

# 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.

## CFISD Program of Study: **Entrepreneurship**

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

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.



### Recommended Course Sequence (credits)(A=advanced)

Students wanting an endorsement in this area must select three (3) or more courses totaling four (4) or more credits with at least one being advanced.

**Grade 9** • Principles of Business, Marketing, and Finance (1)

**Grade 10** • Foundations of Business Communication and Technologies (formerly BIM I) (1)

**Grade 11** • Entrepreneurship (1)

**Grade 12** • Practicum in Entrepreneurship I/II (2) (A)

### Aligned Industry-Based Certifications Offered in CFISD

(course) (CCMR=impacts “career ready” status as outlined by the TEA Accountability System for College, Career or Military Readiness)

- Entrepreneurship and Small Business (Entrepreneurship) (CCMR)
- Microsoft Office Specialist: Microsoft Excel Expert (Foundations of Business Communication and Technologies)
- Microsoft Office Specialist: Microsoft Word Expert (Foundations of Business Communication and Technologies)

### Work-Based Learning and Expanded Learning Opportunities

#### Work-Based Learning Activities

- Intern at a local start-up or a business incubator
- Participate in the development and launch of a school-based enterprise

#### Expanded Learning Opportunities

- Job shadow an entrepreneur
- Participate in BPA, DECA, FBLA, or related UIL events

### AVAILABLE TO STUDENTS AT ALL 12 HIGH SCHOOLS!

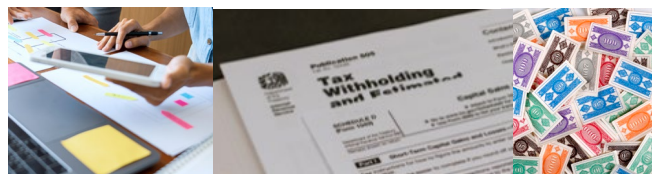
- Receive training on industry-standard material, software & equipment.
- Enhance your resume by earning recognized industry-based certifications.
- Get a jump-start by taking advantage of core curriculum dual credit, transferable to 2-yr and 4-yr degrees.

**ALL AT A FRACTION OF THE COST!**



For more information on this and other CTE programs of study offered in CFISD, visit <https://www.cfisd.net/academics/career-technical-education/programs-of-study>

What's next? For more information on related programs available to continue your studies at Lone Star College, visit <https://www.lonestar.edu/programs-of-study>



### 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



### Example Aligned Occupations

Data Source: Texas Wages, Texas Workforce Commission. rev 3/8/2024

#### General and Operations Managers

Median Wage: \$96,046  
Annual Openings: 44,419  
10-Year Growth: 23%

#### Management Analysts

Median Wage: \$95,756  
Annual Openings: 4,450  
10-Year Growth: 25%

#### Chief Executives

Median Wage: \$160,586  
Annual Openings: 476  
10-Year Growth: 3%