

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: *Entrepreneurship*

The Entrepreneurship program of study focuses on occupational and educational opportunities associated with planning, launching, directing, and coordinating public or private sector ventures. This program of study includes formulating policies, launching businesses or organizations, managing daily operations, analyzing management structures, and planning for the use of materials and human resources.

Secondary Courses for High School Credit



- Level 1**
 - Principles of Business, Marketing, and Finance

- Level 2**
 - Entrepreneurship I
 - Business Information Management I (BCIS1305/POFI2301)

- Level 3**
 - Practicum in Marketing

- Level 4**
 - Statistics and Business Decision Making
 - Practicum in Marketing + Extended Practicum in Marketing

Aligned Advanced Academic Courses

AP	AP Statistics
Dual Credit	BCIS1305 Business Computer Applications POFI2301 Word Processing

Students should be advised to consider these course opportunities to enrich their preparation. AP courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards concentrator/completer status for this program of study.

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	<ul style="list-style-type: none"> • Intern at a local start-up or a business incubator • Participate in the development and launch of a school-based enterprise
Expanded Learning Opportunities	<ul style="list-style-type: none"> • Job shadow an entrepreneur • Participate in BPA, DECA, FBLA, or related UIL events

Aligned Industry-Based Certifications

- Entrepreneurship and Small Business

Mabank ISD does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Mr. Clay Tracy, Assistant Superintendent of Human Resources, 310 E. Market Street, Mabank, TX 75147, 903-880-1305.

Successful completion of the Entrepreneurship program of study will fulfill requirements of the Business and Industry endorsement.



Example Postsecondary Opportunities

Associate Degrees

- Operations Management and Supervision
- Organizational Leadership



Bachelor's Degrees

- Business Administration and Management
- Public Administration

Master's, Doctoral, and Professional Degrees

- Business Administration
- Public Administration

Additional Stackable IBCs/License

- Salesforce
- Service Contract Providers



Example Aligned Occupations

General and Operations Managers

Median Wage: \$83,220
Annual Openings: 25,450
10-Year Growth: 23%

Management Analysts

Median Wage: \$93,983
Annual Openings: 6,030
10-Year Growth: 25%

Chief Executives

Median Wage: \$163,567
Annual Openings: 648
10-Year Growth: 3%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024.



For more information visit:
<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>