

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.



Secondary Courses for High School Credit

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| Level 1 | <ul style="list-style-type: none">• Principles of Business, Marketing, and Finance (1 credit)<ul style="list-style-type: none">• 1715CT; 9-12 grade• 1 semester at Ben Barber• Foundations of Business Communication & Technologies (1 credit)<ul style="list-style-type: none">• 1240A/B; 9-12 grade• 2 semesters at Home Campus• Money Matters (1 credit)<ul style="list-style-type: none">• 1230CT or 1230A/B; 9-12 grade• 1 semester at Ben Barber, 2 semesters at Home Campus |
| Level 2 | <ul style="list-style-type: none">• Accounting I (1 credit)<ul style="list-style-type: none">• 1271 CT; 10-12 grade• 1 semester at Ben Barber• Banking and Financial Services (.5 credit)<ul style="list-style-type: none">• 1226; 10-12 grade• 1 semester at Home Campus• Financial Mathematics (1 credit)<ul style="list-style-type: none">• 1224CT; 10-12 grade• 1 semester at Ben Barber• Math Credit• Entrepreneurship I (1 credit)<ul style="list-style-type: none">• 1720CT or 1720A/B; 9-12 grade• 1 semester at Ben Barber or 2 semesters at Home Campus |
| Level 3 | <ul style="list-style-type: none">• Accounting II (1 credit)<ul style="list-style-type: none">• 1272CT; 11-12 grade• 1 semester at Ben Barber• Math Credit• <i>Prerequisite: Accounting I</i>• Microsoft Office Expert Excel Certification Possible |
| Level 4 | <ul style="list-style-type: none">• Securities and Investments (1 credit)<ul style="list-style-type: none">• 1225CT; 11-12 grade• 1 semester at Ben Barber• <i>Prerequisites: Successfully complete a Level 1 or 2 Course</i>• Practicum in Entrepreneurship (2 credits)<ul style="list-style-type: none">• 1722CA/CB; 11-12 grade• 2 semesters at Ben Barber• <i>Prerequisites: Complete a Level 1 or 2 AND a Level 3 or 4 course AND Selection Process</i> |



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>