

Program Name: Business & Hospitality Management

2024-2025 SCOPE & SEQUENCE

Secondary Scope & Sequence

- ⦿ Technical - Major units and levels with estimated hours
- ⦿ Academic - Recommended

Subject – Hours	Level I	Estimate of Hours	Level II	Estimate of Hours	Level III	Estimate of Hours	Level IV	Estimate of Hours
Technical	INTERPRETING MARKETING AND BUSINESS FUNDAMENTIALS	85	EXPLORING CAREER DEVELOPMENT OPPORTUNITIES	90	TECHNOLOGY APPLICATIONS	75	MARKETING INFORMATION MANAGEMENT AND MARKET PLANNING	95
	EXPLORING CAREER DEVELOPMENT OPPORTUNITIES	85	CHANNEL MANAGEMENT	80	COMMUNICATIONS IN MARKETING	52	BUSINESS MANAGEMENT AND ADMINISTRATION	80
	SELLING GOODS AND SERVICES	80	PROVIDING PERSONALIZED CUSTOMER SERVICE	90	MARKETING INFORMATION MANAGEMENT AND MARKET PLANNING	120	ECONOMICS	70
	PRICING AND RETAIL MATH	70	ADVERTISING AND PROMOTING GOODS AND SERVICES	75	BUSINESS MANAGEMENT AND ADMINISTRATION	43	COMMUNICATIONS IN MARKETING	45
	PRODUCT SERVICE AND MANAGEMENT	40	SOCIAL MEDIA	25	ECONOMICS	70	EXPLORING CAREER DEVELOPMENT OPPORTUNITIES	70
		360		360		360		360
English (4)	College Prep English I		College Prep English II		College Prep English III		College Prep English IV	
Math (3)	Algebra I		Algebra II		Geometry		Higher Level College Prep Math (recommended)	
Science (3)	Biology		Chemistry		Physics			
Humanities (covering these courses in any order) (3)	Civics		U.S. History		World History			
Other	Foreign Language I (recommended)		Foreign Language II (recommended)					