

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: Accounting and Financial Services

Successful completion of the Accounting and Financial Services program of study will fulfill requirements of the Business and Industry endorsement.

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.



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	<ul style="list-style-type: none"> Principles of Business, Marketing, and Finance (1) OR Foundations of Business Communication and Technologies (formerly BIM I) (1) OR Money Matters (1)
Grade 10	<ul style="list-style-type: none"> Accounting I (1)
Grade 11	<ul style="list-style-type: none"> Accounting II K (1-math) (A)
Grade 12	<ul style="list-style-type: none"> Securities and Investments (1) (A) OR 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)

- Accounting Foundations (Accounting I) (CCMR)
- Intuit QuickBooks Certified User (Accounting II K) (CCMR)
- Microsoft Office Specialist: Microsoft Excel Expert (Foundations of Business Communication and Technologies) (CCMR)
- Microsoft Office Specialist: Microsoft Word Expert (Foundations of Business Communication and Technologies)

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	<ul style="list-style-type: none"> Intern with a certified public accountant (CPA) at a local business Shadow a financial advisor at an investment company
Expanded Learning Opportunities	<ul style="list-style-type: none"> Participate in BPA, DECA, or FBLA

AVAILABLE TO STUDENTS AT ALL 12 HIGH SCHOOLS!

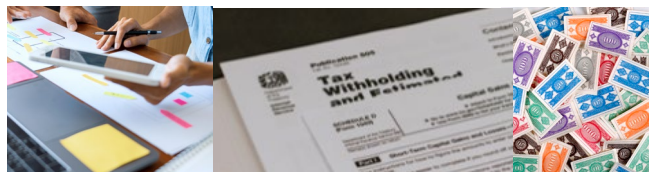
- Receive training on industry-standard material, software & equipment.
- Enhance your resume by earning recognized industry-based certifications.
- Get a jump-start by taking advantage of core curriculum dual credit, transferable to 2-yr and 4-yr degrees.

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

- 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

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

Tax Preparers

Median Wage: \$47,801
Annual Openings: 1,738
10-Year Growth: 14%

Accountants and Auditors

Median Wage: \$78,899
Annual Openings: 11,834
10-Year Growth: 20%

Personal Financial Advisors

Median Wage: \$81,658
Annual Openings: 2,522
10-Year Growth: 21%