

DECA

About this Program

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management in high schools and colleges around the globe. The DECA program at Cooper City High School is divided into two pathways. They are Entrepreneurship and Hospitality & Tourism.

Business Management and Analysis

Students in the Business Pathway will learn various aspects of entrepreneurship including but not limited to legal business structures, business environment, human resources, marketing, and finance. All students are required to join DECA and will participate in the many competitions this organization has to offer. Seniors will participate in the VEI program which prepares students for the real-world through a year-long simulation of a startup business that operates in a virtual economy with other schools in the program. Students in these courses will have the opportunity to earn Intuit industry certifications in QuickBooks Online, Entrepreneurship & Small Business, and Design for Delight,

Hospitality & Tourism

The Academy of Hospitality & Tourism (AOHT) helps students chart career paths in one of the world's largest industries, from hotel and event management to sports and entertainment. Students who matriculate through this program will obtain necessary career-specific instruction in hospitality and tourism marketing management. Students will learn sales and management techniques, marketing principles, and entrepreneurship skills necessary to succeed in the hospitality and tourism industry. All students are required to join DECA and will participate in the many competitions this organization has to offer.



Courses

Business Management & Analysis

- 1) Digital Info Tech (82073100)
- 2) Business and Entrepreneurial Principals (ESB Certification) (82151200)
- 3) Accounting Applications Honors 1 (QuickBooks Certification) (82033100)
- 4) AICE Business AS Level (21023240)
- 5) Business Ownership Honors- VEI (Design for Delight Certification) (88120000)

Hospitality & Tourism

- 1) Introduction to H & T (88501100)
- 2) Technology for H & T (87031100)
- 3) H&T Market Management Honors (87031200)
- 4) H&T Entrepreneurship Honors (87031300) (Design for Delight Certification)
- 5) AICE Travel & Tourism (21024100)