



Apparel and Accessories Marketing Series **AAAM**
Automotive Services Marketing Series **ASM**
Business Services Marketing Series **BSM**
Buying and Merchandising Operations Research **BMOR**
Buying and Merchandising Team Decision Making **BTDM**
Food Marketing Series **FMS**
Integrated Marketing Campaign-Event **IMCE**
Integrated Marketing Campaign-Product **IMCP**
Integrated Marketing Campaign-Service **IMCS**
Marketing Communications Series **MCS**
Marketing Management Team Decision Making **MTDM**
Principles of Marketing **PMK**
Professional Selling **PSE**
Retail Merchandising Series **RMS**
Sports and Entertainment Marketing Series **SEM**
Sports and Entertainment Marketing
Operations Research **SEOR**
Sports and Entertainment Marketing
Team Decision Making **STDM**
Virtual Business Challenge-Fashion **VBFCFA**
Virtual Business Challenge-Retail **VBCTR**
Virtual Business Challenge-Sports **VBSCP**

CAREER PATHWAYS
Public Communications • Marketing Management • Research • Merchandising • Professional Sales

SELECTION
Marketing

CAREER PATHWAYS
Marketing Communications • Marketing Management
Marketing Research • Merchandising • Professional Selling

INSTRUCTIONAL AREAS
Management • Marketing-Information Management
Planning • Pricing • Product/Service Management
Promotion • Selling

LEADERSHIP •
21ST C

INSTRUCTIONAL AREAS

Human Resource Management • Planning • Marketing-Information Management • Product/Service Management • Promotion • Selling

LEADERSHIP • ENTREPRENEURSHIP • 21ST CENTURY

Channel Management • Marketing-Information Management

Market planning • Pricing • Product/Service Management

Promotion • Selling

CREATIVITY

ENTREPRENEURSHIP • ENTREPRENEURSHIP

21ST CENTURY E

BUSINESS CORE INSTR

21ST CENTURY EMPLOYABILITY SKILLS



DECA
BUSINESS ADMINISTRATION
CORE INSTRUCTIONAL AREAS

Business Law	Human Resources Management
Communication Skills	Information Management
Customer Relations	Marketing
Economics	Operations
Emotional Intelligence	Professional Development
Entrepreneurship	Strategic Management
Financial Analysis	

INSTRUCTIONAL AREAS

Business Management • Human Resources Management • Operations Management • Project Management • Risk Management • Quality Management • Knowledge Management

LEADERSHIP • ENTREPRENEURSHIP • CRITICAL THINKING

CA

EDUCATIONAL AREAS

Knowledge Management • Project Management
Quality Management • Risk Management
Entrepreneurship • Critical Thinking Skills
Academic Skills

BUSINESS MANAGEMENT + ADMINISTRATION



Business Law and Ethics Team Decision Making **BLTDM**
 Business Services Operations Research **BORS**
 Business Solutions Project **PMBSS**
 Career Development Project **PMCD**
 Community Awareness Project **PMCA**
 Community Giving Project **PMCG**
 Financial Literacy Project **PMFL**
 Human Resources Management Series **HRMS**
 Principles of Business Management and Administration **PBMA**
 Sales Project **PMSP**

ENTREPRENEURSHIP



- Business Growth Plan **EBG**
- Entrepreneurship Series **EN**
- Entrepreneurship Team Decision Making **ETDM**
- Franchise Business Plan **EFB**
- Independent Business Plan **EIB**
- Innovation Plan **EIP**
- International Business Plan **IBP**
- Principles of Entrepreneurship **PEN**
- Start-Up Business Plan **ESB**
- Virtual Business Challenge-Entrepreneurship **VBCEN**

PATHWAYS

INSTRUCTIONAL AREAS

Management • Travel and Tourism
Lodging • Knowledge Management • Product/Service Management • Risk Management • Market Planning • Promotion • Pricing • Selling • Collaboration & Teamwork • Reputation • Financial

CAREER PATHWAYS

- Event Management • Lodging
- Restaurant Management • Travel and Tourism

INSTRUCTIONAL AREAS

- Marketing • Finance • Human Resources
- Product/Service Management • Risk Management • Quality Management

ENTREPRENEURSHIP

- Business Plan • Financial Analysis • Marketing Strategy
- Customer Relations • Economics • Emotional Intelligence • Entrepreneurship • Financial Analysis • Skills • Collaboration & Teamwork

INSTRUCTIONAL AREAS

Financial-Information Management
Risk Management

ENTREPRENEUR

Problem Solving • Communication • Strategic Management

CAREER PATHWAYS
 Accounting • Banking Services and Investments • Corporate Finance • Insurance • Securities and Investments

INSTRUCTIONAL AREAS
 Financial-Information Management • Risk Management • Entrepreneurship • Problem Solving

ENTREPRENEURSHIP
 Solving Problems

PERSONAL FINANCIAL LITERACY



Personal Financial Literacy **PFL**
Virtual Business Challenge-Personal Finance **VBCPF**

Accounting Applications Series **ACT**
 Business Finance Series **BFS**
 Financial Consulting **FCE**
 Finance Operations Research **FOR**
 Financial Services Team Decision Making **FTDM**
 Principles of Finance **PFN**
 Stock Market Game **SMG**
 Virtual Business Challenge-Accounting **VBCAC**

FINANCE



HOSPITALITY + TOURISM



- Hospitality and Tourism Operations Research **HTOR**
- Hospitality and Tourism Professional Selling **HTPS**
- Hospitality Services Team Decision Making **HTDM**
- Hotel and Lodging Management Series **HLM**
- Principles of Hospitality and Tourism **PHT**
- Quick Serve Restaurant Management Series **QSRM**
- Restaurant and Food Service Management Series **RFSM**
- Travel and Tourism Team Decision Making **TTDM**
- Virtual Business Challenge–Hotel Management **VBCHM**
- Virtual Business Challenge–Restaurant **VB CRS**