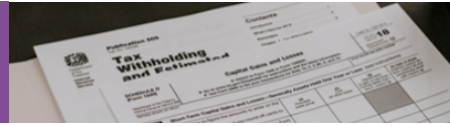




# Business, Marketing, and Finance Career Cluster

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.

## Accounting and Financial Services Statewide Program of Study



The Accounting and Financial Services program of study teaches CTE learners how to examine, analyze, and interpret financial records. Through this program of study, students will learn the skills necessary to perform financial services, prepare financial statements, interpret accounting records, give advice, or audit and evaluate statements prepared by others. This program of study will also introduce students to mathematical modeling tools.

### Secondary Courses for High School Credit

#### Level 1

- Principles of Business, Marketing, and Finance

#### Level 2

- Accounting I
- Money Matters

#### Level 3

- Accounting II

#### Level 4

- Stock Market
- Business Intern: Practicum in Business Management
- Career Preparation I and II

### Work-Based Learning and Expanded Learning Opportunities

#### Exploration Activities

- Participate in Business Professionals of America, Future Business Leaders of America, or DECA

#### Work-Based Learning Activities

- Intern with a local accounting firm
- Earn Microsoft Office certifications

### Industry-Based Certifications

- Accounting - Basic
- Accounting Foundations
- Intuit QuickBooks Certified User
- MB-920: Microsoft Dynamics 365 Fundamentals Finance and Operations Apps
- Microsoft Office Specialist: Microsoft Access Expert (Access and Access 2019) Microsoft Office Specialist: Microsoft Excel Expert (Excel and Excel 2019)
- Volunteer Income Tax Assistance/Tax Counseling Certification: Advanced
- Volunteer Income Tax Assistance/Tax Counseling Certification: Basic
- Volunteer Income Tax Assistance/Tax Counseling Certification: Volunteer for Elderly

- Microsoft Office Specialist-Excel\*

\*IBC sunsetting 8/31/24

### Postsecondary Opportunities

#### Associates Degrees

- Real Estate
- Financial, General
- Financial Planning and Services
- Certified Income Specialist

#### Bachelor's Degrees

- Accounting
- Financial, General
- Financial Planning and Services
- Certified Income Specialist

#### Master's, Doctoral, and Professional Degrees

- Financial Accounting
- Business Administration
- Financial Planning

### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Accountants and Auditors	\$71,469	14,436	22%
Loan Officers	\$68,598	2,419	19%
Personal Financial Advisors	\$86,965	1,861	52%
Administrative service Managers	\$96,138	2,277	21%
Insurance Underwriters	\$66,206	594	14%



# Accounting and Financial Services

## Course Information

### Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5000 Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11

### Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5020 Money Matters	13016200 (1 credit)	Recommended: Principles of Business	10-12
5050 Accounting I	13016600 (1 credit)	Principles of Business	10-12

### Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5053 Accounting II	13016700 (1 credit)	Accounting I	11-12

### Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5070 Stock Market	13016400 (1 credit)	Principles of Business or Money Matters	10-12
5010 Business Intern: Practicum in Business Management	13012200 (2 credits)	Principles of Business and 1 course in Business, Marketing, or Finance	11-12
5090/5091 Career Preparation I/Extended	12701300 (2 credits) 12701305 (3 credits)	None	11-12
5092/5093 Career Preparation II/Extended	12701400 (2 credits) 12701405 (3 credits)	Career Prep I	12



# 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.

## Business Management Statewide Program of Study



The Business Management program of study teaches CTE learners how to plan, direct, and coordinate the administrative services and operations of an organization. Through this program of study, students will learn the skills necessary to formulate policies, manage daily operations, and allocate the use of materials and human resources. This program of study will also introduce students to mathematical modeling tools and organizational evaluation methods.

### Secondary Courses for High School Credit

#### Level 1

- Principles of Business, Marketing, and Finance

#### Level 2

- Money Matters

#### Level 3

- Business Law

#### Level 4

- Business Intern: Practicum in Business Management
- Career Preparation I and II

### Work-Based Learning and Expanded Learning Opportunities

#### Exploration Activities

- Participate in Business Professional of America, Future Business Leaders of America, or DECA

#### Work-Based Learning Activities

- Intern with a local business or chamber of commerce

### Industry-Based Certifications

- Administrative Assisting
- Certified Associate in Project Management (CAPM)
- Entrepreneurship and Small Business
- MB-920: Microsoft Dynamics 365 Fundamentals Finance and Operations Apps
- Microsoft Office Specialist 2016 Master
- Microsoft Office Specialist: Microsoft Access Expert (Access and Access 2019)
- Microsoft Office Specialist: Microsoft Excel Expert (Excel and Excel 2019)
- Microsoft Office Specialist: Microsoft Word Expert (Word and Word 2019)
- Project Management Institute (PMI) Project Management Ready

- Microsoft Office Specialist-Excel\*
- Microsoft Office Specialist-Word\*

\*IBC sunseting 8/31/24

### Postsecondary Opportunities

#### Associates Degrees

- Business Administration
- Business/Commerce
- Public Administration
- Business Management

#### Bachelor's Degrees

- Business Administration
- Business/Commerce
- Public Administration
- Management Science

#### Master's, Doctoral, and Professional Degrees

- Business Administration
- Business Management
- Public Administration
- Management Science

### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Administrative Service Managers	\$96,138	2,277	21%
Management Analysts	\$87,651	4,706	32%
General and Operations Managers	\$107,640	18,679	20%
Supervisors of Administrative Support Works	\$57,616	14,982	20%

Successful completion of the Business Management program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022



# Business Management Course Information

## Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5000 Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11

## Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5020 Money Matters	13016200 (1 credit)	Recommended: Principles of Business	10-12

## Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5067 Business Law	13011700 (1 credit)	Recommended: Principles of Business or Principles of Law	11-12

## Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5010 Business Intern: Practicum in Business Management	13012200 (2 credits)	Principles of Business and 1 course in Business, Marketing, or Finance	11-12
5090/5091 Career Preparation I/Extended	12701300 (2 credits) 12701305 (3 credits)	None	11-12
5092/5093 Career Preparation II/Extended	12701400 (2 credits) 12701405 (3 credits)	Career Prep I	12



# 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.

## Entrepreneurship Statewide Program of Study



The Entrepreneurship program of study teaches CTE learners how to plan, direct, and coordinate the management and operations of public or private sector organizations. Through this program of study, students will learn the skills necessary to formulate policies, manage daily operations, analyze management structures, and plan for the use of materials and human resources.

### Secondary Courses for High School Credit

#### Level 1

- Principles of Business, Marketing, and Finance

#### Level 2

- Money Matters

#### Level 3

- Mustang INCubator Entrepreneurship I

#### Level 4

- Business Intern: Practicum in Business Management
- Practicum in Marketing I and II
- Mustang ACCElerator Entrepreneurship II
- Project-Based Research
- Career Preparation I and II

### Postsecondary Opportunities

#### Associates Degrees

- Business Administration and Management
- Business/Commerce
- Public Administration
- Business Management

#### Bachelor's Degrees

- Business Administration and Management
- Business/Commerce
- Public Administration
- Management Science

#### Master's, Doctoral, and Professional Degrees

- Business Administration and Management
- Business/Commerce
- Public Administration
- Management Science

### Work-Based Learning and Expanded-Learning Opportunities

#### Exploration Activities

- Participate in Business Professionals of America, Future Leaders of America, or DECA

#### Work-Based Learning Activities

- Intern with a local management consulting firm

### Industry-Based Certifications

- Entrepreneurship and Small Business
- Facebook Digital Marketing Associate Certification



### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
General and Operations Managers	\$107,640	18,679	20%
Management Analysts	\$87,651	4,706	32%
Managers, All Others	\$113,110	1,794	26%

Successful completion of the Entrepreneurship program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022



# Entrepreneurship Course Information

## Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5000 Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11

## Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5020 Money Matters	13016200 (1 credit)	Recommended: Principles of Business	10-12

## Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5040 Mustang INCubator Entrepreneurship I	13034400 (1 credit)	Recommended: Principles of Business	11-12

## Level 4

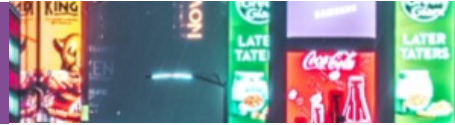
COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5010 Business Intern: Practicum in Business Management	13012200 (2 credits) 13012205 (3 credits) 13012210 (2 credits) 13012215 (3 credits)	Principles of Business and 1 course in Business, Marketing, or Finance	11-12
5080 Mustang ACCEerator Entrepreneurship II	N1303423 (1 credit)	Mustang INCubator	12
5510 Practicum in Marketing I/Extended	13034800 (2 credits) 13034805 (3 credits)	Principles of Business and 1 course in Business, Marketing, or Finance	11-12
5545 Practicum in Marketing II/extended	13034810 (2 credits) 13034815 (3 credits)	Practicum in Marketing I	12
5008 Project-Based Research	12701500 (1 credit)	None	12
5090/ 5091Career Preparation I/Extend	12701300 (2 credits) 12701305 (3 credits)	None	11-12
5092/5093 Career Preparation II/Extend	12701400 (2 credits) 12701405 (3 credits)	Career Prep I	12



# 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.

## Marketing & Sales Statewide Program of Study



The Marketing and Sales program of study teaches CTE learners how to collect information to determine potential sales of a product or service and/or create a marketing campaign to market or distribute goods and services. Through this program of study, students will learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits.

### Secondary Courses for High School Credit

#### Level 1

- Principles of Business, Marketing, and Finance

#### Level 2

- Sports and Entertainment Marketing

#### Level 3

- Social Media Marketing
- Fundamentals of Real Estate
- The Stable – (Mustang Store) - Retail Management

#### Level 4

- Practicum in Marketing I and II
- Career Preparation I and II

### Work-Based Learning and Expanded Learning Opportunities

#### Exploration Activities

- Participate in Business Professionals of America, Future Business Leaders of America, or DECA

#### Work-Based Learning Activities

- Intern with a local marketing firm
- Shadow a real estate agent
- Operate a school store on campus

### Industry-Based Certifications

- Certified Insurance Service Representative
- Entrepreneurship and Small Business
- Facebook Digital Marketing Associate Certification
- Real Estate Sales Agent License
- Retail Merchandising - Job Ready
- Stukent Social Media Marketing Certification

### Postsecondary Opportunities

#### Associates Degrees

- Marketing/ Marketing Management, General
- Consumer Merchandising/ Retailing Management
- International Marketing
- Business

#### Bachelor's Degrees

- Marketing/ Marketing Management, General
- Business Administration
- Applied Economics
- Marketing Research

#### Master's, Doctoral, and Professional Degrees

- Marketing
- Business Administration
- Applied Economics
- Advertising

- Google Analytics Individual Qualification\*  
\*IBC sunseting 8/31/24



### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agent	\$43,181	5,886	30%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%
Wholesale and Retail Buyers	\$51,106	1,229	19%

Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022



# Marketing & Sales

## Course Information

### Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5000 Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11

### Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5465 Sports and Entertainment Marketing	13034600 (.5 credit)	Recommended: Principles of Business	10-12

### Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5480 Social Media Marketing	13034650 (.5 credit)	Recommended: Principles of Business	10-12
5485 Fundamentals of Real Estate	N1301120 Option 1 – Jr /Sr Year (1 credit per year) Option 2 – Sr Year (2 credits)	Recommended: Principles of Business Fees Apply	11-12
5003 The Stable – (Mustang Store) - Retail Management	N1303420 (1 credit)	Principles of Business Recommended: Accounting I, Graphic Design, or Social Media Marketing	11-12

### Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
5510 Practicum in Marketing I	13034800 (2 credits)	Principles of Business and 1 course in Business, Marketing, or Finance	11-12
5545 Practicum in Marketing II	13034805 (3 credits) 13034810 (2 credits) 13034815 (3 credits)	Practicum in Marketing I	12
5090/ 5091 Career Preparation I/Extend	12701300 (2 credits) 12701305 (3 credits)	None	11-12
5092/5093 Career Preparation II/Extend	12701400 (2 credits) 12701405 (3 credits)	Career Prep I	12