

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.



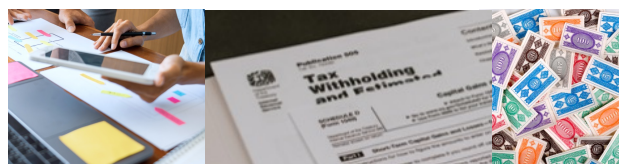
Secondary Courses for High School Credit

- Level 1**
- Principles of Business, Marketing, and Finance
 - Business Information Management I

- Level 2**
- Business Law

- Level 3**
- Business Management

- Level 4**
- Statistics and Business Decision Making
 - Practicum in Business Management
 - Career Preparation for Programs of Study



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/License

- Professional Certificate in Team Leadership
- Property Tax Professionals



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

Entrepreneurship and Small Business



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%



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Course Information

	Course	Prerequisites Corequisites	Career Clusters
Level 1	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: Business Information Management Lab Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	 
Level 2	Business Law* 13011700 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	 
Level 3	Business Management 13012100 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Level 4	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	
	Career Preparation for Programs of Study* First Time Taken: 12701121 (2 credits) <i>* Indicates course is included in more than one program of study.</i>	Prerequisites: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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