

# 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: **Accounting and Financial Services**

The Accounting and Financial Services program of study focuses on occupational and educational opportunities associated with examining, analyzing, and interpreting financial records. It includes exploration of financial services, preparing financial statements, auditing financial statements prepared by others, and interpreting accounting records. This program of study also introduces students to mathematical modeling tools.

### Secondary Courses for High School Credit



<b>Level 1</b>	<ul style="list-style-type: none"> <li>Principles of Business, Marketing, and Finance</li> </ul>
<b>Level 2</b>	<ul style="list-style-type: none"> <li>Accounting I (ACNT1303)</li> <li>Foundations of Business Communication &amp; Technologies (BCIS1305/POFI2301)</li> </ul>
<b>Level 3</b>	<ul style="list-style-type: none"> <li>Accounting II (ACNT1311/ACNT1313)</li> </ul>
<b>Level 4</b>	<ul style="list-style-type: none"> <li>Practicum in Business Management</li> </ul>

### Aligned Advanced Academic Courses

<b>Dual Credit</b>	<ul style="list-style-type: none"> <li>ACNT1303 Introduction to Accounting I</li> <li>BCIS1305 Business Computer Applications</li> <li>POFI2301 Word Processing</li> <li>ACNT1311 Introduction to Computerized Accounting</li> <li>ACNT1313 Computerized Accounting Applications</li> </ul>
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### Work-Based Learning and Expanded Learning Opportunities

<b>Work-Based Learning Activities</b>	<ul style="list-style-type: none"> <li>Intern with a certified public accountant (CPA) at a local business</li> <li>Intern with a city or county auditor's office</li> <li>Shadow a financial advisor as an intern at an investment company</li> </ul>
<b>Expanded Learning Opportunities</b>	<ul style="list-style-type: none"> <li>Participate in BPA and/or DECA</li> </ul>

### Aligned Industry-Based Certifications

- Accounting Basics (NOCTI)
- Microsoft Office Specialist: Microsoft Excel Expert (Excel 2019)

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Successful completion of the Accounting and Financial Services program of study will fulfill requirements of the Business and Industry endorsement.



### Example Postsecondary Opportunities

#### Associate Degrees

- Accounting
- Bookkeeping



#### Bachelor's Degrees

- Accounting
- Banking and Financial Support Services

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

- Business Administration and Management
- Finance

#### Additional Stackable IBCs/License

- Project Management Professional
- Property Tax Consultants Service Contract Providers



### Example Aligned Occupations

#### Tax Preparers

Median Wage: \$47,801  
Annual Openings: 1,738  
10-Year Growth: 14%

#### Accountants and Auditors

Median Wage: \$78,899  
Annual Openings: 11,834  
10-Year Growth: 20%

#### Personal Financial Advisors

Median Wage: \$81,658  
Annual Openings: 2,522  
10-Year Growth: 21%

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/bmf-accounting-and-financial-services-extended.pdf>