



# 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.

## Endorsement: *Business & Industry 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

- 9<sup>th</sup> Grade  Principles of Business, Marketing, and Finance (Level 1)

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- 10<sup>th</sup> Grade  Entrepreneurship I (Level 2)

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- 11<sup>th</sup> Grade  Advertising (Level 3) (KCC) **AND**  
 Social Media Marketing (Level 3) (KCC)

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- 12<sup>th</sup> Grade  Practicum in Marketing (Level 4) (KCC)  
 Elective Math: Statistics and Business Decision Making (Level 4)

A CTE Completer is a student who completes three or more CTE courses for four or more credits including one Level 3 or 4 (advanced level) CTE course within a program of study will fulfill the requirements of a Business and Industry Endorsement.

### Aligned Industry-Based Certifications

- Entrepreneurship & Small Business



### Work-Based Learning and Expanded Learning Opportunities

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

#### NAVIANCE ACCESS

All Killeen ISD students (7<sup>th</sup> – 12<sup>th</sup> graders) should login to their Naviance account through Clever.

Log into Naviance by clicking the Clever logo or link and use the College SuperMatch Tool to find colleges offering degree plans in this field.

<https://clever.com/in/killeenisd>



Killeen ISD does not discriminate on the basis of race, color, national origin, sex, or disability 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: Rhea Bell, Title IX Coordinator, 902 N. 10<sup>th</sup> St., Killeen, TX 76541, 254-336-2822, [Rhea\\_bell@killeenisd.org](mailto:Rhea_bell@killeenisd.org). Further non-discrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).



### 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: Texas Wages, 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>



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Endorsement: *Business & Industry*

Statewide Program of Study: *Entrepreneurship*



## Course Information

IT IS IN THE BEST INTEREST OF THE STUDENT TO TAKE ALL COURSES LISTED IN EACH GRADE

Level 1 9 <sup>th</sup> Grade	Course	Prerequisites   Corequisites	Career Clusters
	<b>Principles of Business, Marketing, and Finance*</b> 13011200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Level 2 10 <sup>th</sup> Grade	Course	Prerequisites   Corequisites	Career Clusters
	<b>Entrepreneurship I*</b> 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing and Finance Recommended Corequisites: None	
Level 3 11 <sup>th</sup> Grade	Course	Prerequisites   Corequisites	Career Clusters
	<b>Advertising*</b> 13034200 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
	<b>Social Media Marketing</b> 13034650 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Level 4 12 <sup>th</sup> Grade	Course	Prerequisites   Corequisites	Career Clusters
	<b>Practicum in Marketing*</b> First Time Taken: 13034800 (2 credits) Second Time Taken: 13034810 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
	<b>Statistics and Business Decision Making*</b> 13016900 (1 credit)	Prerequisites: Algebra II Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

\* Indicates course is included in more than one program of study.

See your school counselor to connect with a military recruiter for career counseling and to take the ASVAB in high school.