

# DECA EXAMS

DECA currently uses seven industry-validated exams for the following competitive events. Each exam item represents a specific performance indicator from the respective national curriculum standards.

## BUSINESS ADMINISTRATION CORE

Principles of Business Management and Administration  
Principles of Finance  
Principles of Hospitality and Tourism  
Principles of Marketing

## BUSINESS MANAGEMENT + ADMINISTRATION

Business Law and Ethics Team Decision Making  
Human Resources Management Series

## ENTREPRENEURSHIP

Entrepreneurship Series  
Entrepreneurship Team Decision Making

## FINANCE

Accounting Applications Series  
Business Finance Series  
Financial Consulting  
Financial Services Team Decision Making

## HOSPITALITY + TOURISM

Hospitality and Tourism Professional Selling  
Hospitality Services Team Decision Making  
Hotel and Lodging Management Series  
Quick Service Restaurant Management Series  
Restaurant and Food Service Management Series  
Travel and Tourism Team Decision Making

## MARKETING

Apparel and Accessories Marketing Series  
Automotive Services Marketing Series  
Business Services Marketing Series  
Buying and Merchandising Team Decision Making  
Food Marketing Series  
Integrated Marketing Campaign-Event  
Integrated Marketing Campaign-Product  
Integrated Marketing Campaign-Service  
Marketing Communications Series  
Marketing Management Team Decision Making  
Professional Selling  
Retail Merchandising Series  
Sports and Entertainment Marketing Series  
Sports and Entertainment Marketing Team Decision Making

## PERSONAL FINANCIAL LITERACY

Personal Financial Literacy

## EXAM ITEM DISTRIBUTION

As members advance in competition, exam item content becomes more specialized to the Career Cluster. The distribution of items for each level is:

COMPETITION LEVEL	BUSINESS ADMIN. CORE	CAREER CLUSTER
District	50%	50%
Association	40%	60%
ICDC	30%	70%

## PERFORMANCE INDICATORS

Specific knowledge and skills students are expected to address and perform during their competition. Performance indicators are national curriculum standards which are taught in the classroom.

## INSTRUCTIONAL AREAS

Broad areas of content knowledge (i.e., promotion, pricing, emotional intelligence, business law) that are comprised of many performance indicators.

## BUSINESS ADMINISTRATION CORE

The Business Administration Core is the foundation for all of DECA's competitive events. Performance indicators in the Business Administration Core are common to all career areas and competitive events.

## CAREER CLUSTERS

There are sixteen (16) career clusters, each representing a distinct grouping of careers and industries based on the knowledge and skills they require. DECA supports four (4) career clusters:


- Business Management and Administration
- Finance
- Hospitality and Tourism
- Marketing


## CAREER PATHWAYS

Each career cluster contains several career pathways, or specialized career areas. For example, the Finance Career Cluster has career pathways such as Accounting, Banking Services, Corporate Finance, Insurance, and Securities and Investments.


# EXAM BLUEPRINTS

DECA's exams are rigorous, industry-validated, multiple-choice, 100-item exams based on National Curriculum Standards. These charts show the blueprint of items by instructional area for the 2022-2023 exams used at the district level, chartered association level and at the International Career Development Conference.

 BUSINESS ADMINISTRATION CORE	DISTRICT	ASSOCIATION	ICDC
Business Law	1	1	4
Communications	15	15	11
Customer Relations	5	5	4
Economics	7	7	12
Emotional Intelligence	22	22	19
Entrepreneurship	0	0	1
Financial Analysis	15	15	12
Human Resources Management	1	1	1
Information Management	10	10	11
Marketing	1	1	2
Operations	11	11	13
Professional Development	11	11	9
Strategic Management	1	1	1


 BUSINESS MANAGEMENT + ADMINISTRATION	DISTRICT	ASSOCIATION	ICDC
Business Law	5	6	5
Communications	7	6	6
Customer Relations	2	2	1
Economics	6	5	4
Emotional Intelligence	9	8	6
Entrepreneurship	1	0	0
Financial Analysis	7	6	5
Human Resources Management	1	0	0
Information Management	7	6	6
Knowledge Management	6	7	9
Marketing	1	1	1
Operations	21	24	26
Professional Development	6	5	4
Project Management	6	7	8
Quality Management	3	4	4
Risk Management	3	4	4
Strategic Management	9	9	11

 ENTREPRENEURSHIP	DISTRICT	ASSOCIATION	ICDC
Business Law	4	4	3
Channel Management	3	3	3
Communications	1	0	1
Customer Relations	1	1	1
Economics	3	3	2
Emotional Intelligence	6	6	4
Entrepreneurship	14	13	14
Financial Analysis	10	9	11
Human Resources Management	5	4	4
Information Management	4	3	2
Market Planning	5	6	6
Marketing	1	1	1
Marketing-Information Management	2	3	2
Operations	13	13	14
Pricing	2	3	2
Product/Service Management	4	4	4
Professional Development	5	5	4
Promotion	6	7	8
Quality Management	1	1	1
Risk Management	2	3	4
Selling	1	1	1
Strategic Management	7	7	8

 FINANCE	DISTRICT	ASSOCIATION	ICDC
Business Law	7	8	8
Communications	5	4	3
Customer Relations	4	5	4
Economics	6	5	4
Emotional Intelligence	9	8	6
Entrepreneurship	1	0	0
Financial Analysis	24	27	30
Financial-Information Management	9	10	12
Human Resources Management	1	0	0
Information Management	6	6	5
Marketing	1	1	1
Operations	6	5	4
Professional Development	14	14	15
Risk Management	6	7	8
Strategic Management	1	0	0

 HOSPITALITY + TOURISM	DISTRICT	ASSOCIATION	ICDC
Business Law	3	3	2
Communications	5	4	3
Customer Relations	8	9	10
Economics	7	6	5
Emotional Intelligence	9	8	6
Entrepreneurship	1	0	0
Financial Analysis	8	7	7
Human Resources Management	2	1	1
Information Management	14	15	16
Knowledge Management	0	1	1
Market Planning	1	1	2
Marketing	1	2	1
Operations	13	13	13
Pricing	1	1	1
Product/Service Management	6	7	9
Professional Development	7	7	6
Promotion	2	3	3
Quality Management	1	1	1
Risk Management	1	1	2
Selling	7	8	9
Strategic Management	3	2	2

 MARKETING	DISTRICT	ASSOCIATION	ICDC
Business Law	2	2	1
Channel Management	5	6	7
Communications	5	4	3
Customer Relations	2	2	1
Economics	6	5	4
Emotional Intelligence	9	8	6
Entrepreneurship	1	0	0
Financial Analysis	6	5	4
Human Resources Management	1	0	0
Information Management	5	4	3
Market Planning	4	4	5
Marketing	1	1	1
Marketing-Information Management	11	14	16
Operations	6	5	4
Pricing	3	4	4
Product/Service Management	11	13	15
Professional Development	6	5	5
Promotion	9	11	13
Selling	6	7	8
Strategic Management	1	0	0

 PERSONAL FINANCIAL LITERACY	DISTRICT	ASSOCIATION	ICDC
Earning Income	25	20	16
Spending	14	14	14
Saving	15	14	13
Investing	15	19	21
Managing Credit	16	19	21
Managing Risk	15	14	15

Actual counts may vary slightly.