



# DECA

## EXAM BLUEPRINTS

DECA's exams are rigorous, industry-validated, multiple-choice, 100-item 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 2017-2018 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	13
Emotional Intelligence	22	22	19
Entrepreneurship	0	0	1
Financial Analysis	16	16	13
Human Resources Management	1	1	1
Information Management	11	11	11
Marketing	1	1	2
Operations	10	10	11
Professional Development	11	11	9
Strategic Management	0	0	1

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

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	6	7	8
Communications	7	6	4
Customer Relations	4	4	5
Economics	8	6	5
Emotional Intelligence	11	9	8
Entrepreneurship	1	0	0
Financial Analysis	22	25	28
Financial-Information Management	7	9	10
Human Resources Management	1	1	0
Information Management	8	7	5
Marketing	1	1	1
Operations	7	6	5
Professional Development	11	13	14
Risk Management	5	6	7
Strategic Management	1	0	0

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

HOSPITALITY + TOURISM	DISTRICT	ASSOCIATION	ICDC
Business Law	3	3	3
Communications	8	7	5
Customer Relations	9	11	12
Economics	8	6	6
Emotional Intelligence	12	10	9
Entrepreneurship	1	0	0
Financial Analysis	9	8	8
Human Resources Management	2	3	2
Information Management	14	15	15
Market Planning	1	1	1
Marketing	1	2	2
Operations	13	13	14
Pricing	1	1	1
Product/Service Management	5	6	8
Professional Development	7	8	7
Promotion	1	1	1
Quality Management	1	1	1
Risk Management	1	1	1
Selling	2	3	4
Strategic Management	1	0	0

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

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.