

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: *Business Management*

The Business Management program of study focuses on occupational and educational opportunities associated with planning, directing, and coordinating the administrative services and operations of an organization. It includes formulating policies, managing daily operations, and allocating the use of materials and human resources. This program of study also introduces students to mathematical modeling tools and organizational evaluation methods.



Secondary Courses for High School Credit

- | | |
|----------------|--|
| Level 1 | <ul style="list-style-type: none"> Principles of Business, Marketing, and Finance Business Information Management I Business Information Management I + Business Lab |
| Level 2 | <ul style="list-style-type: none"> Virtual Business Business Law Business Information Management II Business Information Management II + Business Lab Entrepreneurship I |
| Level 3 | <ul style="list-style-type: none"> Business Management Global Business Human Resources Management |
| Level 4 | <ul style="list-style-type: none"> Statistics and Business Decision Making Practicum in Business Management Practicum in Business Management + Extended Practicum in Business Management Practicum in Entrepreneurship Career Preparation for Programs of Study Career Preparation for Programs of Study + Extended Career Preparation |

Aligned Advanced Academic Courses

AP or IB	AP Microeconomics AP Statistics	IB Economics SL IB Economics HL
Dual Credit	Dual credit offerings will vary by Local Education Agency.	

Students should be advised to consider these course opportunities to enrich their preparation. AP or IB courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards Concentrator/Completer status for this program of study.

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	<ul style="list-style-type: none"> Intern at local business in the HR department Shadow the COO of a local business or chamber of commerce
Expanded Learning Opportunities	<ul style="list-style-type: none"> Participate in BPA, DECA, FBLA, or related UIL events Explore student membership in related professional organizations

Aligned Industry-Based Certifications

- Administrative Assisting
- Certified Associate in Project Management (CAPM)
- Entrepreneurship and Small Business
- General Management
- MB-920: Microsoft Dynamics 365 Fundamentals Finance and Operations Apps IBC info
- Microsoft Office Specialist 2016 Master
- Microsoft Office Specialist: Microsoft Access Expert (Access 2019)
- Microsoft Office Specialist: Microsoft Excel Expert (Excel 2019)
- Microsoft Office Specialist: Microsoft Word Expert (Word 2019)
- Project Management Institute (PMI) Project Management Ready
- Business of Retail: Certified Specialist
- Customer Service and Sales: Certified Specialist
- Student Social Media Marketing Certification



Example Postsecondary Opportunities

Associate Degrees

- Business Administration and Management
- Human Resources Management



Bachelor's Degrees

- Business Analytics
- Accounting and Business

Master's, Doctoral, and Professional Degrees

- Business Administration and Management
- Organizational Leadership

Additional Stackable IBCs/Licensures

- Professional Certificate in Team Leadership
- Property Tax Professionals



Example Aligned Occupations

First-Line Supervisors of Administrative Support Workers
 Median Wage: \$59,585
 Annual Openings: 13,885
 10-Year Growth: 9%

Human Resources Specialists
 Median Wage: \$61,278
 Annual Openings: 6,239
 10-Year Growth: 23%

General and Operations Managers
 Median Wage: \$83,220
 Annual Openings: 25,450
 10-Year Growth: 23%

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/programs-of-study/additional-resources>



Business, Marketing, and Finance Career Cluster

Statewide Program of Study: *Business Management*

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	
Business Information Management I* 13011400 (1 credit)	Prerequisites: None Recommended Corequisites: Business Information Management Lab Recommended Prerequisites: Touch Systems Data Entry Recommended Corequisites: None	
Business Information Management I + Business Lab* 13011410 (2 credits)	Prerequisites: None Recommended Corequisites: Business Information Management Recommended Prerequisites: Touch Systems Data Entry Recommended Corequisites: None	

Level 2

Course	Prerequisites Corequisites	Career Clusters
Virtual Business* 13012000 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	
Business Law 13011700 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Business Information Management II 13011500 (1 credit)	Prerequisites: Business Information Management I Corequisites: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: Business Information Management Lab	
Business Information Management II + Business Lab 13011510 (2 credits)	Prerequisites: Business Information Management I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: BIM I or BIM II	

Entrepreneurship I*
13011101 (1 credit)

Prerequisites: None
Corequisites: None
Recommended Prerequisites: Principles of Business, Marketing and Finance
Recommended Corequisites: None



Level 3

Course	Prerequisites Corequisites	Career Clusters
Business Management 13012100 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Global Business 13011800 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Human Resources Management* 13011900 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

* Indicates course is included in more than one program of study.

For additional information on the **Business, Marketing, and Finance** career cluster contact cte@tea.texas.gov or visit <https://tea.texas.gov/cte>



Business, Marketing, and Finance Career Cluster

Statewide Program of Study: *Business Management*

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	
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 Information Management II 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: Practicum in Business Management Recommended Prerequisites: Touch System Data Entry and Business Management or Business Information Management II Recommended Corequisites: None	
Practicum in Entrepreneurship* First Time Taken: 13011111 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and Entrepreneurship II or successful completion of at least two courses in a Career and Technical Education (CTE) program of study Recommended Corequisites: None	
Career Preparation for Programs of Study* First Time Taken: 12701121 (2 credits)	Prerequisites: at least one Level 2 or higher Career and Technical Education 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 Career and Technical Education course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

* Indicates course is included in more than one program of study.

For additional information on the **Business, Marketing, and Finance** career cluster, contact cte@tea.texas.gov or visit <https://tea.texas.gov/cte>



[LEA name] does not discriminate on the basis of race, color, national origin, sex, or disability in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: [title], [address], [telephone number], [email]. Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).