




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 2022-2023 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 | 15 | 15 | 12 |
| Human Resources Management | 1 | 1 | 1 |
| Information Management | 10 | 10 | 11 |
| Marketing | 1 | 1 | 2 |
| Operations | 11 | 11 | 13 |
| Professional Development | 11 | 11 | 9 |
| Strategic Management | 1 | 1 | 1 |


|  BUSINESS MANAGEMENT + ADMINISTRATION | DISTRICT | ASSOCIATION | ICDC |
|--|----------|-------------|------|
| Business Law | 5 | 6 | 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 | 4 |
| Risk Management | 3 | 4 | 4 |
| Strategic Management | 9 | 9 | 11 |

|  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 | 8 |
| Communications | 5 | 4 | 3 |
| Customer Relations | 4 | 5 | 4 |
| Economics | 6 | 5 | 4 |
| Emotional Intelligence | 9 | 8 | 6 |
| Entrepreneurship | 1 | 0 | 0 |
| Financial Analysis | 24 | 27 | 30 |
| Financial-Information Management | 9 | 10 | 12 |
| Human Resources Management | 1 | 0 | 0 |
| Information Management | 6 | 6 | 5 |
| Marketing | 1 | 1 | 1 |
| Operations | 6 | 5 | 4 |
| Professional Development | 14 | 14 | 15 |
| Risk Management | 6 | 7 | 8 |
| Strategic Management | 1 | 0 | 0 |

|  HOSPITALITY + TOURISM | DISTRICT | ASSOCIATION | ICDC |
|---|----------|-------------|------|
| Business Law | 3 | 3 | 2 |
| Communications | 5 | 4 | 3 |
| Customer Relations | 8 | 9 | 10 |
| Economics | 7 | 6 | 5 |
| Emotional Intelligence | 9 | 8 | 6 |
| Entrepreneurship | 1 | 0 | 0 |
| Financial Analysis | 8 | 7 | 7 |
| Human Resources Management | 2 | 1 | 1 |
| Information Management | 14 | 15 | 16 |
| Knowledge Management | 0 | 1 | 1 |
| Market Planning | 1 | 1 | 2 |
| Marketing | 1 | 2 | 1 |
| Operations | 13 | 13 | 13 |
| Pricing | 1 | 1 | 1 |
| Product/Service Management | 6 | 7 | 9 |
| Professional Development | 7 | 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 |