

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 Entrepreneurship
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 2024-2025 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	16	16	13
Human Resources Management	1	1	1
Information Management	10	10	11
Marketing	1	1	1
Operations	11	11	13
Professional Development	11	11	9
Strategic Management	0	0	1


 BUSINESS MANAGEMENT + ADMINISTRATION	DISTRICT	ASSOCIATION	ICDC
Business Law	5	5	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	5
Risk Management	4	5	5
Strategic Management	8	9	10

 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	7
Communications	5	4	3
Customer Relations	5	5	4
Economics	6	5	4
Emotional Intelligence	9	8	6
Entrepreneurship	1	0	0
Financial Analysis	24	28	30
Financial-Information Management	9	10	12
Human Resources Management	1	0	0
Information Management	6	5	5
Marketing	1	1	1
Operations	6	5	4
Professional Development	13	14	15
Risk Management	6	7	9
Strategic Management	1	0	0

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

EVALUATION

The judge will become familiar with all of the event guidelines before starting to evaluate event components and use the following definitions when completing the scoring.

A maximum score of **“EXCEEDS EXPECTATIONS”** in any category means that, in the judge’s opinion, the information is presented effectively and creatively; nothing more could be expected of a participant.

A **“MEETS EXPECTATIONS”** rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree.

A **“BELOW EXPECTATIONS”** score means that the information presented does not meet minimum standards of acceptability.

A **“LITTLE/NO VALUE”** score means either that some major flaw has been noted that damages the effectiveness of the information (this may be a major omission, a serious misstatement, poor communications or any other major flaw) or that the information presented is of no value (does not address the problem at all).

A combined total score of 70 or better on the written and presentation sections will earn the participant/team DECA’s Certificate of Excellence at the international conference.

ROLE-PLAY SCORING

A list of performance indicators specific to the scenario is included in the evaluation. These are distinct tasks the participants must accomplish during the role-play or case study. The judge will evaluate the participants’ performance on these tasks and on several follow-up questions. The judge will complete the Presentation Evaluation Form.

WRITTEN EVENT SCORING

The Written Entry Evaluation Form follows the outline shown in the section entitled Written Entry Guidelines, which explains in greater detail what should be discussed/included in each section. The judge will complete the Written Entry Evaluation Form. Penalty points (see Penalty Point Checklist) will be assessed separately.



EVIDENCE OF STUDENT LEARNING

Supporting college and career readiness, DECA’s competitive events transcripts express each member’s performance rated against National Curriculum Standards identified as essential knowledge and skills and 21st Century Skills. DECA transcripts provide evidence of student learning and achievement through their participation in DECA’s Competitive Events Program at the International Career Development Conference.

DECA transcripts are an exceptional tool to provide feedback for both advisors and members in helping them assess areas for improvement in course instruction and student learning.

The transcripts provide ranking and performance measures for each instructional area on the career cluster exam and feedback for each performance indicator and/or evaluation criterion that the judge evaluates.

Because of the structure of DECA’s competitive events program, all data is normalized to provide this feedback and should be viewed as a snapshot of performance rather than in terms of final competition rankings.

DECA transcripts are yet another tool in demonstrating DECA’s commitment to integrating DECA into classroom instruction, applying learning, connecting to business and promoting competition. DECA members may wish to use their DECA transcripts as part of their portfolios when applying for scholarships, to college or for jobs.

Category	Normal score	International %	low	mod	high
Comprehensive Exam	85	91			
Preliminary Case Study	92	92			
Final Case Study	92	88			
Overall	177	96			

Comprehensive Exam					Preliminary Case Study					Final Case Study										
Marketing Cluster Exam	Raw score	VA %ile	Int %ile	low mid high	Instructional Area: Operations & Marketing	Met	Int	%ile	NV	BE	ME	EE	Instructional Area: Information Management	Met	Int	%ile	NV	BE	ME	EE
Channel Management	67	55	82		1. PI #1 - Describe marketing functions and related activities.			95					1. PI #1 - Assess information needs.			92				
Communication Skills	100	98	99		2. PI #2 - Explain customer/client/business buying behavior.	✓		93					2. PI #2 - Apply information to accomplish a task.			88				
Economics	100	98	99		3. PI #3 - Demonstrate connections between company actions and results.	✓		89					3. PI #3 - Obtain needed information efficiently.			73				
Emotional Intelligence	83	38	53		4. PI #4 - Explain the nature and scope of purchasing.			90					4. PI #4 - Evaluate quality and source of information.			78				
Financial Analysis	83	71	89		5. PI #5 - Select vendors.			83					5. PI #5 - Describe the need for marketing information.	✓		97				
Information Management	75	69	77		6. PI #6 - Place orders/reorders.	✓		89					6. PI #6 - Explain the nature and scope of the marketing information management function.			35				
Market Planning	75	67	84		7. PI #7 - Identify quality-control measures.	✓		85					7. PI #7 - Identify information monitored for marketing decision making.			97				
Marketing-Information Management	53	16	53		8. Clarity of expression			99					8. Clarity of expression			97				
Operations	100	98	99		9. Organization of ideas	✓		75					9. Organization of ideas	✓		97				
Product/Service Management	82	60	70		10. Showed evidence of mature judgment	✓		99					10. Showed evidence of mature judgment	✓		50				
Professional Development	100	98	99		11. Effective participation of both team members	✓		80					11. Effective participation of both team members	✓		97				
Promotion	92	93	98		12. Overall impression and responses to the judge's questions	✓		89					12. Overall impression and responses to the judge's questions	✓		69				
Selling	100	98	99																	

Key: NV=No value, BE=Below Expectations, ME=Meets Expectations, EE=Exceeds Expectations
 Met Prof. = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.