



Level 1 Principles of Business, Marketing, and Finance Money Matters

Level 2 Microsoft Office Certification (MOS) Accounting I

Level 3 Accounting II Stock Market

Level 4 Business Intern: Practicum in Business Management Career Preparation I Career Preparation II

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE/LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
QuickBooks Certified User	Certified Management Accountant	Real Estate	Accounting	Financial Accounting
FHS - Microsoft Office Specialist or Expert - Excel	Certified Internal Auditor	Financial, General	Financial, General	Business Administration
Certified Insurance Service Representative	Certified Income Specialist	Financial Planning and Services]	Financial Planning and Services]	Financial Planning
	Certified Public Accountant	Certified Income Specialist	Certified Income Specialist	

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

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%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities:	Work Based Learning Activities:
Business Professionals of America (BPA) DECA	Internship with local accounting firm Microsoft Office Specialist (MOS) certifications

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.



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.

Successful completion of the Accounting & Financial Services program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITS (PREQ) COREQUISITES (CREQ)	Grade
5000 Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11
5020 Money Matters	13016200 (1 credit)	Recommended PREQ: Principles of Business	10-12
5037 Microsoft Office Certification (MOS)	13011400 (1 credit)	Recommended PREQ: Principles of Business	10-12
5050 Accounting I	13016600 (1 credit)	PREQ: Principles of Business	10-12
5053 Accounting II May count as math credit	13016700 (1 credit)	PREQ: Accounting I	11-12
5070 Stock Market	13016400 (1 credit)	Recommended PREQ: Principles of Business and Money Matters	11-12
5010 Business Intern: Practicum in Business Management	13012200 (2 credits)	PREQ: Principles of Business and 1 course in business, marketing or finance.	11-12
5090 Career Preparation I 5091 Career Preparation I/Ext	12701300 (2 credits) 12701305 (3 credits)	None	11-12
5092 Career Preparation II 5093 Career Preparation II/Ext	12701400 (2credits) 12701405 (3 credits)	PREQ: Career Prep I	12

BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER
ACCOUNTING AND FINANCIAL SERVICES



Level 1 Principles of Business, Marketing, and Finance

Microsoft Office Certification (MOS)

Level 2

Business Law

Level 3

Level 4 Business Intern: Practicum in Business Management
Career Preparation I
Career Preparation II

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE / LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
FHS - Microsoft Office Specialist or Expert - Excel	Certified Records Manager	Business Administration	Business Administration	Business Administration
FHS - Microsoft Office Specialist or Expert - Word	Certified Facility Manager	Business/Commerce	Business/Commerce	Business Management
Google Cloud Certified Professional – G-Suite	Certified Commercial Contracts Manager	Public Administration	Public Administration	Public Administration
Certified Associate in Project Management	Teradata 14 Basics/ Certified Technical Specialist	Business Management	Management Science	Management Science

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%
Operations Research Analysts	\$78,083	1,128	38%
Supervisors of Administrative Support Workers	\$57,616	14,982	20%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities:	Work Based Learning Activities:
Business Professional of America (BPA), DECA	Internship with local business or chamber of commerce

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

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



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.

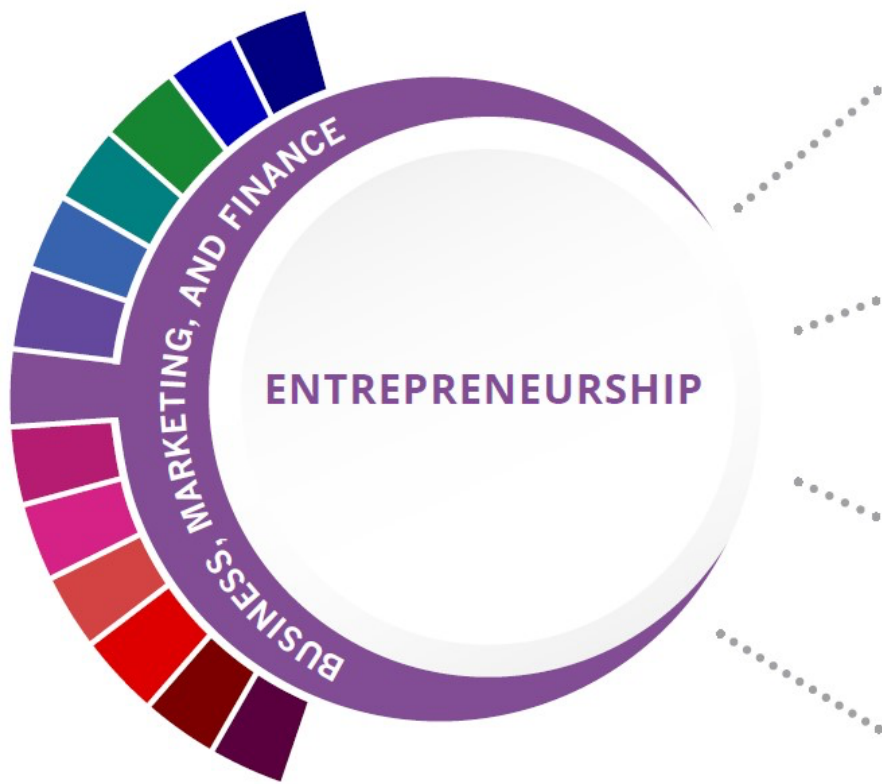
Successful completion of the Business Management program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITS (PREQ) COREQUISITES (CREQ)	Grade
5000 Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11
5037 Microsoft Office Certification (MOS)	13011400 (1 credit)	Recommended PREQ: Principles of Business	10-12
5067 Business Law	13011700 (1 credit)	Recommended PREQ: Principles of Business or Principles of Law	11-12
5010 Business Intern: Practicum in Business Management	13012200 (2 credits)	Recommended PREQ: Principles of Business plus 1 course in business, marketing, or finance	11-12
5090 Career Preparation I 5091 Career Preparation I/Ext	12701300 (2 credits) 12701305 (3 credits)	None	11-12
5092 Career Preparation II 5093 Career Preparation II/Ext	12701400 (2 credits) 12701405 (3 credits)	Career Preparation I	12

BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER
BUSINESS MANAGEMENT



Level 1 Principles of Business, Marketing, and Finance

Microsoft Office Certification (MOS)

Level 2

Level 3 Mustang Business INCubator (Entrepreneurship)

Level 4 Mustang Business ACCEerator – (Entrepreneurship II) Business Intern: Practicum in Business Management Practicum in Marketing I and II Project-Based Research Career Preparation I and II

HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
FHS - Microsoft Office Specialist - Excel	Certified Facility Manager	Business Administration and Management	Business Administration and Management	Business Administration and Management
FHS - Microsoft Office Specialist - Word	Certified Management Accountant	Business/ Commerce	Business/ Commerce	Business/ Commerce
Entrepreneurship and Small Business	Certified Project Consultant	Public Administration	Public Administration	Public Administration
	Accredited Management Consultant	Business Management	Management Science	Management Science

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%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities:	Work Based Learning Activities:
Business Professionals of America (BPA) DECA	Internship with local management consulting firm

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

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.



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.

Successful completion of the Entrepreneurship program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITS (PREQ) COREQUISITES (CREQ)	Grade
5000 Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11
5037 Microsoft Office Certification (MOS)	13011400 (1 credit)	Recommended PREQ: Principles of Business	10-12
5040 Mustang Business INCubator	13034400 (1 credit)	Recommended PREQ: Principles of Business	11-12
5080 Mustang Business ACCEerator	N1303423 (1 credit)	PREQ: Mustang Business INCubator	12
5010 Business Intern: Practicum in Business Management	13012200 (2 credits)	PREQ: Principles of Business plus 1 course in business, marketing, or finance	11-12
5510 Practicum in Marketing I/Ext 5545 Practicum in Marketing II/Ext	13034800 (2 credits) <u>13034805 (3 credits)</u> 13034810 (2 credits) 13034815 (3 credits)	PREQ: 2 courses in Marketing or Entrepreneurship Practicum in Marketing I	<u>11-12</u> 12
5008 Project-Based Research	12701500 (1 credit)	None	11-12
5090 Career Preparation I 5091 Career Preparation I/Ext	12701300 (2 credits) 12701305 (3 credits)	None	11-12
5092 Career Preparation II 5093 Career Preparation II/Ext	12701400 (2 credits) 12701405 (3 credits)	Career Preparation I	12

BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER
ENTREPRENEURSHIP



Level 1 Principles of Business, Marketing, and Finance

Level 2 Sports and Entertainment Marketing
Social Media Marketing

Level 3 Fundamentals of Real Estate

Level 4 Practicum in Marketing I and II
Career Preparation I and II

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE / LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
FHS - Microsoft Office Specialist or Expert - Excel	Certified Product Manager	Marketing/ Marketing Management, General	Marketing/ Marketing Management, General	Marketing
FHS - Microsoft Office Specialist or Expert - Word	DMA Certified Marketing Professional	Consumer Merchandising/ Retailing Management	Business Administration	Business Administration
FHS - Texas Real Estate License	Certified Salesperson	International Marketing	Applied Economics	Applied Economics
Entrepreneurship and Small Business	Real Estate Appraiser	Business	Marketing Research	Advertising

Occupations	Median Wage	Annual Openings	% Growth
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agents	\$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%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES	
Exploration Activities:	Work Based Learning Activities:
Business Professionals of America (BPA), DECA	Internship with local marketing firm; shadow a real estate agent; operate a school store on campus

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

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.



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.

Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITS (PREQ) COREQUISITES (CREQ)	Grade
5000 Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11
5465 Sports and Entertainment Marketing	13034600 (.5 credit)	Recommended PREQ: Principles of Business	10-12
5480 Social Media Marketing	13034650 (.5 credit)	Recommended PREQ: Principles of Business	10-12
5485 Fundamentals of Real Estate	N1301120 (2 credits)	Recommended PREQ: Principles of Business Fees Apply	12
5510 Practicum in Marketing I/Ext 5545 Practicum in Marketing II/Ext	13034800 (2 credits) <u>13034805 (3 credits)</u> 13034810 (2 credits) 13034815 (3 credits)	PREQ: 2 courses in Marketing <u>or Entrepreneurship</u> Practicum in Marketing I	<u>11-12</u> 12
5090 Career Preparation I 5091 Career Preparation I/Ext	12701300 (2 credits) 12701305 (3 credits)	None	11-12
5092 Career Preparation II 5093 Career Preparation II/Ext	12701400 (2 credits) 12701405 (3 credits)	Career Preparation I	12

BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER
MARKETING AND SALES