

# 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, Marketing & Finance 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
- Business Information Management I

#### Level 2

- Advertising (.5) - DC 3 Hrs
- Social Media Marketing (.5) - DC 3 Hrs

#### Level 3 & 4

- Money Matters - DC 6 Hrs
- Entrepreneurship I - DC 6 Hrs
- Entrepreneurship II
- Financial Mathematics
- Practicum in Business Management # - DC 6 Hrs
- Practicum in Entrepreneurship #

### 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	Work-Based Learning Activities
<ul style="list-style-type: none"> <li>• Participate in school related leadership activities</li> </ul>	<ul style="list-style-type: none"> <li>• Intern with local businesses</li> </ul>

### Industry-Based Certifications

- Entrepreneurship and Small Business



### 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

# Business, Marketing & Finance Course Information

## Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	None
Business Information Management I	13011400 (1 credit)	None	None

## Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Advertising	13034200 (.5 credit)	None	Social Media Marketing
Social Media Marketing	13034650 (.5 credit)	None	Advertising

## Level 3 & 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Money Matters	13016200 (1 credit)	None	None
Entrepreneurship	13034400 (1 credit)	None	None
Entrepreneurship II	N1303423 (1 credit)	Entrepreneurship	None
Financial Mathematics	13018000 (1 credit)	Algebra I	None
Practicum in Business Management	13012200 (2 credits)	None	None
Practicum in Entrepreneurship	N1303425 (2 credits)	None	None

Lindale ISD's Dual Credit partnership for the Business, Marketing, and Finance courses are with Tyler Junior College.



FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER, PLEASE CONTACT: [CTE@tea.texas.gov](mailto:CTE@tea.texas.gov) or LISD CTE Director, Teri Hodges, [HodgesTC@lisd eagles.net](mailto:HodgesTC@lisd eagles.net) <https://tea.texas.gov/cte>

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