



COMPETITIVE EVENTS FRAMEWORK AND CONNECTION TO NATIONAL CURRICULUM STANDARDS

DECA's **COMPETITIVE EVENTS PROGRAM** is aligned to National Curriculum Standards in the career clusters of marketing, business management and administration, finance and hospitality and tourism.

The Business Administration Core is the foundation of DECA's Competitive Events Program. As events become more specialized, they are associated with a career cluster and possibly a career pathway. At each tier, content becomes more specialized, as well. Within each tier, each performance indicator is assigned a curriculum planning level on a continuum of instruction ranging from simple to complex. DECA mostly uses performance indicators at the prerequisite, career-sustaining and specialist curriculum planning levels. The tiers do not necessarily indicate levels of rigor, but rather a progression of knowledge and skills from a broad career interest to a very specialized career focus.

NATIONAL CURRICULUM STANDARDS

TIER 1 | BUSINESS ADMINISTRATION CORE CURRICULUM STRUCTURE

The business administration core consists of 12 instructional areas each with foundational knowledge and skills common to the four career clusters that DECA supports.

COMPETITIVE EVENTS FRAMEWORK

Performance indicators in this tier are used in the Business Administration Core exam and the four Career Cluster exams. Performance indicators in this tier are used in role-plays for Principles of Business Administration Events, case studies for Team Decision Making Events and role-plays for Individual Series Events.

TIER 2 | CAREER CLUSTERS CURRICULUM STRUCTURE

Each Career Cluster has its own set of instructional areas and knowledge and skills unique to careers within that cluster.

COMPETITIVE EVENTS FRAMEWORK

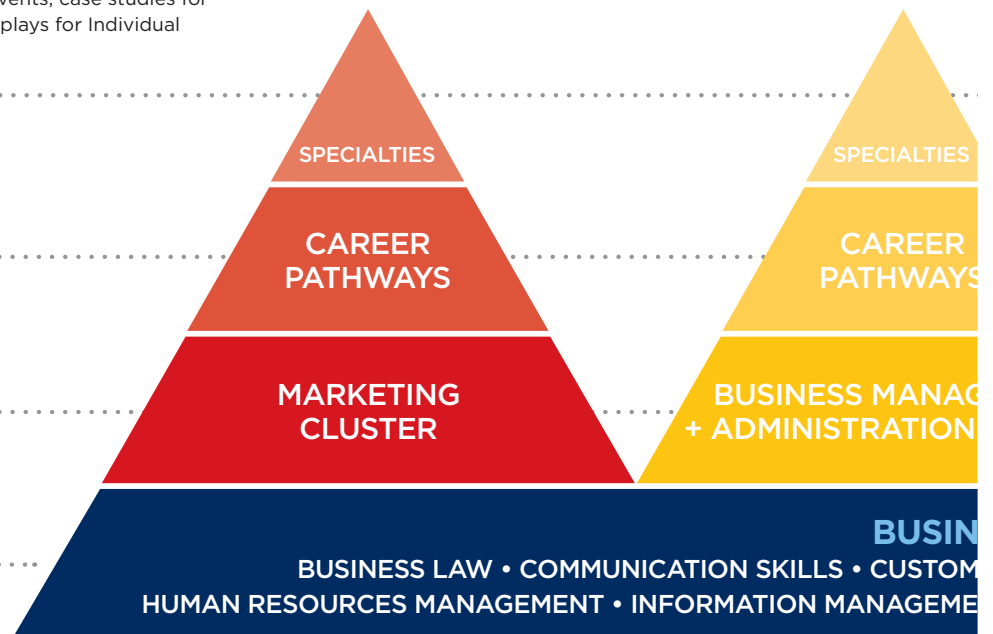
Performance indicators in this tier are used in the Career Cluster exams. Performance indicators in this tier are used in case studies for Team Decision Making Events and role-plays for Individual Series Events.

TIER 4

TIER 3

TIER 2

TIER 1



PERFORMANCE INDICATORS

Performance indicators for **PRINCIPLES OF BUSINESS ADMINISTRATION** role-plays and exams will be selected from the business administration core.

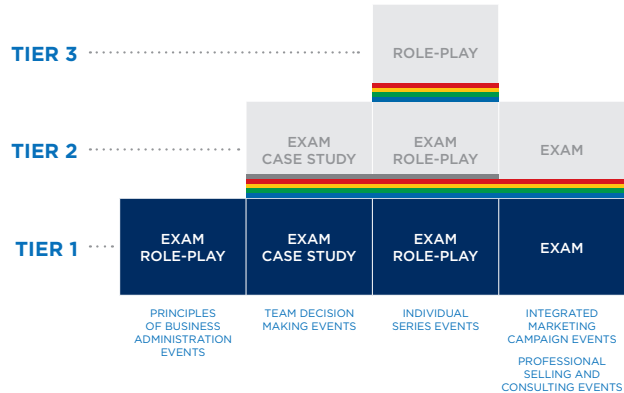
Performance indicators for **TEAM DECISION MAKING** case studies and exams will be selected from the business administration core and appropriate career cluster.

Performance indicators for **INDIVIDUAL SERIES** exams will be selected from the business administration core and appropriate career cluster. Performance indicators for the role-plays will be selected from the business administration core, appropriate career cluster and appropriate pathway.

Performance indicators for the **ENTREPRENEURSHIP INDIVIDUAL SERIES EVENT** and **ENTREPRENEURSHIP TEAM DECISION MAKING EVENT** will be selected from the Entrepreneurship Performance Indicator list, which comprises related knowledge and skills from the business administration core, business management and administration career cluster, finance career cluster and marketing career cluster.

Performance indicators for the exam and role-plays used for the **PERSONAL FINANCIAL LITERACY EVENT** will be selected from the National Standards in K-12 Personal Finance Education, created and maintained by the Jump\$tart Coalition® for Personal Financial Literacy.

Performance indicators for the exams used for **INTEGRATED MARKETING CAMPAIGN EVENTS** and **PROFESSIONAL SELLING AND CONSULTING EVENTS** will be selected from the business administration core and appropriate career cluster.



TIER 3 | CAREER PATHWAYS CURRICULUM STRUCTURE

Career Clusters are then separated into career pathways, grouping similar careers together in broad based pathways representing knowledge and skills unique to the pathway.

COMPETITIVE EVENTS FRAMEWORK

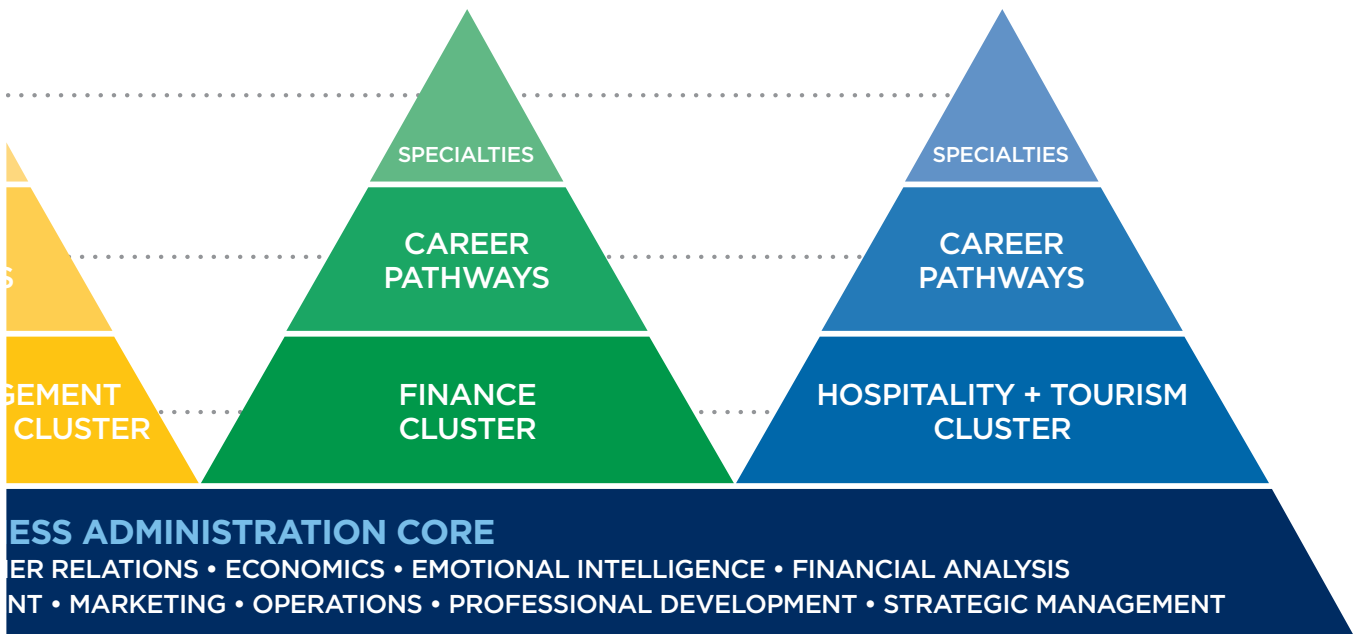
Performance indicators in this tier are not used in exams. The performance indicators in the respective pathway are used in role-plays for Individual Series Events.

TIER 4 | SPECIALTIES CURRICULUM STRUCTURE

The specialty level addresses knowledge and skills needed for each specific career within a pathway. For example, in professional selling, some job opportunities are pharmaceutical sales, real estate sales and advertising sales.

COMPETITIVE EVENTS FRAMEWORK

Because they are so specialized, performance indicators from this tier are not used in DECA's competitive events.





MARKETING

- Apparel and Accessories Marketing Series **AAM**
- Automotive Services Marketing Series **ASM**
- Business Services Marketing Series **BSM**
- Buying and Merchandising Operations Research **BMOR**
- Buying and Merchandising Team Decision Making **BTDM**
- Food Marketing Series **FMS**
- Integrated Marketing Campaign-Event **IMCE**
- Integrated Marketing Campaign-Product **IMCP**
- Integrated Marketing Campaign-Service **IMCS**
- Marketing Management Team Decision Making **MTDM**
- Marketing Communications Series **MCS**
- Principles of Marketing **PMK**
- Professional Selling **PSE**
- Retail Merchandising Series **RMS**
- Sports and Entertainment Marketing Series **SEM**
- Sports and Entertainment Marketing Operations Research **SEOR**
- Sports and Entertainment Marketing Team Decision Making **STDM**
- Virtual Business Challenge-Fashion **VBCFA**
- Virtual Business Challenge-Retail **VBCRT**
- Virtual Business Challenge-Sports **VBCSP**

CAREER PATHWAYS

Marketing Communications • Marketing Management
 Marketing Research • Merchandising • Professional Selling

INSTRUCTIONAL AREAS

CHANNEL MANAGEMENT • MARKETING-INFORMATION MANAGEMENT
 MARKET PLANNING • PRICING • PROMOTION
 PRODUCT/SERVICE MANAGEMENT • SELLING

ENTREPRENEURSHIP • ENTREPRENEURSHIP • ENTREPRENEURSHIP

Teamwork • Creativity



- Business Law
- Communication Skills
- Customer Relations
- Economics
- Emotional Intelligence
- Financial Analysis
- Human Resources Management

CAREER PATHWAYS

Event Management • Lodging
 Restaurant Management • Travel and Tourism

INSTRUCTIONAL AREAS

MANAGEMENT • RISK MANAGEMENT
 PRODUCT/SERVICE MANAGEMENT
 SELLING
 PROMOTION • QUALITY MANAGEMENT • SELLING
 MARKET PLANNING • PRICING • PROMOTION

- Hospitality Services Team Decision Making **HTDM**
- Hospitality and Tourism Operations Research **HTOR**
- Hospitality and Tourism Professional Selling **HTPS**
- Hotel and Lodging Management Series **HLM**
- Principles of Hospitality and Tourism **PHT**
- Quick Serve Restaurant Management Series **QSRM**
- Restaurant and Food Service Management Series **RFSM**
- Travel and Tourism Team Decision Making **TTDM**
- Virtual Business Challenge-Hotel Management **VBCHM**
- Virtual Business Challenge-Restaurant **VBCRS**



HOSPITALITY + TOURISM

BUSINESS MANAGEMENT + ADMINISTRATION



Business Law and Ethics Team Decision Making **BLTDM**
 Business Services Operations Research **BOR**
 Business Solutions Project **PMBS**
 Career Development Project **PMCD**
 Community Awareness Project **PMCA**
 Community Giving Project **PMCG**
 Financial Literacy Project **PMFL**
 Human Resources Management Series **HRM**
 Principles of Business Management and Administration **PBM**
 Sales Project **PMSP**

CAREER PATHWAYS

Administrative Services • Business Information Management
 Corporate/General Management • Human Resources Management
 Operations Management

INSTRUCTIONAL AREAS

KNOWLEDGE MANAGEMENT • PROJECT MANAGEMENT
 QUALITY MANAGEMENT • RISK MANAGEMENT

ENTREPRENEURSHIP

LOYALTY SKILLS • ENTREPRENEURSHIP
 Critical Thinking & Problem Solving • Communication

BECA BUSINESS ADMINISTRATION EDUCATIONAL AREAS

Information Management
 Marketing
 Operations
 Professional Development
 Strategic Management



ENTREPRENEURSHIP

Business Growth Plan **EBG**
 Entrepreneurship Series **ENT**
 Entrepreneurship Team Decision Making **ETDM**
 Franchise Business Plan **EFB**
 Independent Business Plan **EIB**
 Innovation Plan **EIP**
 International Business Plan **IBP**
 Start-Up Business Plan **ESB**
 Virtual Business Challenge-Entrepreneurship **VBCEN**

INSTRUCTIONAL AREAS

COMPLIANCE • FINANCIAL-INFORMATION
 PRODUCT/SERVICE MANAGEMENT • RISK MANAGEMENT

CAREER PATHWAYS

Accounting • Banking Services and Investments
 Insurance • Securities



PERSONAL FINANCIAL LITERACY

Personal Financial Literacy **PFL**
 Virtual Business Challenge-Personal Finance **VBCPF**

Accounting Applications Series **ACT**
 Business Finance Series **BFS**
 Financial Consulting **FCE**
 Finance Operations Research **FOR**
 Financial Services Team Decision Making **FTDM**
 Principles of Finance **PFN**
 Stock Market Game **SMG**
 Virtual Business Challenge-Accounting **VBCAC**

FINANCE \$