



Level 1	Principles of Business, Marketing, and Finance
Level 2	Business Information Management I Entrepreneurship I (option to take at home campus or AmTech)
Level 3	Entrepreneurship II
Level 4	Practicum in Business Management

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE/LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
Entrepreneurship and Small Business	Certified Facility Manager	Business Administration and Management	Business Administration and Management	Business Administration and Management
Microsoft Office Expert - Word	Certified Management Accountant	Business/Commerce	Business/Commerce	Business/Commerce
Microsoft Office Expert - Excel	Certified Project Consultant	Public Administration	Public Administration	Public Administration
	Accredited Management Consultant	Business Management	Management Science	Management Science

Occupations	Median Wage	Annual Openings	% Growth
General and Operations Managers	\$107,640	18,679	20%
Management Analysts	\$87,651	4,706	32%
Managers, All Others	\$113,110	1,794	26%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES	
Exploration Activities:	Work Based Learning Activities:
DECA Industry Tours Guest Speakers	Participate in internships

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

The Entrepreneurship program of study teaches CTE learners how to plan, direct, and coordinate the management and operations of public or private sector organizations. Through this program of study, students will learn the skills necessary to formulate policies, manage daily operations, analyze management structures, and plan for the use of materials and human resources.



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.

Successful completion of the Entrepreneurship program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020

COURSE INFORMATION: ENTREPRENEURSHIP

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ)	Grade
Principles of Business, Marketing, and Finance	13011200 (1 credit)	None	9-10
Business Information Management I	13011400 (1 credit)	None	9-12
Entrepreneurship	13034400 (1 credit)	None	10-12
Entrepreneurship II	N1303423 (1 credit)	PREQ: Entrepreneurship	11-12
Practicum in Business Management	13012200 (2 credits)	PREQ: Completion of two CTE courses within this program of study	12

FOR ADDITIONAL INFORMATION ON THE ENTREPRENEURSHIP PROGRAM OF STUDY,
PLEASE CONTACT YOUR LOCAL COUNSELOR OR VISIT
[HTTPS://AMTECH.AMAISD.ORG](https://amtech.amaisd.org)



ENTREPRENEURSHIP PROGRAM OF STUDY

Principles of Business, Marketing, and Finance

Grade Placement: 9-10, Credit: 1

Prerequisite: None.

In Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance.

Course #0262
AHS, CHS, PDHS, THS

Business Information Management I

Grade Placement: 9–12, Credit: 1

Prerequisite: None.

In Business Information Management I, students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and make a successful transition to the workforce and postsecondary education. Students apply technical skills to address business applications of emerging technologies, create word-processing documents, develop a spreadsheet, formulate a database, and make an electronic presentation using appropriate software.

Course #0252
AHS, CHS, PDHS, THS

Entrepreneurship I

Grade Placement: 10–12, Credit: 1

Prerequisite: None.

Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services.

Course #0752/0752c
AHS, CHS, PDHS, THS, AMTECH

Entrepreneurship II

Grade Placement: 11-12, Credit: 1

Prerequisite: Entrepreneurship I.

Students will work in close cooperation with local industry leaders, community members, and educators to develop ideas and objectives, complete a business model canvas, pitch to potential investors, register with governmental agencies, and develop brand identity. The goal and outcome of the course is to have a business launched by the end of the course or have the tools necessary to launch and operate a business.

Course #0760c
AMTECH

Practicum in Business Management

Grade Placement: 12, Credits: 2

Prerequisite: Completion of two CTE courses within this program of study.

Practicum in Business Management is designed to give students supervised practical application of previously studied knowledge and skills. Practicum experiences occur in a paid or unpaid arrangement and a variety of locations appropriate to the nature and level of experience. Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and to make a successful transition to the workforce or postsecondary education. Students apply technical skills to address business applications of emerging technologies. Students develop a foundation in the economic, financial, technological, international, social, and ethical aspects of business to become competent consumers, employees, and entrepreneurs. Students enhance reading, writing, computing, communication, and reasoning skills and apply them to the business environment. Students incorporate a broad base of knowledge that includes the legal, managerial, marketing, financial, ethical, and international dimensions of business to make appropriate business decisions.

Course #0260c
AMTECH