra I
Practicum in Business Management	BMA008	2	12	Accounting I ; recommended students should have completed the required course project from their most recent program of study course and earned an 80 or above in the course

Marketing and Entrepreneurship Program of Study

Sports & Entertainment Marketing	MAR008	.5	10-11	Co-requisite Social Media Marketing ; recommended Principles of Business, Marketing & Finance
Social Media Marketing	MAR011	.5	10-11	Co-requisite Sports & Entertainment Marketing ; recommended Principles of Business, Marketing & Finance
Entrepreneurship	MAR003	1	11-12	Recommended Principles of Business, Marketing & Finance, Sports & Entertainment Marketing and Social Media Marketing with grade of 80 or above
Practicum in Marketing	MAR009	2	12	Sports & Entertainment Marketing and Social Media Marketing or Entrepreneurship ; recommended students should have completed the required course project from their most recent program of study course and earned an 80 or above in the course

PRINCIPLES OF BUSINESS, MARKETING & FINANCE

BMA002

Grade Placement: 9-10

Required Prerequisite: None

Recommended Prerequisite: None

Credit: 1

Certification: None

This course is recommended as a prerequisite course for all courses in this career cluster.

Allows students to gain knowledge and skills in economies and private enterprise systems, the impact of global business, marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems and settings in business, marketing and finance.