

# What is the Principles Exam



The principles exam is a little different than traditional exams, and it is important to note those differences to maximize your preparation.

How it is different:

1. Every single principles event takes the same test
  - a. Why? Principles is supposed to be an intro to business event, with a slight concentration in one of the major core clusters. As a result, the test is called the *General Business Knowledge Exam*.
2. How does it differ from the cluster exams?
  - a. If you look at the Exam Blueprints, you will notice that cluster specific exams are heavy on Instructional Areas that are specifically important to that cluster. Principles exams prioritize basic business skills like communications, customer relations, and emotional intelligence.

## CLUSTER

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	25	28	31
Financial-Information Management	8	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	8
Strategic Management	1	0	0

## PRINCIPLES

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