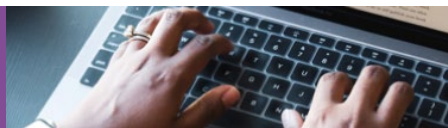


Business, Marketing, and Finance Career Cluster

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 account, retail manager and market analyst.

Entrepreneurship



The Entrepreneurship program of focuses on occupational and educational opportunities associated with planning, launching, directing, and coordinating public or private sector ventures. This program of study includes formulating policies, launching business or organizations, managing daily operations, analyzing management structures, and planning for the use of materials and human resources.

Secondary Courses for High School Credit

Level 1

- Business Information Management I
- Principles of Business, Marketing, and Finance

Level 2

- Entrepreneurship I

Level 3

- Entrepreneurship II ¹

Level 4

- Practicum of Entrepreneurship (H)



Postsecondary Opportunities

Associates Degrees

- Operations Management and Supervision
- Organizational Leadership

Bachelor's Degrees

- Business Administration and Management
- Public Administration

Master's, Doctoral, and Professional Degrees

- Business Administration
- Public Administration

Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
General and Operations Managers	\$110,000	25,500	23%
Management Analysts	\$102,000	6,000	25%
Chief Executives	\$314,000	650	3.5%

Successful completion of the Entrepreneurship program of study will fulfill requirements of the Business and Industry endorsement. Revised – May 2024

Work-Based Learning and Expanded-Learning Opportunities

Exploration Activities	Work-Based Learning Activities
<ul style="list-style-type: none"> • Participate in Business Professionals of America (BPA) or DECA 	<ul style="list-style-type: none"> • Intern with a local business

Industry-Based Certifications

- Entrepreneurship and Small Business ¹

Aligned Advanced Academic Courses

- AP Statistics



Entrepreneurship Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Business Information Management I	13011400 (1 credit)	None	9
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9 - 10

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Entrepreneurship I	13011101 (1 credit)	None	10

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Entrepreneurship II	N1303423 (1 credit)	Entrepreneurship I	11

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Practicum of Entrepreneurship (H)	13011111 (2 credits)	Entrepreneurship II	12

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

Mesquite ISD does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following people have been designated to handle inquiries regarding the nondiscrimination policies: Title IX Coordinators – Chassordee Willie and Emilio Duran, and/or Section 504 Coordinator Amanda Carroll at 3819 Town Crossing Blvd., Mesquite, TX 75150 / 972-288-6411.

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