

# **2019 Michigan DECA State Career Development Conference**

## **Comprehensive Exams and Corresponding Competitive Events**

### **Test # 1191 - Business Administration Core**

PBM	Principles of Business Management
PFN	Principles of Finance
PHT	Principles of Hospitality and Tourism
PMK	Principles of Marketing
LTW / MI02	Leadership and Teamwork
ETH / MI03	Daniels Fund Ethics Event

### **Test # 1192 - Marketing Cluster**

AAM	Apparel and Accessories Marketing
ASM	Automotive Services Marketing
BSM	Business Services Marketing
BTDM	Buying and Merchandising Team Decision Making
FMS	Food Marketing
IMCE	Integrated Marketing Campaign - Event
IMCP	Integrated Marketing Campaign - Product
IMCS	Integrated Marketing Campaign - Service
MCS	Marketing Communications
MTDM	Marketing Management Team Decision Making
PSE	Professional Selling Event
RMS	Retail Merchandising
SEM	Sports and Entertainment Marketing
STDM	Sports and Entertainment Team Decision Making

### **Test # 1193 - Hospitality and Tourism Cluster**

HLM	Hotel and Lodging Management
HTDM	Hospitality Services Team Decision Making
HTPS	Hospitality and Tourism Professional Selling
QSRM	Quick Serve Restaurant Management
RFSM	Restaurant and Food Service Management
TTDM	Travel and Tourism Marketing Team Decision Making

### **Test # 1194 - Finance Cluster**

BFS	Business Finance
FCE	Financial Consulting Event
FTDM	Financial Services Team Decision Making

### **Test # 1195 - Business Management and Administration Cluster**

BLTDM	Business Law & Ethics Team Decision Making
HRM	Human Resources Management

### **Test # 1197 - Entrepreneurship and Small Business Management Cluster**

ENT	Entrepreneurship Series
ETDM	Entrepreneurship Team Decision Making

### **Events Not Testing Online:**

EBG	Business Growth Plan
BOR	Business Services Operations Research
BMOR	Buying and Merchandising Operations Research
CAP	Chapter Awards Program
CMP	Creative Marketing Project
CSP	Community Service Project
EPP	Entrepreneurship Promotion Project
FLPP	Financial Literacy Promotion Project
FOR	Finance Operations Research
EFB	Franchise Business Plan
GMAP	Gold Merit Award Program
HTOR	Hospitality and Tourism Operations Research
EIB	Independent Business Plan
EIP	Innovation Plan
IBP	International Business Plan
LEP	Learn and Earn Project
PRP	Public Relations Project
SBE	School Based Enterprise
SEOR	Sports and Entertainment Operations Research
ESB	Start-Up Business Plan