

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.

Tivy: 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.



Secondary Courses for High School Credit

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

- Level 2**
- Accounting I

- Level 3**
- Accounting II

- Level 4**
- Securities and Investments
 - Career Preparation for Programs of Study



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



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

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



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>