



# CONNECTING CURRICULUM, COURSES AND DECA

BY CHRISTOPHER YOUNG | DECA INC. STAFF

DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition. As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with National Curriculum Standards.

To prepare for a postsecondary program of study, DECA members are increasingly enrolling in business management and administration, finance, hospitality and tourism, and marketing courses during high school. These courses represent Career Clusters®, and DECA's competitive events program closely aligns with these career cluster areas, enabling teachers to better incorporate DECA into their classroom activities.

## MAKING THE CONNECTION AMONG CURRICULUM, COURSES AND DECA

1. Align your program using Career Clusters® and create a course sequence.
2. Review and align the National Curriculum Standards to your curriculum.
3. Assist DECA members in identifying competitive events that match their knowledge and skills attained through classroom instruction.
4. Use DECA's transcripts generated for DECA competitors at the International Career Development Conference to demonstrate specific mastery of National Curriculum Standards.
5. Participate in DECA's Professional Learning Series.

# MARKETING



# BUSINESS MANAGEMENT + ADMINISTRATION



## CAREER PATHWAYS

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

## INSTRUCTIONAL AREAS

Channel Management • Marketing-Information Management  
Market Planning • Pricing • Product/Service Management  
Promotion • Selling

## 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

# DECA

**BUSINESS ADMINISTRATION  
CORE INSTRUCTIONAL AREAS**

- |                            |                          |
|----------------------------|--------------------------|
| Business Law               | Information Management   |
| Communication Skills       | Marketing                |
| Customer Relations         | Operations               |
| Economics                  | Professional Development |
| Emotional Intelligence     | Strategic Management     |
| Financial Analysis         |                          |
| Human Resources Management |                          |

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## CAREER PATHWAYS

Lodging • Recreation, Amusement, Attractions  
Restaurant and Food and Beverage Services • Travel and Tourism

## INSTRUCTIONAL AREAS

Distribution/Channel Management • Marketing-Information Management  
Market Planning • Pricing • Product/Service Management  
Promotion • Selling

## INSTRUCTIONAL AREAS

Compliance • Financial-Information Management  
Product/Service Management  
Risk Management

## CAREER PATHWAYS

Accounting • Banking Services and Investments  
Insurance • Securities and Corporate Finance



# HOSPITALITY + TOURISM



# FINANCE

# CURRICULUM STRUCTURE

The curricular structure of the National Curriculum Standards starts at the Business Administration Core level, which serves as the foundation of knowledge and skills essential for all careers in the Business Management and Administration, Finance, Hospitality and Tourism, and Marketing Career Clusters.

## Tier 1: Business Administration Core

The four career clusters share common skills and knowledge across thirteen instructional areas. For example, the ability to write professional e-mail messages or apply written directions to achieve tasks is essential whether you are in the finance field or marketing field.

## Tier 2: Instructional Areas

Each cluster then has its own set of instructional areas unique to careers within that cluster.

# COMPETITIVE EVENTS FRAMEWORK

DECA's Competitive Events Program aligns with the National Curriculum Standards structure. As content becomes more specialized, so does the content used in each tier of the competitive event.

## Tier 1: Principles of Business Administration Events

DECA's Principles of Business Administration (PBA) Events are designed specifically for first-year DECA members in introductory marketing and business courses. The guidelines and performance indicators are exactly the same for each of these events, but they will allow members to explore career paths that best suit their interests and talents.

These events include a comprehensive exam in the Business Administration Core and a content interview with a business executive.

Rather than creating plans or solving

For example, all careers in the marketing cluster require a strong foundation in the areas of channel management, marketing-information management, marketing planning, pricing, product/service management, promotion and selling — commonly referred to as the functions of marketing. In the Finance Core, for example, specialized content is divided into the areas of compliance, financial-information management, product/service management and risk management.

## Tier 3: Career Pathways

Clusters are then separated into pathways, which group similar careers together into broad-based occupational opportunities. The Marketing Cluster, for example, contains common knowledge and skills for all professional selling professions, which might be different from those in marketing research.

workplace challenges (as in the Team Decision Making Events or Individual Series Events), members are asked to explain various concepts they would learn in an introductory marketing or business course.

While the member will be evaluated on the judge's overall impression, emphasis is placed on the member's content knowledge.

## Tier 2: Team Decision Making Events and Business Operations Research Events

The Team Decision Making and Business Operations Research Events focus on concepts relating to the entire career path of each career cluster.

## Tier 3: Individual Series Events and Prepared Presentation Events

The Individual Series Events and Prepared Presentation Events are designed around career pathways and

## Tier 4: Specialties

Finally, the specialty level addresses knowledge and skills needed for each specific career within the pathway. For example, in the professional selling pathway, specialty careers include advertising sales, pharmaceutical sales, real-estate sales and more.

## Summary

The tiers do not necessarily indicate levels of rigor, but rather a progression from a broad career interest to a very specialized career focus. Rigor is measured by the curriculum planning level of each performance indicator.

For more information on the National Curriculum Standards, review the executive summary at [www.deca.org](http://www.deca.org).

BUSINESS PLANS, CHAPTER PROJECTS  
AND ONLINE EVENTS

INDIVIDUAL SERIES EVENTS  
AND PREPARED PRESENTATION EVENTS

TEAM DECISION MAKING EVENTS  
AND BUSINESS OPERATIONS  
RESEARCH EVENTS

PRINCIPLES OF BUSINESS  
ADMINISTRATION EVENTS

DECA's Comprehensive Competitive Events Framework places event models in levels that align with the Career Clusters curriculum structure.

have the most specialized content, focusing on knowledge and skills in the career pathways, as well as the career clusters and business administration core. They are likely undertaken by advanced members.

## Tier 4: Business Plans, Chapter Projects and Online Events

These capstone-like events, including Business Plans, Chapter Projects and Online Events, allow members to apply higher-level management and entrepreneurship skills in career specialties.

Post-secondary	Specialized Courses and Training	Specialized Courses and Training	Specialized Courses and Training	Specialized Courses and Training
GRADE 12	Entrepreneurship, Business Law	Accounting II	Travel and Tourism, Hotel and Lodging Management	Sports and Entertainment Marketing, Fashion Merchandising, Advertising
GRADE 11		Accounting I		Advanced Marketing
GRADE 10	Business Management	Introduction to Finance	Introduction to Hospitality	Introduction to Marketing
GRADE 9	Principles of Business Administration	Principles of Business Administration	Principles of Business Administration	Principles of Business Administration
	BUSINESS MANAGEMENT	FINANCE	HOSPITALITY	MARKETING

At each level, DECA is an integral part of the experiential learning process. This model is an opportunity for local programs to provide a sequence of courses. Instructors and counselors should work closely with students and parents to develop a plan of study that best reflects each student's abilities, interests and talents.

## COURSE SEQUENCES

Course sequences can be formulated from the same curriculum framework that is the basis of the National Curriculum Standards and DECA's Comprehensive Competitive Events Framework. In this framework, students begin the sequence attaining knowledge and skills that are common across the four career clusters and then progress into more specialized career paths as their interests develop.

### Tier 1: Business Administration Core

Students in this introductory course, such as Principles of Business Administration, learn foundational knowledge and skills that are common across the four career clusters.

### Tier 2: Instructional Areas

In these courses, students learn knowledge and skills in instructional areas unique to all careers within one career cluster. For example, in a marketing course, instructional areas include channel management, marketing-information management, market planning, pricing, product/service management, promotion and selling – commonly referred to as the functions of marketing.

In the finance course, for example, content is divided into the areas of compliance, financial-information management, product/service management and risk management.

### Tier 3: Pathways

These courses focus on knowledge and skills needed in careers grouped into broad-based occupational opportunities. Some pathway courses may be integrated into the high school curriculum, while others are better suited for post-secondary programs. For example, an advertising class would be comprised of knowledge and skills and performance indicators from the marketing communications pathway in the marketing cluster. Likewise, accounting courses would be offered at the high school level in the accounting pathway, while courses in the insurance pathway might be better suited for post-secondary education.

### Tier 4: Specialties

Finally, the specialty level courses address knowledge and skills needed for each specific career within the pathway. For example, in the professional selling pathway, specialty careers may include pharmaceutical sales, real-estate sales and more. These courses would commonly be taken at the post-secondary level as a continuation of this model.

## INSTRUCTIONAL AREAS AND PERFORMANCE INDICATORS

Comprehensive exam questions and performance indicators used in content interviews, case studies and role-plays are selected from instructional areas relevant to the event's career cluster.

Each performance indicator, selected from the National Curriculum Standards is assigned a curriculum planning level on a continuum of instruction ranging from simple to complex.

Performance indicators are selected from instructional areas at the prerequisite (PQ), career-sustaining (CS) and specialist (SP) curriculum planning levels. For the Principles of Business Administration Events, the specialist-level performance indicators will only be used at ICDC.

A complete listing of performance indicators is available at <http://www.deca.org/competitions/highschool>.

## CAREER CLUSTER EXAMS

DECA uses only five career cluster exams. This model provides an opportunity to use data to compare student achievement across the DECA membership.

Performance indicators for all exams are selected from instructional areas at the prerequisite (PQ), career-sustaining (CS) and specialist (SP) curriculum planning levels.

