

# Business & Industry Endorsement

## CAREER CLUSTER

## PROGRAMS OF STUDY



- ACCOUNTING & FINANCIAL SERVICES
- BUSINESS MANAGEMENT
- MARKETING & SALES



# 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.

## Accounting and Financial Services Statewide Program of Study



The Accounting and Financial Services program of study teaches CTE learners 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.

### Secondary Courses for High School Credit

#### Level 1

- Principles of Business, Marketing, and Finance
- Business Information Management I/Lab

#### Level 2

- Accounting I
- Financial Mathematics

#### Level 3

- Accounting II

#### Level 4

- Practicum in Business Management

### Work-Based Learning and Expanded Learning Opportunities

#### Exploration Activities

- Participate in Business Professionals of America, Future Business Leaders of America, or DECA

#### Work-Based Learning Activities

- Intern with a local accounting firm
- Earn Microsoft Office certifications

### Industry-Based Certifications

- Accounting - Basic
- Accounting Foundations
- Certified Insurance Service Representative
- ^Intuit QuickBooks Certified User
- MB-920: Microsoft Dynamics 365 Fundamentals Finance and Operations Apps
- ^Microsoft Office Specialist: Microsoft Access Expert (Access and Access 2019), Microsoft Office Specialist: Microsoft Excel Expert (Excel and Excel 2019)
- Volunteer Income Tax Assistance/Tax Counseling Certification: Advanced
- Volunteer Income Tax Assistance/Tax Counseling Certification: Basic
- Volunteer Income Tax Assistance/Tax Counseling Certification: Volunteer for Elderly
- ^Microsoft Office Specialist-Excel\*

^Offered at Donna ISD \*IBC sunseting 8/31/24

### Postsecondary Opportunities

#### Associates Degrees

- Real Estate
- Financial, General
- Financial Planning and Services
- Certified Income Specialist

#### Bachelor's Degrees

- Accounting
- Financial, General
- Financial Planning and Services
- Certified Income Specialist

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

- Financial Accounting
- Business Administration
- Financial Planning

### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Accountants and Auditors	\$71,469	14,436	22%
Loan Officers	\$68,598	2,419	19%
Personal Financial Advisors	\$86,965	1,861	52%
Administrative service Managers	\$96,138	2,277	21%
Insurance Underwriters	\$66,206	594	14%

Successful completion of the Accounting and Financial Services program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

# Accounting and Financial Services Course Information

## Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	None
*Money Matters	13016200 (1 credit)	None	None
Business Information Management I/Lab	13011400 (1 credit) 13011410 (2 credits)	None	None

## Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Accounting I	13016600 (1 credit)	None	None
*Banking and Financial Services	13016300 (.5 credit)	None	None
Financial Mathematics	13018000 (1 credit)	Algebra I	None

## Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Accounting II	13016700 (1 credit)	Accounting I	None
*Financial Analysis	13016800 (1 credit)	Accounting I	None
*Insurance Operations	13016500 (1 credit)	None	None

## Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
*Securities and Investments	13016400 (1 credit)	None	None
Practicum in Business Management	13012200 (2 credits) 13012205 (3 credits) 13012210 (2 credits) 13012215 (3 credits)	None	None
*Practicum in Entrepreneurship	N1303425 (2 credits)	None	None
*Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	None

\*Not Currently Offered at Donna ISD

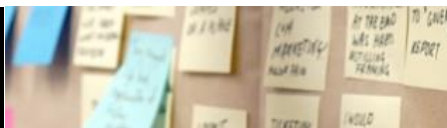
FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER,  
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# Business, Marketing, and Finance Career Cluster

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.

## Business Management Statewide Program of Study



The Business Management program of study teaches CTE learners 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.

### Secondary Courses for High School Credit

#### Level 1

- Principles of Business, Marketing, and Finance
- Business Information Management I/Lab

#### Level 2

- Business Information Management II/Lab

#### Level 3

- Business Management

#### Level 4

- Practicum in Business Management

### Work-Based Learning and Expanded Learning Opportunities

#### Exploration Activities

- Participate in Business Professional of America, Future Business Leaders of America, or DECA

#### Work-Based Learning Activities

- Intern with a local business or chamber of commerce

### Industry-Based Certifications

- Administrative Assisting
- Certified Associate in Project Management (CAPM)
- Entrepreneurship and Small Business
- General Management
- MB-920: Microsoft Dynamics 365 Fundamentals Finance and Operations Apps
- Microsoft Office Specialist 2016 Master
- Microsoft Office Specialist: Microsoft Access Expert (Access 2019)
- ^Microsoft Office Specialist: Microsoft Excel Expert (Excel 2019)
- ^Microsoft Office Specialist: Microsoft Word Expert (Word 2019)
- Project Management Institute (PMI) Project Management Ready

- ^Microsoft Office Specialist-Excel\*
- ^Microsoft Office Specialist-Word\*

^ Offered at Donna ISD \*IBC sunsetting 8/31/24

### Postsecondary Opportunities

#### Associates Degrees

- Business Administration
- Business/Commerce
- Public Administration
- Business Management

#### Bachelor's Degrees

- Business Administration
- Business/Commerce
- Public Administration
- Management Science

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

- Business Administration
- Business Management
- Public Administration
- Management Science

### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Administrative Service Managers	\$96,138	2,277	21%
Management Analysts	\$87,651	4,706	32%
General and Operations Managers	\$107,640	18,679	20%
Supervisors of Administrative Support Works	\$57,616	14,982	20%

Successful completion of the Business Management program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

# Business Management Course Information

## Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	None
Business Information Management I/Lab	13011400 (1 credit) 13011410 (2 credits)	None	None

## Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
*Business Law	13011700 (1 credit)	None	None
*Virtual Business	13012000 (.5 credit)	None	None
Business Information Management II/Lab	13011500 (1 credit) 13011510 (2 credits)	Business Information Management I	None

## Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Business Management	13012100 (1 credit)	None	None
*Global Business	13011800 (.5 credit)	None	None
*Human Resources Management	13011900 (.5 credit)	None	None

## Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
*Statistics and Business Decision Making	13016900 (1 credit)	Algebra II	None
Practicum in Business Management	13012200 (2 credits) 13012205 (3 credits) 13012210 (2 credits) 13012215 (3 credits)	None	None
*Practicum in Entrepreneurship	N1303425 (2 credits)	None	None
*Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	None

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# 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.

## Marketing & Sales Statewide Program of Study



The Marketing and Sales program of study teaches CTE learners 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.

### Secondary Courses for High School Credit

#### Level 1

- Principles of Business, Marketing, and Finance

#### Level 2

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#### Level 3

- Fundamentals of Real Estate

#### Level 4

- Advanced Marketing

### Work-Based Learning and Expanded Learning Opportunities

#### Exploration Activities

- Participate in Business Professionals of America, Future Business Leaders of America, or DECA

#### Work-Based Learning Activities

- Intern with a local marketing firm
- Shadow a real estate agent
- Operate a school store on campus

### Industry-Based Certifications

- Business of Retail: Certified Specialist
- Certified Insurance Service Representative
- Customer Service and Sales: Certified Specialist
- Entrepreneurship and Small Business
- Facebook Digital Marketing Associate Certification
- ^Real Estate Sales Agent License
- Retail Merchandising - Job Ready
- Student Social Media Marketing Certification

### Postsecondary Opportunities

#### Associates Degrees

- Marketing/ Marketing Management, General
- Consumer Merchandising/Retailing Management
- International Marketing
- Business

#### Bachelor's Degrees

- Marketing/ Marketing Management, General
- Business Administration
- Applied Economics
- Marketing Research

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

- Marketing
- Business Administration
- Applied Economics
- Advertising

- ^Google Analytics Individual Qualification\*

^Offered at Donna ISD

\*IBC sunseting 8/31/24



### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Marketing Research Analysts and Marketing Specialists	\$70,346	4,664	40%
Insurance Sales Agent	\$43,181	5,886	30%
First-Line Supervisors of Retail Sales Workers	\$72,550	2,826	15%
Wholesale and Retail Buyers	\$51,106	1,229	19%

Successful completion of the Marketing and Sales program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

# Marketing & Sales Course Information

## Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	None

## Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
*Fashion Marketing	13034300 (.5 credit)	None	None
*Sports and Entertainment Marketing	13034600 (.5 credit)	None	None
*Virtual Business	13012000 (.5 credit)	None	None
*Marketing	N1303424 (1 credit)	None	None

## Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
*Social Media Marketing	13034650 (.5 credit)	None	None
*Advertising	13034200 (.5 credit)	None	None
*Retail Management	N1303420 (1 credit)	None	None
*Sports and Entertainment Marketing II	N1303422 (.5 credit)	Sports and Entertainment Marketing	None
*Statistics and Business Decision Making	13016900 (1 credit)	Algebra II	None
Fundamentals of Real Estate	N1301120 (2 credits)	None	None

## Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Advanced Marketing	13034700 (2 credits)	One credit from the courses in the Marketing Career Cluster	None
*Practicum in Marketing	13034800 (2 credits) 13034805 (3 credits) 13034810 (2 credits) 13034815 (3 credits)	None	None
*Practicum in Entrepreneurship	N1303425 (2 credits)	None	None
*Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	None

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