



# MARKETING

Apparel and Accessories Marketing Series **AAM**  
 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 Management Team Decision Making **MTDM**  
 Marketing Communications Series **MCS**  
 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 **VBCFA**  
 Virtual Business Challenge-Retail **VBCRT**  
 Virtual Business Challenge-Sports **VBCSP**

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

**INSTRUCTIONAL AREAS**  
 CHANNEL MANAGEMENT • MARKETING-INFORMATION MANAGEMENT  
 MARKET PLANNING • PRICING • PROMOTION  
 PRODUCT/SERVICE MANAGEMENT • SELLING

**ENTREPRENEURSHIP • ENTREPRENEURSHIP • ENTREPRENEURSHIP**  
 21ST CENTURY EMPLOYABILITY SKILLS • ENTREPRENEURSHIP  
 Entrepreneurship & Teamwork • Creativity • Collaboration & Teamwork • Communication Skills • Critical Thinking & Problem Solving



## BUSINESS ADMINISTRATION CORE INSTRUCTIONAL AREAS

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

# BUSINESS MANAGEMENT + ADMINISTRATION



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

**CAREER PATHWAYS**  
 Administrative Services • Business Information Management  
 Corporate/General Management • Human Resources Management  
 Operations Management

**INSTRUCTIONAL AREAS**  
 KNOWLEDGE MANAGEMENT • PROJECT MANAGEMENT  
 QUALITY MANAGEMENT • RISK MANAGEMENT

## ENTREPRENEURSHIP

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



**INSTRUCTIONAL AREAS**  
 COMPLIANCE • FINANCIAL-INFORMATION • RISK MANAGEMENT  
 PRODUCT/SERVICE MANAGEMENT

**CAREER PATHWAYS**  
 Accounting • Banking Services and Investments  
 Insurance • Securities and Investments

**INSTRUCTIONAL AREAS**  
 PROMOTION • QUALITY MANAGEMENT • SELLING  
 MARKET PLANNING • PRICING • PRODUCT/SERVICE MANAGEMENT  
 Event Management • Travel and Tourism  
 Restaurant Management • Lodging

Hospitality Services Team Decision Making **HTDM**  
 Hospitality and Tourism Operations Research **HTOR**  
 Hospitality and Tourism Professional Selling **HTPS**  
 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

**INSTRUCTIONAL AREAS**  
 COMPLIANCE • FINANCIAL-INFORMATION • RISK MANAGEMENT  
 PRODUCT/SERVICE MANAGEMENT

**CAREER PATHWAYS**  
 Accounting • Banking Services and Investments  
 Insurance • Securities and Investments

## 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 \$