



# 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: *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

- Principles of Business, Marketing, and Finance
- Foundations of Business Communication and Technologies
- Business Law
- Business Communication and Technologies
- Business Management
- Dual Credit Math 1342 – Elementary Statistical Methods
- Practicum in Business Management



### 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



### Work-Based Learning and Expanded Learning Opportunities

|                                 |                                                                                                                                                                                                                |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Work-Based Learning Activities  | <ul style="list-style-type: none"> <li>• Intern at local business in the HR department</li> <li>• Shadow the COO of a local business or chamber of commerce</li> </ul>                                         |
| Expanded Learning Opportunities | <ul style="list-style-type: none"> <li>• Participate in BPA, DECA, FBLA, Young Billionaires Club, or related UIL events</li> <li>• Explore student membership in related professional organizations</li> </ul> |

### Aligned Industry-Based Certifications

- Project Management Institute (PMI)  
Project Management Ready



### Example Aligned Occupations

#### *First-Line Supervisors of Office and Administrative Support Workers*

Median Wage: \$61,735  
Annual Openings: 18,874  
10-Year Growth: 9%

#### *Human Resources Specialists*

Median Wage: \$62,049  
Annual Openings: 8,652  
10-Year Growth: 23%

#### *General and Operations Managers*

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





# Business, Marketing, and Finance Career Cluster

## Statewide Program of Study: *Business Management*

### Course Information

#### Level 1

| Course                                                                                                | Prerequisites   Corequisites                                                                                                                                          | Career Clusters                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Principles of Business, Marketing, and Finance*</b><br>13011200 (1 credit)                         | <b>Prerequisites:</b> None<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> None<br><b>Recommended Corequisites:</b> None                            |   |
| <b>Foundations of Business Communication and Technologies*</b><br>13011400 (1 credit)                 | <b>Prerequisites:</b> None<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> Touch System Data Entry<br><b>Recommended Corequisites:</b> Business Lab |   |
| <b>Foundations of Business Communication and Technologies + Business Lab*</b><br>13011410 (2 credits) | <b>Prerequisites:</b> None<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> Touch System Data Entry<br><b>Recommended Corequisites:</b> None         |   |

#### Level 2

| Course                                                                                | Prerequisites   Corequisites                                                                                                                                                                                            | Career Clusters                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Virtual Business*</b><br>13012000 (0.5 credit)                                     | <b>Prerequisites:</b> None<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> Touch System Data Entry<br><b>Recommended Corequisites:</b> None                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Business Law*</b><br>13011700 (1 credit)                                           | <b>Prerequisites:</b> None<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> None<br><b>Recommended Corequisites:</b> None                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Business Communication and Technologies</b><br>13011500 (1 credit)                 | <b>Prerequisites:</b> Foundations of Business Communication and Technologies<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> Touch System Data Entry<br><b>Recommended Corequisites:</b> Business Lab |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Business Communication and Technologies + Business Lab</b><br>13011510 (2 credits) | <b>Prerequisites:</b> Foundations of Business Communication and Technologies<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> Touch System Data Entry<br><b>Recommended Corequisites:</b> None         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Entrepreneurship I*</b><br>13011101 (1 credit)                                     | <b>Prerequisites:</b> None<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance<br><b>Recommended Corequisites:</b> None                                    |     <br>     |

\* Indicates course is included in more than one program of study in this career cluster.

For additional information on the **Business, Marketing, and Finance** career cluster, contact [cte@tea.texas.gov](mailto: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 3

| Course                                                      | Prerequisites   Corequisites                                                                                                               | Career Clusters                                                                                                                                                         |
|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Business Management</b><br>13012100 (1 credit)           | <b>Prerequisites:</b> None<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> None<br><b>Recommended Corequisites:</b> None |   |
| <b>Global Business</b><br>13011800 (0.5 credit)             | <b>Prerequisites:</b> None<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> None<br><b>Recommended Corequisites:</b> None |   |
| <b>Human Resources Management*</b><br>13011900 (0.5 credit) | <b>Prerequisites:</b> None<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> None<br><b>Recommended Corequisites:</b> None |                                                                                      |

#### Level 4

| Course                                                                                                                                                                          | Prerequisites   Corequisites                                                                                                                                                                                                                                 | Career Clusters                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Statistics and Business Decision Making*</b><br>13016900 (1 credit)                                                                                                          | <b>Prerequisites:</b> Algebra II<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> None<br><b>Recommended Corequisites:</b> None                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Practicum in Business Management*</b><br>First Time Taken:<br>13012200 (2 credits)<br>Second Time Taken:<br>13012210 (2 credits)                                             | <b>Prerequisites:</b> None<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> Touch System Data Entry and Business Management, or Business Communication and Technologies<br><b>Recommended Corequisites:</b> None                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Practicum in Business Management + Extended Practicum in Business Management*</b><br>First Time Taken:<br>13012205 (3 credits)<br>Second Time Taken:<br>13012215 (3 credits) | <b>Prerequisites:</b> None<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> Touch System Data Entry and Business Management, or Business Communication and Technologies<br><b>Recommended Corequisites:</b> None                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Practicum in Entrepreneurship*</b><br>First Time Taken:<br>13011111 (2 credits)                                                                                              | <b>Prerequisites:</b> None<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> Entrepreneurship I and Entrepreneurship II, or successful completion of at least two courses in a CTE program of study<br><b>Recommended Corequisites:</b> None |     <br>     |

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# Business, Marketing, and Finance Career Cluster

## Statewide Program of Study: *Business Management*

### Course Information

Level 4

| Course                                                                                                                      | Prerequisites   Corequisites                                                                                                                                                                                                                                    | Career Clusters |
|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship*</b><br>First Time Taken:<br>13011121 (3 credits) | <b>Prerequisites:</b> None<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b><br>Entrepreneurship I and Entrepreneurship II, or successful completion of at least two courses in a CTE program of study<br><b>Recommended Corequisites:</b> None |                 |
| <b>Career Preparation for Programs of Study*</b><br>First Time Taken:<br>12701121 (2 credits)                               | <b>Prerequisites:</b> At least one Level 2 or higher CTE course<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> None<br><b>Recommended Corequisites:</b> None                                                                                 |                 |
| <b>Career Preparation for Programs of Study + Extended Career Preparation*</b><br>First Time Taken:<br>12701141 (3 credits) | <b>Prerequisites:</b> At least one Level 2 or higher CTE course<br><b>Corequisites:</b> None<br><b>Recommended Prerequisites:</b> None<br><b>Recommended Corequisites:</b> None                                                                                 |                 |

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