



DISTRICT INSTRUCTIONAL AREAS HIGH SCHOOL DIVISION 2024-2025

Competitive Event		Instructional Area	
PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS			
PBM	Principles of Business Management and Administration	Emotional Intelligence	
PEN	Principles of Entrepreneurship	Customer Relations	
PFN	Principles of Finance	Financial Analysis	
PHT	Principles of Hospitality and Tourism	Customer Relations	
PMK	Principles of Marketing	Operations	
PERSONAL FINANCIAL LITERACY EVENT			
PFL	Personal Financial Literacy	Saving	
TEAM DECISION MAKING EVENTS			
BLTDM	Business Law and Ethics Team Decision Making	Economics	
BTDM	Buying and Merchandising Team Decision Making	Product/Service Management	
ETDM	Entrepreneurship Team Decision Making	Promotion	
FTDM	Financial Services Team Decision Making	Financial Analysis	
HTDM	Hospitality Services Team Decision Making	Product/Service Management	
MTDM	Marketing Management Team Decision Making	Promotion	
STDM	Sports and Entertainment Marketing Team Decision Making	Economics	
TTDM	Travel and Tourism Team Decision Making	Promotion	
INDIVIDUAL SERIES EVENTS			
AAM	Apparel and Accessories Marketing Series	Scenario 1	Market Planning
		Scenario 2	Product/Service Management
ACT	Accounting Applications Series	Scenario 1	Financial Analysis
		Scenario 2	Professional Development
ASM	Automotive Services Marketing Series	Scenario 1	Customer Relations
		Scenario 2	Selling
BFS	Business Finance Series	Scenario 1	Professional Development
		Scenario 2	Financial Analysis
BSM	Business Services Marketing Series	Scenario 1	Market Planning
		Scenario 2	Selling
ENT	Entrepreneurship Series	Scenario 1	Entrepreneurship
		Scenario 2	Channel Management
FMS	Food Marketing Series	Scenario 1	Product/Service Management
		Scenario 2	Economics
HLM	Hotel and Lodging Management Series	Scenario 1	Product/Service Management
		Scenario 2	Operations
HRM	Human Resources Management Series	Scenario 1	Communication Skills
		Scenario 2	Emotional Intelligence
MCS	Marketing Communications Series	Scenario 1	Promotion
		Scenario 2	Promotion
QSRM	Quick Serve Restaurant Management Series	Scenario 1	Operations
		Scenario 2	Customer Relations
RFSM	Restaurant and Food Service Management Series	Scenario 1	Product/Service Management
		Scenario 2	Marketing
RMS	Retail Merchandising Series	Scenario 1	Marketing-Information Management
		Scenario 2	Market Planning
SEM	Sports and Entertainment Marketing Series SEM	Scenario 1	Promotion
		Scenario 2	Product/Service Management