

DECA Knowledge Test Guide 2018-2019

The first part of this guide covers California DECA specific information and DECA competitive events. The rest of the guide is produced by National DECA and includes general information and facts about DECA. Test questions will be drawn from all areas of this guide. Please keep in mind that if you are planning to run for a state office, you must attain a score of 90% or higher.

California DECA		
Active in:	1951	
CA DECA Inc.:	Adult governing body of California DECA.	
CA DECA Inc. Board of Directors:	Sets policies for California DECA	
CA Advisory Board (CAB):	Industry representatives that advise and validate California DECA activities.	
www.californiadeca.org:	Web address for California DECA: contains information on state officers and California DECA activities.	
Three Geographical Regions of California DECA:	Nor Cal, So Cal and Silicon Valley	
Career Technical Student Organizations (CTSO) recognized by the California Department of Education:	DECA, FCCLA, FBLA, FFA, HOSA, SkillsUSA	
Number of Active Members (2017-2018)	4,500	
People		
Executive Director (National DECA)	Lou DiGioia	
National President	Andrew Weatherman	
Western Region Vice-President	Jonathan Wilson	
California State Director	Brycen Woodley	
State President	Emily Zhang	
Vice President of Northern California	Ananya Veeraragavan	
Vice President of Southern California	Duke O'Callahan	
Vice President of Silicon Valley	Enya Lu	
Vice President of Communications	Elisa Zhang	
Vice President of Public Relations	Won Bin Lee	
Conferences		
Advisor Conference	September 21-22, 2018	San Jose, California
Western Region Leadership Conference	November 15-17, 2018	Anaheim, California
Silicon Valley CDC	January 5-7, 2019	Burlingame, California
Southern California CDC	January 11-13, 2019	Anaheim, California
Northern California CDC	January 18-20, 2019	San Ramon, California
California DECA State CDC	February 28 - March 3, 2019	Anaheim, California
International CDC	April 27-30, 2019	Orlando, Florida
1st Interstate DECA Conference	1947	Memphis, Tennessee

COMPETITIVE EVENTS

Principles of Business Administration Events: (4)	
<i>Principles of Business Administration Events consist of a 100-question written test, and 1 business situation (10 minutes preparation time, 10 minutes presentation). Open to first year DECA members only.</i>	
Principles of Business Management and Administration	PBM
Principles of Finance	PFN
Principles of Hospitality and Tourism	PHT
Principles of Marketing	PMK
Individual Series Events: (14)	
<i>Series Events consists of a 100-question written test, and 2 role-plays (10 minutes preparation time, 10 minute presentation)</i>	
Accounting Applications	ACT
Apparel & Accessories Marketing	AAM
Automotive Services Marketing	ASM
Business Finance	BFS
Business Services Marketing	BSM
Entrepreneurship	ENT
Food Marketing	FMS
Hotel and Lodging Management	HLM
Human Resources Management	HRM
Marketing Communications	MCS
Quick Serve Restaurant Management	QSRM
Restaurant and Food Service Management	RFSM
Retail Merchandising	RMS
Sports and Entertainment Marketing	SEM
Personal Financial Literacy Event: (1)	
<i>Event consists of a 100-question written test, and 1 role-play (10 minutes preparation time, 10 minute presentation)</i>	
Personal Financial Literacy	PFL
Team Decision-Making Events: (8)	
<i>Teams are composed of two members who each complete a 100-question written test and 1 team role-play (30 minutes preparation time, 15 minute presentation)</i>	
Business Law and Ethics	BLTDM
Buying and Merchandising	BTDM
Entrepreneurship	ETDM
Financial Services	FTDM
Hospitality Services	HTDM
Marketing Management	MTDM
Sports and Entertainment Marketing	STDM
Travel & Tourism	TTDM
Operations Research Events: (5)	
<i>A group of 1-3 members complete a 20-page written document submitted before competition. On the day of competition, competitors are given 15 minutes to present their project to a panel of judges.</i>	
Business Services	BOR
Buying and Merchandising	BMOR
Finance	FOR
Hospitality and Tourism	HTOR
Sports and Entertainment	SEOR

Written Chapter Team Events: (6)	
<i>An entire chapter may contribute to this project. The chapter completes a 20-page written document submitted before competition. On the day of competition, 1-3 members from the chapter are given 15 minutes to present their project to a panel of judges.</i>	
Community Service Project	CSP
Creative Marketing Project	CMP
Entrepreneurship Promotion Project	EPP
Financial Literacy Promotion Project	FLPP
Learn and Earn Project	LEP
Public Relations Project	PRP
Entrepreneurship Events: (6)	
<i>An individual or group members complete a written document that is submitted before competition. On the day of competition, competitors are given time to present their project to a panel of judges with an additional amount of time for judges' questions.</i>	
<i>For EIP: 1 to 3 members on team. 10 page written document submitted. 15 minute presentation and Q&A</i>	
<i>For ESB: Individual Event. 10 page written document submitted. 15 minute presentation and Q&A</i>	
<i>For EFB: 1 to 3 members on team. 20 page written document submitted. 15 minute presentation and Q&A.</i>	
<i>For EIB/EBG/IBP: 1 to 3 members on team. 20 page written document submitted. 15 minute presentation and Q&A</i>	
Innovation Plan	EIP
Independent Business Plan	EIB
Business Growth Plan	EBG
International Business Plan	IBP
Start-Up Business Plan	ESB
Franchise Business Plan	EFB
Integrated Marketing Campaign Events: (3)	
<i>A group of 1-3 members complete an 11-page written document submitted before competition. On the day of competition, each group member completes a 100-question written exam. The group is given 15 minutes to present their speech, prepared ahead of time, to a panel of judges.</i>	
Integrated Marketing Campaign–Event	IMCE
Integrated Marketing Campaign–Product	IMCP
Integrated Marketing Campaign–Service	IMCS
Professional Selling Events: (2)	
<i>Individual events with no written document to submit ahead of time. On the day of their competition there is a 100-question written exam and the student is given 15 minutes to present their project to a panel of judges.</i>	
Financial Consulting Event	FCE
Hospitality and Tourism Professional Selling	HTPS
Professional Selling Event	PSE
Online Events: (8)	
Stock Market Game	SMG
Virtual Business Challenge Accounting	VBCAC
Virtual Business Challenge Fashion	VBCFA
Virtual Business Challenge Hotel Management	VBCHM
Virtual Business Challenge Personal Finance	VBCPF
Virtual Business Challenge Restaurant	VBCRS
Virtual Business Challenge Retail	VBCRT
Virtual Business Challenge Sports	VBCSP