

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: *Entrepreneurship*

The Entrepreneurship program of study 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 businesses or organizations, managing daily operations, analyzing management structures, and planning for the use of materials and human resources.

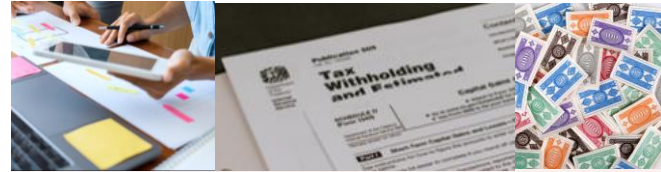
Secondary Courses for High School Credit

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

- Level 2**
- Entrepreneurship I

Level 3

- Level 4**
- Practicum in Entrepreneurship



Example Postsecondary Opportunities

Associate 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

Additional Stackable IBCs/License

- Salesforce
- Service Contract Providers

Aligned Advanced Academic Courses

AP or IB	AP Statistics
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 a local start-up or a business incubator Participate in the development and launch of a school-based enterprise
Expanded Learning Opportunities	<ul style="list-style-type: none"> Job shadow an entrepreneur Participate in BPA, DECA, FBLA, or related UIL events

Aligned Industry-Based Certifications

- Entrepreneurship and Small Business



Example Aligned Occupations

General and Operations Managers

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

Management Analysts

Median Wage: \$93,983
Annual Openings: 6,030
10-Year Growth: 25%

Chief Executives

Median Wage: \$163,567
Annual Openings: 648
10-Year Growth: 3%

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>