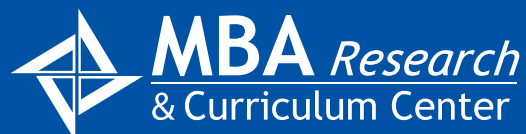




# CHECKLIST FOR S • U • C • C • E • S • S

From



Your Not-for-Profit Partner

*"I attribute my students' success in DECA competition to the MBA Research curriculum. My kids are thriving!"*

*–Mary Schiefer, Teacher,  
Pomona High (CO)*



## Success Starts Here

### Performance Indicators








MBA Research's performance indicators are the basis for DECA tests, role-plays, case studies, and School-Based Enterprise certifications.

So, what does that mean?

Our materials directly support specific DECA events. When you use our curriculum in your classroom, you're teaching content students need to be successful in business. These are the same in-depth concepts and skills that students need to know for competition. All of the activities, assessments, role-plays, and case studies can help get your students to the stage.

## Checklist

### How to prepare for DECA Competition

-  Go to [DECA.org](http://DECA.org)
-  Under "High School," select "Competitive Events."
-  Scroll down to "Competitive Events by Category" and find an event your student(s) will participate in.
-  Click on "Performance Indicators." Print the document.
-  Make a copy of page 4 of this brochure (Exam Blueprints) for each student. Ask students to circle the Instructional Areas that will have the most test items in their chosen event. These are the areas on which the student should first focus study.
-  In the Performance Indicators document, highlight the Instructional Areas and Performance Indicators that students identified on the Blueprint. The highlighted areas represent content on which your students should focus study.
-  Use the lesson modules and/or test items in the MBA Learning Center or our Instructional Area Exams to help students master Performance Indicators. (See page 3)

## Use the MBA Learning Center To Get to the Stage

Created specifically for marketing and business educators, the MBA Learning Center is a learning management system loaded with over 300 lesson modules (LAPs). Each module focuses on a single performance indicator (PI). **These are the same PIs used by DECA.** Use the search feature to access the module for each performance indicator used in an event or exam.

Each module includes:

- Informative, engaging student narrative
- Individual and group activities
- Ready-to-use assessments
- Customizable discussion guides
- Editable PowerPoint presentations
- Videos and links to extend instruction
- Ethical case studies



*“When I am creating lesson plans, the ability to use the Performance Indicator to locate an appropriate module is wonderful. I also like the fact that I can pick and choose which activities I would like students to complete between group and individual items.”*

*–Kim Guest, Teacher,  
Genesee Career Institute (MI)*



### Test Knowledge with an Instructional Area Exam

Use the Exam Blueprint on page 4 to select an Instructional Area exam that corresponds to a student’s upcoming event or test. Exams available at MBAShop.org.

# Exam Blueprints

Teachers: make a copy of this page for each of your students. (OR, the charts below can be found on our website at [MBAResearch.org/GoDECA](http://MBAResearch.org/GoDECA). Select DECA Test Specifications.)

## Business Administration Core Exam ("Principles" events for first-year members)

District and State Specifications  
Prerequisite and Career Sustaining-level Performance Indicators

National Specifications  
Prerequisite, Career Sustaining, and Specialist-level Performance Indicators

Business Administration Core	A – District	B – State	C - ICDC
Business Law	1	1	4
Communications	15	15	11
Customer Relations	5	5	4
Economics	7	7	13
Emotional Intelligence	22	22	19
Entrepreneurship	0	0	1
Financial Analysis	16	16	13
Human Resources Management	1	1	1
Information Management	11	11	11
Marketing	1	1	2
Operations	10	10	11
Professional Development	11	11	9
Strategic Management	0	0	1

## Finance Cluster (100-item exam, including BA Core)

Instructional Area	A – District	B – State	C - ICDC
Business Law	6	7	8
Communications	7	6	4
Customer Relations	4	4	5
Economics	8	6	5
Emotional Intelligence	11	9	8
Entrepreneurship	1	0	0
Financial Analysis	22	25	28
Financial Information Management	7	9	10
Human Resources Management	1	1	0
Information Management	8	7	5
Marketing	1	1	1
Operations	7	6	5
Professional Development	11	13	14
Risk Management	5	6	7
Strategic Management	1	0	0

## Hospitality & Tourism Cluster (100-item exam, including BA Core)

Instructional Area	A – District	B – State	C - ICDC
Business Law	3	3	3
Communications	8	7	5
Customer Relations	9	11	12
Economics	8	6	6
Emotional Intelligence	12	10	9
Entrepreneurship	1	0	0
Financial Analysis	9	8	8
Human Resources Management	2	3	2
Information Management	14	15	15
Market Planning	1	1	1
Marketing	1	2	2
Operations	13	13	14
Pricing	1	1	1
Product/Service Management	5	6	8
Professional Development	7	8	7
Promotion	1	1	1
Quality Management	1	1	1
Risk Management	1	1	1
Selling	2	3	4
Strategic Management	1	0	0

## Personal Financial Literacy Exam

District, State, and National Specifications  
The 100-item Personal Financial Literacy Exam is based on the National Standards in K-12 Personal Finance Education, created and maintained by the JumpStart Coalition® for Personal Financial Literacy.

Topic	A – District	B – State	C - ICDC
Credit and Debt	11	11	11
Employment and Income	19	19	19
Financial Decision Making	28	28	28
Investing	17	17	17
Risk Management and Insurance	10	10	10
Spending and Saving	15	15	15

## Business Management & Administration Cluster (100-item exam, including BA Core)

Instructional Area	A – District	B – State	C - ICDC
Business Law	4	5	5
Communications	9	8	6
Customer Relations	2	2	2
Economics	8	6	5
Emotional Intelligence	11	9	8
Entrepreneurship	1	0	0
Financial Analysis	8	7	6
Human Resources Management	1	1	0
Information Management	8	8	6
Knowledge Management	4	5	7
Marketing	1	1	1
Operations	21	24	26
Professional Development	6	6	5
Project Management	4	5	7
Quality Management	2	3	3
Risk Management	3	3	4
Strategic Management	7	7	9

## Marketing Cluster (100-item exam, including BA Core)

Instructional Area	A – District	B – State	C - ICDC
Business Law	2	2	2
Channel Management	4	5	6
Communications	7	6	4
Customer Relations	2	2	2
Economics	8	6	5
Emotional Intelligence	11	9	8
Entrepreneurship	1	0	0
Financial Analysis	7	6	5
Human Resources Management	1	1	0
Information Management	7	6	4
Market Planning	3	4	4
Marketing	1	1	1
Marketing Information Management	9	11	14
Operations	7	6	5
Pricing	2	3	3
Product/Service Management	9	11	13
Professional Development	6	6	5
Promotion	7	9	11
Selling	5	6	8
Strategic Management	1	0	0

## Entrepreneurship and Small Business Management Exam

District, State, and National Specifications  
Prerequisite, Career Sustaining, Specialist, Supervisor, Manager, and Owner-level Performance Indicators

Instructional Area	A – District	B – State	C - 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

