

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: Accounting and Financial Services

The Accounting and Financial Services program of study focuses on occupational and educational opportunities associated with examining, analyzing, and interpreting financial records. It includes exploration of financial services, preparing financial statements, auditing financial statements prepared by others, and interpreting accounting records. This program of study also introduces students to mathematical modeling tools.



Weslaco ISD

Secondary Courses for High School Credit

9th • Principles of Business, Marketing, and Finance

10th • Business Information Management I

11th • Accounting I
• Financial Mathematics

12th • Accounting II

Aligned Advanced Academic Courses

AP or IB IB Mathematics Analysis and Approaches SL
IB Mathematics Analysis and Approaches HL

Dual Credit Dual credit offerings will vary by local educational 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

- Intern with a certified public accountant (CPA) at a local business
- Intern with a city or county auditor’s office
- Shadow a financial advisor as an intern at an investment company

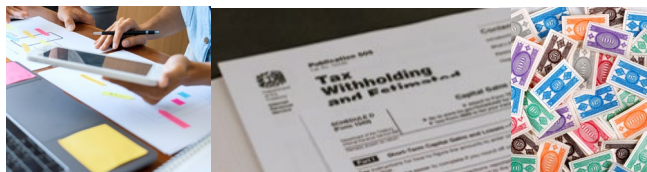
Expanded Learning Opportunities

- Participate in BPA, DECA, or FBLA
- Explore student membership in professional organizations such as AICPA, CIMA, or TXCPA

Weslaco ISD Aligned Industry-Based Certifications

- Accounting – Basic
- Accounting Foundations
- Certified Insurance Service Representative
- **Intuit QuickBooks Certified User**
- MB-920: Microsoft Dynamics 365 Fundamentals Finance and Operations Apps
- Microsoft Office Specialist: Microsoft Access Expert (Access 2019)
- Microsoft Office Specialist: Microsoft Excel Expert (Excel 2019)
- Volunteer Income Tax Assistance/Tax Counseling Certification: Advanced
- **Volunteer Income Tax Assistance/Tax Counseling Certification: Basic**
- Volunteer Income Tax Assistance/Tax Counseling Certification: Volunteer for Elderly

Successful completion of the Accounting and Financial Services program of study will fulfill requirements of the Business and Industry endorsement.



Example Postsecondary Opportunities

Associate Degrees

- Accounting
- Bookkeeping

Bachelor’s Degrees

- Accounting
- Banking and Financial Support Services

Master’s, Doctoral, and Professional Degrees

- Business Administration and Management
- Finance

Additional Stackable IBCs/License

- Project Management Professional
- Property Tax Consultants Service Contract Providers



Example Aligned Occupations

Tax Preparers

Median Wage: \$56,956
Annual Openings: 898
10-Year Growth: 14%

Accountants and Auditors

Median Wage: \$78,022
Annual Openings: 12,989
10-Year Growth: 20%

Personal Financial Advisors

Median Wage: \$77,605
Annual Openings: 1,877
10-Year Growth: 21%

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: Accounting and Financial Services

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 Corequisites: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	
Business Information Management I + Business Lab* 13011410 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Money Matters 13016200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	

Level 2

Course	Prerequisites Corequisites	Career Clusters
Accounting I 13016600 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Banking and Financial Services 13016300 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Financial Mathematics* 13018000 (1 credit)	Prerequisites: Algebra I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance 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: Accounting and Financial Services

Course Information

Level 3

Course	Prerequisites Corequisites	Career Clusters
Accounting II 13016700 (1 credit)	Prerequisites: Accounting I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Insurance Operations* 13016500 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Financial Analysis* 13016800 (1 credit)	Prerequisites: Accounting I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

Level 4

Course	Prerequisites Corequisites	Career Clusters
Securities and Investments 13016400 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance 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 CTE program of study Recommended Corequisites: None	

Continued on next page

* 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: Accounting and Financial Services

Course Information

Level 4

Course	Prerequisites Corequisites	Career Clusters
Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship* First Time Taken: 13011121 (3 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and Entrepreneurship II or successful completion of at least two courses in a 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 CTE 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 CTE 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>

Weslaco ISD 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: Juanita D. Ybarra Rodriguez, Assistant Superintendent for Human Resources, 319 West Fourth Street Weslaco, TX 78596, (956) 969-6619, Jdybarrarodriguez@wisd.us. Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#)