

# DECA EXAM BLUEPRINTS

DECA's exams are rigorous, industry-validated 100-item, multiple-choice exams based on national curriculum standards. They are designed to assess members' knowledge in defined instructional areas. The charts below show the exam blueprint of items by instructional area for the 2016-2017 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	16	16	12
Customer Relations	6	6	5
Economics	8	8	14
Emotional Intelligence	19	19	15
Entrepreneurship	0	0	1
Financial Analysis	13	13	11
Human Resources Management	1	1	1
Information Management	11	11	12
Marketing	1	1	2
Operations	10	10	12
Professional Development	13	13	10
Strategic Management	1	1	1

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

FINANCE	DISTRICT	ASSOCIATION	ICDC
Business Law	7	7	7
Communications	7	6	5
Customer Relations	5	4	5
Economics	8	7	6
Emotional Intelligence	9	8	6
Entrepreneurship	1	0	0
Financial Analysis	22	25	28
Financial-Information Management	6	8	10
Human Resources Management	1	1	0
Information Management	8	7	6
Marketing	1	1	1
Operations	7	6	5
Professional Development	12	13	14
Risk Management	5	6	7
Strategic Management	1	1	0

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

HOSPITALITY	DISTRICT	ASSOCIATION	ICDC
Business Law	4	3	3
Channel Management	2	2	2
Communications	7	6	6
Customer Relations	3	2	3
Distribution	1	1	1
Economics	8	7	7
Emotional Intelligence	9	8	7
Entrepreneurship	1	0	0
Financial Analysis	6	5	5
Human Resources Management	1	1	0
Information Management	8	7	6
Market Planning	1	2	2
Marketing	2	2	2
Marketing-Information Management	8	9	11
Operations	8	8	7
Pricing	1	2	2
Product/Service Management	5	7	8
Professional Development	7	7	6
Promotion	12	14	16
Selling	5	6	6
Strategic Management	1	1	0

FINANCIAL LITERACY	DISTRICT	ASSOCIATION	ICDC
Credit	11	11	11
Financial Decision Making	28	28	28
Employment and Income	19	19	19
Risk Management and Insurance	10	10	10
Investing	17	17	17
Saving and Spending	15	15	15

Actual counts may vary slightly.

## GLOSSARY OF TERMS

### 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:

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

#### 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.