



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 CENTURY SKILLS

INSTRUCTIONAL AREAS

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

ENTREPRENEURSHIP • 21ST CENTURY

21ST CENTURY

CAREER PATHWAYS

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

INSTRUCTIONAL AREAS

- Product/Service Management • Knowledge Management • Quality Management • Risk Management • Market Planning • Pricing • Promotion • Entrepreneurship Skills

ENTREPRENEURSHIP

- Economics • Emotional Intelligence • Entrepreneurship • Financial Analysis • Collaboration & Teamwork

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 **VBCRS**



HOSPITALITY + TOURISM

BUSINESS MANAGEMENT + ADMINISTRATION



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

ENTREPRENEURSHIP

Business Growth Plan **EBGP**
 Entrepreneurship Series **ENT**
 Entrepreneurship Team Decision Making **ETDM**
 Franchise Business Plan **EFBP**
 Independent Business Plan **IBP**
 Innovation Plan **EIP**
 International Business Plan **IBP**
 Principles of Entrepreneurship **PEN**
 Start-Up Business Plan **ESBP**
 Virtual Business Challenge-Entrepreneurship **VBCEN**

Development
Strategic Management
Problem Solving • Com

ENTREPRENEUR

INSTRUCTIONAL AREAS
Financial-Information Management
Risk Management

PATHWAYS
Financial Services and Investments

FUNCTIONAL
Financial-Information Management
Risk Management

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

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