Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	75	38			
Preliminary Case Study	89	82			
Final Case Study	83	75			
Overall	164	44			

DECA

2018 International Career Development Conference

Student:	Dhruv Shah
School:	Turner Fenton HS
Association:	Ontario
Competitive Event:	Entrepreneurship Team Decision Making

Comprehensive Exam
Entrepreneurship and Small Business Management Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	100	100	100	
Channel Management	100	100	100	
Communications	0	50	50	
Customer Relations	0	50	50	
Economics	50	50	66	
Emotional Intelligence	75	50	75	
Entrepreneurship	92	100	90	
Financial Analysis	54	33	55	
Human Resources Management	75	50	75	
Information Management	100	100	100	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	50	50	66	
Operations	80	60	76	
Pricing	100	100	100	
Product/Service Management	100	100	100	
Professional Development	50	50	60	
Promotion	42	20	50	
Quality Management	0	50	50	
Risk Management	100	100	100	
Selling	100	100	100	
Strategic Management	62	25	62	

Preliminary Case Study
Market Planning

	Met Prof	Intl %ile	NV BE ME EE
1. Develop marketing plan?	✓	85	
2. Set marketing goals and objectives?	✓	75	
3. Explain the concept of marketing strategies?	✓	87	
4. Explain the concept of market and market identification?	✓	88	
5. Build corporate brand?	✓	88	
6. Explain the role of promotion as a marketing function?	✓	88	
7. Explain factors that influence customer/client/business buying behavior?	✓	88	
8. Reason effectively and use systems thinking?	✓	80	
9. Make judgments and decisions, and solve problems?	✓	75	
10. Communicate clearly and show evidence of collaboration?	✓	100	
11. Show evidence of creativity?	✓	80	
12. Overall impression and responses to the judge's questions	✓	100	

Final Case Study
Entrepreneurship

	Met Prof	Intl %ile	NV BE ME EE
1. Describe entrepreneurial planning considerations?	✓	100	
2. Explain tools used by entrepreneurs for venture planning?	✓	50	
3. Describe external resources useful to entrepreneurs during concept development?	✓	50	
4. Use creative problem-solving in business activities/decisions?	✓	75	
5. Create processes for ongoing opportunity recognition?	✓	75	
6. Determine factors affecting business risk?	✓	75	
7. Demonstrate connections between company actions and results?	✓	75	
8. Reason effectively and use systems thinking?	✓	75	
9. Make judgments and decisions, and solve problems?	✓	66	
10. Communicate clearly and show evidence of collaboration?	✓	100	
11. Show evidence of creativity?	✓	100	
12. Overall impression and responses to the judge's questions	✓	100	

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.