

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.

Big Spring High School 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 Information Management II
 - Entrepreneurship I (SY 2025-26)

- Level 3**
- Global Business
 - Human Resources Management

- Level 4**
- Practicum in Entrepreneurship
 - 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 (SY 2025-26)
- Microsoft Office Specialist 2016 Master
- Microsoft Office Specialist: Microsoft Access Expert (Access 2019)
- Microsoft Office Specialist: Microsoft Excel Expert (Excel 2019)
- Microsoft Office Specialist: Microsoft Word Expert (Word 2019)
- Stukent Social Media Marketing Certification

Successful completion of the Business Management program of study will fulfill requirements of the Business and Industry endorsement.

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%



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: *Business Management*

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	Virtual Business* 13012000 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	
	Business Information Management II 13011500 (1 credit)	Prerequisites: Business Information Management I Corequisites: None Recommended Prerequisites: Touch System Data Entry Recommended Corequisites: None	
	Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Level 3	Global Business 13011800 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
	Human Resources Management* 13011900 (0.5 credit)	Prerequisites: None 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>



Business, Marketing, and Finance Career Cluster

Statewide Program of Study: *Business Management*

Course Information

Level 4	Course	Prerequisites Corequisites	Career Clusters
	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	
	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	

* 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>



[LEA name] 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: [title], [address], [telephone number], [email]. Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).