

Fundamentals of DECA Competitive Events



DECA Competitive Events consist of a few key elements that are important to understand before you dive into picking or studying for your event.

Exam:

- ❖ You will take a 100 question multiple choice exam that is 90 minutes long
- ❖ For Principles Events you take the General Business Knowledge Exam
- ❖ For Individual Events you take a Career Cluster Specific Exam
 - There are 5 cluster specific exam, you take the one associated with your events career cluster

Instructional Areas:

- ❖ Instructional Areas are central to the design of the Exam and the Roleplay
- ❖ There are 22 Instructional Areas:

Business Law	Marketing
Channel Management/Distribution	Marketing Info Management
Communications	Market Planning
Customer Relations	Operations
Economics	Pricing
Emotional Intelligence	Product/Service Management
Entrepreneurship	Professional Development
Ethics	Promotion
Financial Analysis	Risk Management
Human Resources Management	Selling
Information Management	Strategic Management

- ❖ Each of these Instructional Areas analyze specific pieces of business that are important, regardless of the career cluster

How do these Instructional Areas influence the Exam and Roleplay?

- ❖ The **exam** you take is dependent on your event
 - Principles: *General Business*
 - Individual/Team: Same as event career cluster
- ❖ For all the exam types, they use Instructional Areas to create an exam that accurately tests the knowledge needed for success in your cluster
 - E.g. The Marketing Exam will have a lot of questions based on information from the Marketing, Marketing Information Management, and Market Planning Instructional Areas, and an equal amount from every other Instructional Area.
 - For more details, refer to the [Exam Blueprints](#).
- ❖ Each Roleplay will be centered around one specific Instructional Area, and will feature problems that are rooted in that Instructional Area
 - E.g. A Business Finance Roleplay is typically based off of the Financial Analysis or Economics Instructional Areas. This is not to say that there isn't a Customer Relations Business Finance roleplay, but Financial Analysis/Economics tends to fit better with the Business Finance event.

Performance Indicators (PI):

- ❖ PIs appear on every single roleplay, and are the most important part of every roleplay
- ❖ At the very bottom of the roleplay, either 4, 5, or 7 PIs will be listed depending on the event type
- ❖ A performance indicator is a key idea from an instructional area that you need to address in your roleplay.
 - E.g. "Extract relevant information from written materials" is a PI from the Communication Skills Instructional Area. In a roleplay with that Instructional Area and that as one of the PIs, you would need to explain, and connect that PI to the Roleplay.

Case Scenario:

- ❖ A case scenario is the situation that you analyze in a roleplay
- ❖ On the second page a situation will begin in which your role, the judges role, the company name + history, and a problem will be presented.
- ❖ You will use this story and the PIs on the first page to address the prompt and formulate a role play