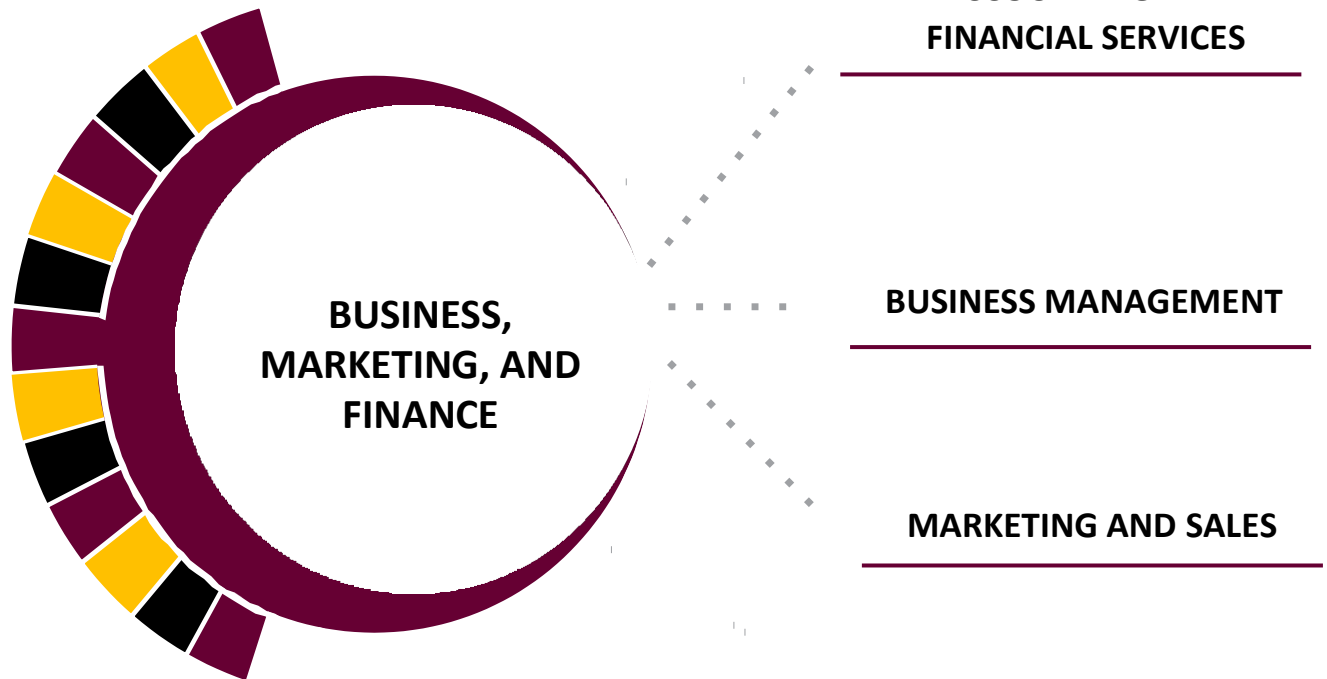


Business & Industry Endorsement

CAREER CLUSTER

PROGRAMS OF STUDY



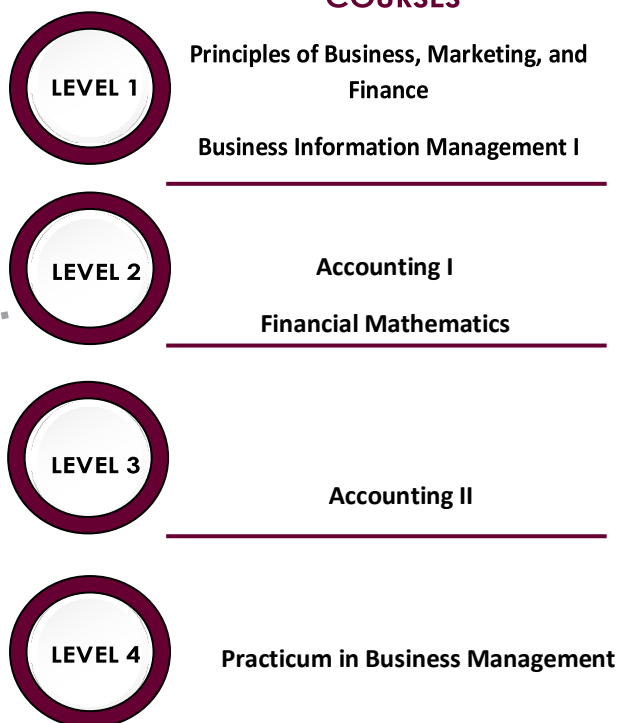
Students completing two or more courses for two or more credits within a program of study earn concentrator status for Perkins V federal accountability reporting.

Students finishing three or more courses for four or more credits with one course from level 3 or 4 within a program of study earn completer status for Perkins V federal accountability reporting.





COURSES



POSTSECONDARY OPTION

HIGH SCHOOL/ *INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE	OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
*Intuit QuickBooks Certified User	Certified Management Accountant	Real Estate	Accounting	Financial Accounting	Accountants and Auditors	\$71,469	14,436	22%
*Microsoft Office Specialist or Expert – Word and/or Excel	Certified Internal Auditor	Financial, General		Business Administration	Loan Officers	\$68,598	2,419	19%
Certified Insurance Service Representative	Certified Income Specialist	Financial Planning and Services		Financial Planning	Personal Financial Advisors	\$86,965	1,861	52%
*Google Analytics Individual Qualification	Certified Public Accountant	Certified Income Specialist			Administrative Service Managers	\$96,138	2,277	21%
					Insurance Underwriters	\$66,206	594	14%
*Certification offered at DISD. Additional industry based certification information is available from the TEA CTE website.					WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES Exploration Activities: Business Professionals of America (BPA), Future Business Leaders of America (FBLA), and DECA Work Based Learning Activities: Intern at an Accounting firm Earn certifications			
For more information on postsecondary options for this program of study, visit TXCTE.org, your counselor, or the CTE department at DISD.								

The Accounting and Financial Services program of study teaches CTE concentrators how to examine, analyze, and interpret financial records. Through this program of study, students will learn the skills necessary to perform financial services, prepare financial statements, interpret accounting records, give advice, or audit and evaluate statements prepared by others. This program of study will also introduce students to mathematical modeling tools.



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, interior design, and construction management.

Successful completion of the Accounting and Financial Services program of study will fulfill requirements of the Business and Industry Endorsement – Approved Statewide Programs of Study – September 2019.



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ)	GRADE
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11
Business Information Management I	13011400 (1 credit)	None	9-12
Accounting I	13016600 (1 credit)	None	10-12
Financial Mathematics	13018000 (1 credit)	PREQ: Algebra I	10-12
Accounting II	13016700 (1 credit)	PREQ: Accounting I	11-12
Practicum in Business Management	13012200 (2 credits)	None	11-12

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER, PLEASE CONTACT:

Dale Fowler/Dale.Fowler@tea.texas.gov

<https://tea.texas.gov/cte>

<http://www.donnaisd.net/Community/Graduation-Plans>

COURSES



Principles of Business, Marketing, and Finance

Business Information Management I



Business Information Management II



Business Management



Practicum in Business Management

POSTSECONDARY OPTIONS

HIGH SCHOOL/ *INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE	OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
*Microsoft Office Specialist or Expert –Word	Certified Records Manager	Business Administration			Administrative Service Managers	\$96,138	2,277	21%
*Microsoft Office Specialist or Expert –Excel	Certified Facility Manager	Business/ Commerce		Business Administration	Management Analysts	\$87,651	4,706	32%
Google Cloud Certified Professional – G-Suite	Certified Commercial Contracts Manager	Public Administration			General and Operations Managers	\$107,640	18,679	20%
*Google Analytics Individual Qualification	Teradata 14 Basics/ Certified Technical Specialist	Business Management		Management Science	Operations Research Analysts	\$78,083	1,128	38%
*Certification offered at DISD. Additional industry based certification information is available from the TEA CTE website.					Supervisors of Administrative Support Workers	\$57,616	14,982	20%
For more information on postsecondary options for this program of study, visit TXCTE.org, or visit your counselor, or the CTE department at DISD					WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES			
					Exploration Activities: Business Professionals of America (BPA), Future Business Leaders of America (FBLA), and DECA	Work Based Learning Activities: Intern with a local business Earn certifications		

The Business Management program of study teaches CTE concentrators how to plan, direct, and coordinate the administrative services and operations of an organization. Through this program of study, students will learn the skills necessary to formulate policies, manage daily operations, and allocate the use of materials and human resources. This program of study will also introduce students to mathematical modeling tools and organizational evaluation methods.



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, interior design, and construction management.

Successful completion of the Business Management program of study requirements of the Business and Industry Endorsement – Approved Statewide Programs of Study – September 2019.



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ)	GRADE
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11
Business Information Management I	13011400 (1 credit)	None	9-12
Business Information Management II	13011500 (1 credit)	PREQ: Business Information Management I	10-12
Business Management	13012100 (1 credit)	None	10-12
Practicum in Business Management	13012200 (2 credits)	None	11-12

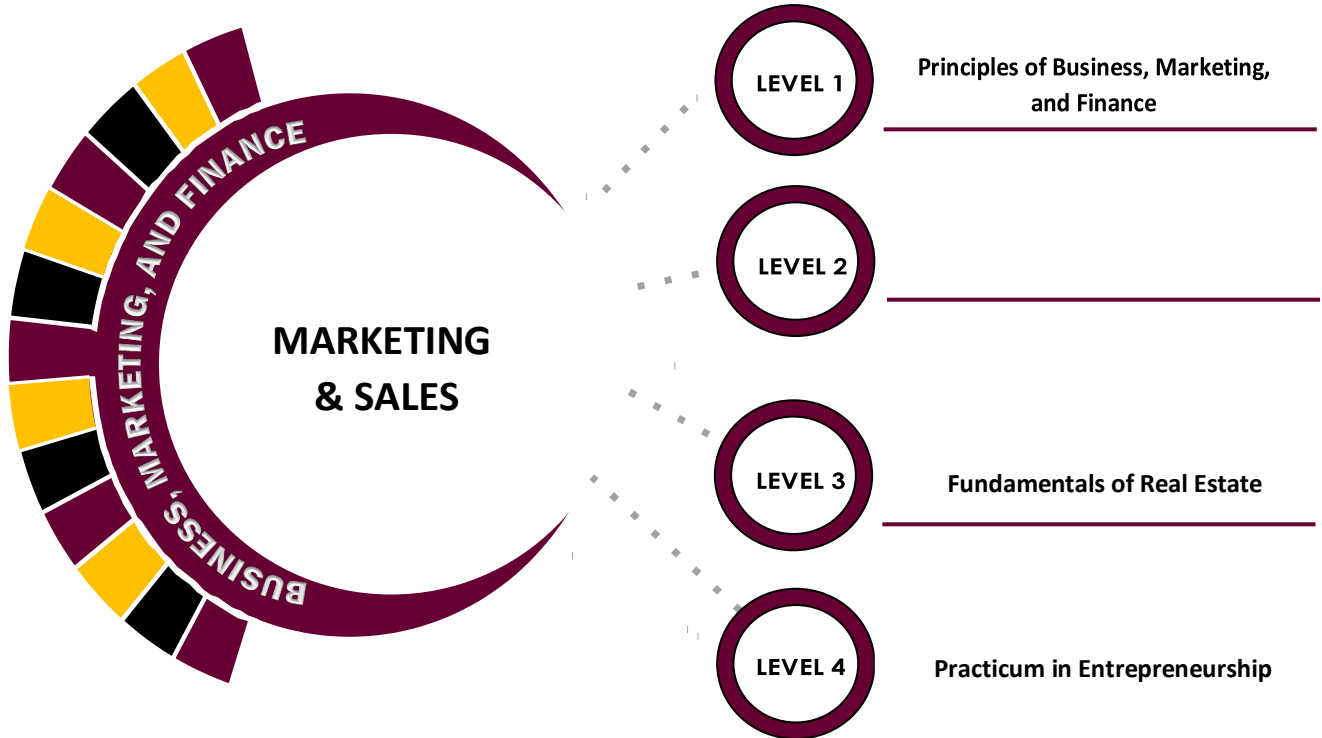
FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER, PLEASE CONTACT:

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COURSES



POSTSECONDARY OPTIONS

HIGH SCHOOL/ *INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE	OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
*Microsoft Office Specialist, Expert/Master in Word and/or Excel	Certified Product Manager	Marketing/Marketing Management, General		Marketing	Marketing Research Analysts & Marketing Specialists	\$70,346	4,664	40%
*Google Analytics Individual Qualification	DMA Certified Marketing Professional	Consumer Merchandising/Retailing Management	Business Administration		Real Estate Agents	\$60,040	4,190	17%
*Customer Service Certification	Certified Salesperson	International Marketing	Applied Economics		Insurance Sales Agent	\$43,181	5,886	30%
*Real Estate Sales Agent License	Real Estate Appraise	Business	Marketing Research	Advertising	First-Line Supervisors of Retail Buyers	\$72,550	2,826	15%
*Certification offered at DISD. Additional industry based certification information is available from the TEA CTE website.					Wholesale and Retail Buyers	\$51,106	1,299	19%
For more information on postsecondary options for this program of study, visit					WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES			
					Exploration Activities: Business Professionals of America (BPA), Future Business Leaders of America (FBLA), and DECA	Work Based Learning Activities: Intern at a Marketing firm Shadow a Real Estate Agent		

The Marketing and Sales program of study teaches CTE concentrators how to collect information to determine potential sales of a product or service and/or create a marketing campaign to market or distribute goods and services. Through this program of study, students will learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits.



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, interior design, and construction management.

Successful completion of the Marketing and Sales program of study requirements of the Business and Industry Endorsement Approved Statewide Programs of Study – September 2019.



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ)	GRADE
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-11
Fundamentals of Real Estate	N1301120 (2 credits)	None	11-12
Practicum in Entrepreneurship	TBD	TBD	TBD

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER, PLEASE CONTACT:

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