

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

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

Aligned Advanced Academic Courses

Dual Credit

ACNT1303 Introduction to Accounting I
 BCIS1305 Business Computer Applications
 POFI2301 Word Processing
 ACNT1311 Introduction to Computerized Accounting
 ACNT1313 Computerized Accounting Applications



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



Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities

- Intern with a certified public accountant (CPA) at a local business
- Intern with a city or county auditor's office
- Shadow a financial advisor as an intern at an investment company

Expanded Learning Opportunities

- Participate in BPA and/or DECA

Aligned Industry-Based Certifications

- Accounting Basics (NOCTI)
- Intuit QuickBooks Certified User
- Microsoft Office Specialist: Microsoft Excel Expert (Excel 2019)



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%

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

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>