



DECA[®] GUIDE

2024-2025



**DECA
CONNECTS**

**CHAPTER
STRATEGY**

**COMPREHENSIVE
LEARNING
PROGRAM**

**ADVISOR
RESOURCES**

www.deca.org



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Creative skill building made easy for teachers and students.

Adobe Express for Education, the AI creativity app designed to be responsible and safe for classroom use, making it easy to build creative skills—and it's free for K-12!



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<https://adobe.ly/deca?r=qr>

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WELCOME TO DECA

This year, DECA challenges our members to BE THE ONE as they prepare for college and careers. For some DECA members, that may mean standing out as a role model or leading as a chapter officer, and for other DECA members that may include volunteering to help serve a cause. For many DECA members, that also means becoming a champion by earning DECA Glass through their DECA competitive event.

With DECA, your members chart their unique course by participating in experiences that help them explore careers, talents and interests.

DECA works with you to supplement and enhance the instruction you're delivering every day. We're proud to provide DECA's Comprehensive Learning Program to introduce members to workplace competencies through classroom activities that apply learning, connect to business and promote competition.

The annual DECA Guide provides all the information you need for a successful year. Dive into chapter strategy, access advisor resources, explore our learning programs, review competitive event guidelines and so much more. With so many resources included, you will be sure to help your members choose their unique DECA path to achieve their college and career goals.

Encourage your DECA members to unleash their creativity, dream big and let their brilliance shine as they make their mark on your school, community and beyond. Empower your DECA members to BE THE ONE.



FRANK PETERSON, CAE
EXECUTIVE DIRECTOR
DECA Inc.

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NON-DISCRIMINATION POLICY: DECA Inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status are treated equally and respectfully. Any behavior in the form of discrimination, harassment, or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.



DECA PREPARES EMERGING LEADERS & ENTREPRENEURS

deca.org/mission



DECA PREPARES THE NEXT GENERATION TO BE

ACADEMICALLY PREPARED
PROFESSIONALLY RESPONSIBLE
COMMUNITY ORIENTED
EXPERIENCED LEADERS



DECA GUIDE

2024-2025

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DECA's COMPREHENSIVE LEARNING PROGRAM

INTEGRATES INTO
CLASSROOM
INSTRUCTION

PROMOTES
COMPETITION

APPLIES
LEARNING

CONNECTS
TO BUSINESS

Business U

Tomorrow's Entrepreneurs

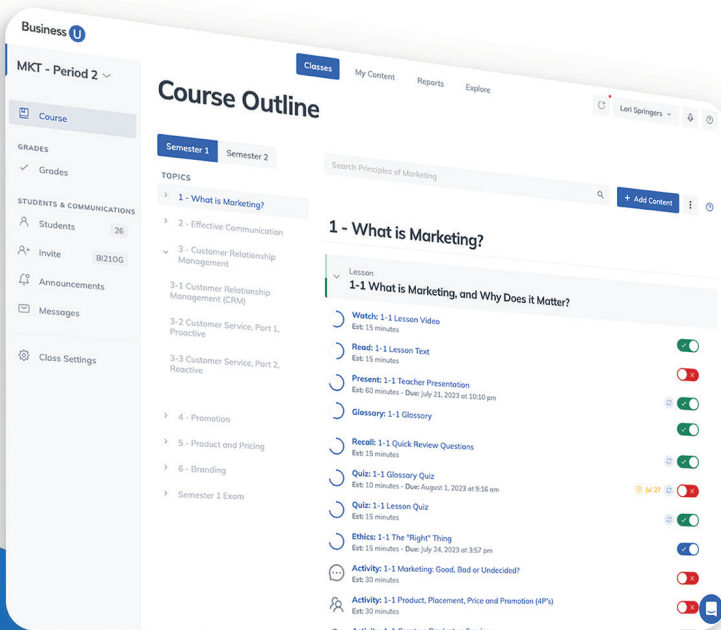


High School Business Courses

Standards-based | Turn-key | Customizable



Google Classroom



Marketing

- Principles of Marketing
- Social Media Marketing

Entrepreneurship

- Principles of Entrepreneurship
- Pitch Deck Series

Business

- Introduction to Business
- Business Law
- Principles of Management
- Certification Prep Microsoft Suite

Finance

- Accounting I
- Principles of Finance
- Personal Finance
- Econ 101

DECA AT THE BELL CHALLENGE

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Lights, camera, action! Starting September 1st, students will showcase their talents for writing, producing, and publishing in the second annual DECA at the Bell Challenge!

This could be you!



Learn more and join the challenge here!

businessu.org

30 Day Free Trial





DECA CONNECTS

DECA is an integral component of a program of courses within the marketing, business management, finance, and hospitality and tourism career clusters, as well as entrepreneurship and personal financial literacy.



DECA CONNECTS

The DECA experience starts in the classroom where students learn business concepts in preparation for college and careers. A powerful instructional component, DECA brings the classroom to life by empowering teacher-advisors to make learning relevant with educational programs that integrate into classroom instruction, apply learning, connect to business and promote competition. The successful integration of each of these four interconnected components, also part of DECA's guiding principles, results in a strong program that produces college and career ready students.

INTEGRATES INTO CLASSROOM INSTRUCTION

An integral component of classroom instruction, DECA's Comprehensive Learning Program provides authentic, experiential learning methods to prepare members for college and careers.

When integrated into the classroom, DECA activities support the knowledge and skill statements in Career Clusters® and National Curriculum Standards. The National Curriculum Standards begin with the **Business Administration Core**, which consists of 13 instructional areas, each with foundational knowledge and skills common to the four career clusters that DECA supports. Each **Career Cluster** then has its own set of instructional areas and knowledge and skills unique to careers within that cluster. Career Clusters are then separated into **Career Pathways**, grouping careers requiring knowledge and skills unique to the pathway.

APPLIES LEARNING

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

As members learn curriculum concepts, DECA's Comprehensive Learning Program encourages members to apply their learning to realistic, relevant business settings. DECA members solve complex challenges and make decisions and recommendations all in an authentic business context.

DECA's Comprehensive Learning Program also facilitates the development of 21st Century Skills.

CONNECTS TO BUSINESS

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

DECA promotes engagement with business professionals through activities such as competitive events coaching, mentoring, guest speakers, internships and more. Business professionals are a knowledgeable source of industry trends and best practices that can support classroom instruction and applied learning through DECA activities.

PROMOTES COMPETITION

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

DECA's Comprehensive Learning Program provides opportunities for recognizing members for their mastery of content knowledge and significant contributions to their learning. Whether the recognition is for self-improvement or a competitive achievement, DECA encourages members to develop knowledge and skills to become emerging leaders.



SUPPORTS EDUCATIONAL INITIATIVES

DECA continues to be a leader in supporting key educational initiatives through its comprehensive learning program, which directly supports Career Clusters®, National Curriculum Standards, 21st Century Skills, project-based learning and financial literacy.



NATIONAL CURRICULUM STANDARDS

Reinforce career and academic standards identified by business and industry



21ST CENTURY SKILLS GAP

50% of graduates are not considered workforce ready by hiring managers



ENTREPRENEURIAL MINDSET

33% of employers are seeking entrepreneurship skills in new hires



FINANCIAL LITERACY

75% of students graduate unprepared to manage finances



PROJECT MANAGEMENT

97% of organizations believe project management is critical to business performance and success



TEACHER RECRUITMENT, ENGAGEMENT + RETENTION

81% of DECA advisors say that DECA makes teaching more meaningful and engaging

Fidelity Financial Forward[®] Free educational resources for teachers



Our free Fidelity Financial Forward[®] resources help your students learn how to:

- Spend smarter by differentiating between needs and wants
- Set a budget and manage personal expenses
- Understand the importance of credit and credit scores
- Help identify different investment types
- Realize the potential long-term benefits of investing early



Scan to learn more

Investing involves risk, including risk of loss.

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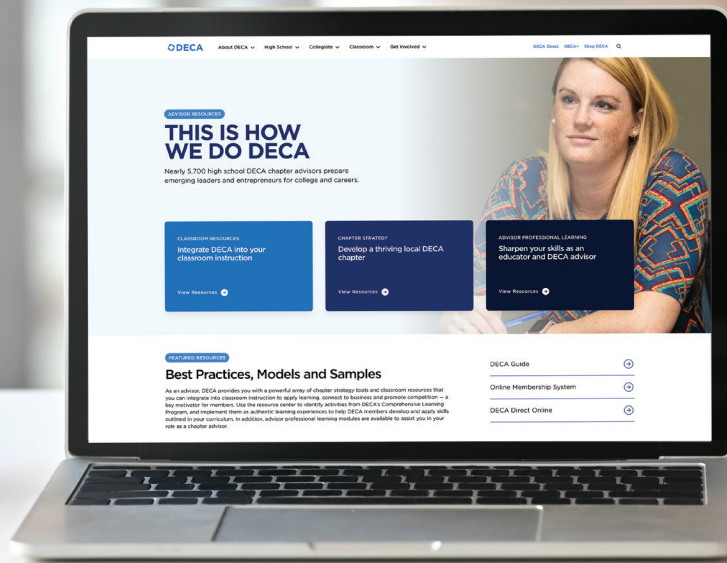
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DECA ADVISOR RESOURCES

As a chapter advisor, DECA provides you with a powerful array of tools and resources that you can integrate into classroom instruction and bring your classroom to life as you prepare members for college and careers. The most successful teachers and DECA advisors take advantage of DECA's instructional activities by using them in class to apply learning, connect to business and promote competition — a key motivator for members.



ADVISOR RESOURCES

DECA enriches teaching and learning by providing cutting-edge resources ready to integrate into classroom instruction. Explore the full library in DECA's Advisor Resource Center.

deca.org/resources

CLASSROOM RESOURCES

Integrate DECA into your classroom instruction. Use the resource center to identify activities from DECA's Comprehensive Learning Program, and implement them as authentic learning experiences to help DECA members develop and apply skills outlined in your curriculum.



CHAPTER STRATEGY

Develop a thriving local DECA chapter. DECA's chapter strategy provides the framework and resources to develop a chapter in a business-like context, helping members apply learning.

ADVISOR PROFESSIONAL LEARNING

Sharpen your skills as an educator and DECA advisor with on-demand learning and in-person events throughout the year. DECA's Professional Learning Series offers an opportunity for chapter advisors to enhance teaching, improve performance, integrate DECA into the classroom.

CLASSROOM HUB

Use DECA's Advisor Hub to explore ideas and suggested monthly activities, view upcoming events, find resources, discover professional learning opportunities and more.

deca.org/classroom

BECOME A DECA INSIDER

DECA DIRECT WEEKLY

Delivered directly to your inbox each Tuesday, DECA Direct Weekly emails inform chapter advisors of the latest DECA happenings and shares articles on classroom and chapter strategies.

decadirect.org

CLASSROOM CONNECTION

Delivered to your inbox on select Thursdays, emails feature a lesson plan or activity easily implemented into classroom instruction. Content may include a video presentation, digital article, online activity or more. Each email is connected to National Curriculum Standards.

deca.org/classroomconnection



DECA

GLOSSARY

BUSINESS ADMINISTRATION CORE

The foundational knowledge and skills that are part of National Curriculum Standards.

CAREER AND TECHNICAL EDUCATION (CTE)

An instructional program that is delivered through comprehensive programs of study to help students succeed in education and careers.

CAREER AND TECHNICAL STUDENT ORGANIZATION (CTSO)

DECA is one of eight CTOS recognized by Congress and the United States Department of Education.

CAREER CLUSTERS

An initiative by Advance CTE: State Leaders Connecting Learning to Work, career clusters provide a way for schools to organize instruction and student experiences around 16 broad categories that encompass all occupations. The four career clusters relating to DECA are marketing, business management and administration, finance, and hospitality and tourism.

CAREER DEVELOPMENT CONFERENCE (CDC)

These conferences provide a venue for DECA's Competitive Events Program as well as additional career and leadership development programs.

CAREER PATHWAY

Occupations within a career cluster are grouped according to shared commonalities such as knowledge and skill sets or common roles.

CHAPTER

Any unit within a school, chartered by an association, consisting of individual DECA members and at least one advisor.

CHAPTER ADVISOR

The adult charged with the responsibility of providing guidance and counsel for managing and operating the chapter.

CHARTERED ASSOCIATION

Chartered by DECA Inc., these organizations have the authority to operate DECA programs and manage chapters in a geographical region — usually a state, province or territory.

COLLEGIATE DECA

The postsecondary division of DECA.

COMPETITIVE EVENT

A specific industry-validated competition that may involve a combination of an exam, role-play, presentation or simulation in which DECA members compete between individuals and/or teams to demonstrate their knowledge and skills.

COMPREHENSIVE LEARNING PROGRAM

DECA's learning programs that integrate into classroom instruction, apply learning, connect to business and promote competition.

CONFERENCES

The official term for district, association or international meetings of DECA.

DECA

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA is not an acronym.

DECA INC.

The legal identity of the adult group responsible for the student programs of DECA.

DECA MEMBER

A high school or college student with career interests in marketing, finance, hospitality and management. DECA members hold membership at the local, association and DECA Inc. levels.

DECA TRANSCRIPT

A document that shows evidence of learning based upon performance in the competitive events program at the International Career Development Conference.

INSTRUCTIONAL AREA

Performance indicators are grouped by similar knowledge and skills known as an instructional area.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

This is the pinnacle event of the year for more than 23,000 high school students, advisors, businesspeople and alumni. More than 14,000 competitors vie for the title of international champion in DECA's Competitive Events Program. DECA members not competing may participate in DECA's Emerging Leader Series, designed to equip them to be successful leaders and to obtain success in their college and career pursuits.

NATIONAL ADVISORY BOARD (NAB)

Includes representatives from more than 40 businesses, foundations, associations and colleges and universities. NAB partners provide financial resources, advocacy and a network of professionals to support DECA activities in an advisory capacity at all levels.

NATIONAL CURRICULUM STANDARDS

Specific academic and technical content within a career cluster developed through a project led by Advance CTE: State Leaders Connecting Learning to Work.

PERFORMANCE INDICATOR (PI)

A specific knowledge/skill categorized by instructional area used in DECA's Competitive Events Program.

SCHOOL-BASED ENTERPRISE (SBE)

An entrepreneurial operation managed by members as a hands-on learning laboratory used to supplement, reinforce and enhance the knowledge and skills required for careers in marketing, finance, hospitality and management.

SHOP DECA

The official source for DECA-related products, apparel and curriculum materials. DECA Inc. operates Shop DECA from DECA headquarters in Reston, VA.



INTEGRATE DECA'S COMPETITIVE EVENTS INTO YOUR CLASSROOM

With its connection to National Curriculum Standards, DECA's Competitive Events Program is designed to be integrated into classroom instruction to help members apply learning and connect to business.

WRITTEN AND PREPARED EVENTS

DECA's written and prepared events increase relevance of learning by providing practical experiences for students. They also provide rigor by requiring high-level critical thinking and problem solving skills. Through the written entry and presentation, students also develop both academic skills and 21st Century Skills.

Many DECA advisors use written and prepared events to facilitate learning through a written classroom project that can then become a DECA written entry. For example, advisors have used the Business Operations Research Events as a major project in an advanced business or marketing class or the Integrated Marketing Campaign Events when teaching marketing communications. Here are some suggestions to integrating DECA's prepared events into classroom instruction:

- Introduce the project early in the semester and make the final product due at the end of the semester. Match the event's objectives with course competencies (performance indicators) and the appropriate section of the written entry.
- Design the development of the written entry into micro learning activities, with timelines, that align with daily lessons, rather than just giving students a set of competitive event guidelines. Together, these assignments can then be developed into the written entry.
- Provide students with feedback at each critical point or section during the project by developing more specific grading rubrics corresponding to each section of the project. This feedback will help students improve their project as they move forward and prepare the final written entry.

ROLE-PLAYS AND CASE STUDIES

As teaching tools, DECA's role-plays and case studies provide relevant, meaningful problems for students to solve, provide a standards-based evaluation, increase rigor of the instruction, result in evidence of student learning and expose students to DECA – all as part of classroom instruction. Here are a few steps:

STEP 1: FAMILIARIZE YOURSELF WITH EVENT GUIDELINES AND PERFORMANCE INDICATORS.

Use the DECA Guide to familiarize yourself with event guidelines that explain how each competitive event will operate – time limits, exam specifications, interactions with a judge, etc.

Role-plays and case studies are developed using performance indicators – key concepts from national curriculum standards that students should learn during the school year. DECA uses seven lists of performance indicators – business administration core, business management and administration, entrepreneurship, finance, hospitality and tourism, marketing, and personal financial literacy.

Each performance indicator list is arranged by instructional areas to assist advisors with planning units of instruction. Advisors teaching accounting courses, for example, can use the Finance Career Cluster performance indicator list to plan their curriculum while advisors teaching marketing courses can use the Marketing Career Cluster performance indicator list.

STEP 2: UNDERSTAND HOW ROLE-PLAYS AND CASE STUDIES ARE DESIGNED.

The career cluster and primary instructional area for role-plays and case studies are identified at the top of the first page of the event.

Role-plays used for DECA's Principles of Business Administration Events measure four performance indicators from the business administration core.

Case studies used for DECA's Team Decision Making Events measure seven performance indicators. Usually, at least four of the seven performance indicators have been selected from the case study's instructional area. Therefore, if the event situation is asking the participant to develop a promotion plan, most of the performance indicators will be from the promotion instructional area.

Role-plays used for DECA's Individual Series Events measure five performance indicators. Usually, at least three of the five performance indicators have been selected from the event

situation's instructional area. The career pathway is also identified on the role-play, which may include performance indicators from that specific pathway as well.

Role-plays used for DECA's Personal Financial Literacy event measure three performance indicators from the National Standards for Personal Financial Education, developed by the Council for Economic Education and the Jump\$tart Coalition for Personal Financial Literacy.

STEP 3: START ORGANIZING SAMPLE EVENTS.

Each year, DECA posts sample role-plays and case studies on deca.org/advisors. Shop DECA also sells previously used events each year through a DECA+ subscription. Gather these samples and begin to categorize them by instructional area.

STEP 4: USE SAMPLE EVENTS AS A CLASSROOM ACTIVITY.

As you teach different instructional areas during the year, use corresponding role-plays and case studies as learning tools. While the traditional competitive event setting requires interaction with judges, many advisors have used role-plays and case studies as:

- warm-up activities at the beginning of classes.
- writing exercises that require students to write their ideas for solving the problem presented in the role-play or case study.
- public speaking exercises that require students to deliver an oral report or recorded video that presents their ideas for solving the problem presented in the role-play or case study.
- assessment tools in lieu of a multiple-choice quiz/test.

Since the evaluation form for each role-play and case study assesses the performance indicators, you are assessing students' performance according to national curriculum standards which are industry validated and aligned to career clusters.

ADDITIONAL RESOURCES

Event guidelines, performance indicator lists, sample events and sample exam questions are available at www.deca.org/compete.

Sample role-play presentations can also be viewed at www.deca.org/advisors. Advisors may wish to show the videos and ask students to evaluate the presentations using the evaluation forms.

Shop DECA sells annual subscriptions to DECA+ to assist chapters with career exploration and competition preparation. Learn more on page 120 or visit www.decaplus.org.

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Over \$2,000,000 Last School Year!



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Learn How Your DECA Chapter Can:

- Be Part of the 700+ Schools Currently Offering Frosty Fruit
- Offer a Healthier Alternative to Traditional Snacks
- Average Over \$5,000 Profit a Year with No Contracts or Quotas

For More Info!

Our students love the Frosty Fruit slushies so much! For the entire school year we made over \$16,000 PROFIT selling Frosty Fruit Slushies in our store. Frosty Fruit slushies fit the federal healthy snack guidelines and was a game changer for our SBE!

- Brad Mehr, Gallatin High School

Frosty Fruit is our top seller in our school store. The flavors are amazing! Our high school students can't get enough of them! They will go above and beyond to accommodate my needs. Every school in America should own a Frosty Fruit machine!

- Lola Walker, Newman Smith High School

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DECA CHAPTER STRATEGY

Effective DECA advisors use strategy to develop an intentional plan to create a strong DECA chapter. DECA's Chapter Strategy provides the framework and resources to develop your chapter in a business-like context, helping your members apply learning. Think of your DECA chapter as a small business or corporation—complete with a leadership team, goals, a program of leadership and project management techniques, all supporting DECA's mission.



BE THE ONE WITH SHOP DECA



shopdeca.org



CHAPTER STRATEGY

DECA's Chapter Strategy provides the framework and resources to develop a chapter in a business-like context, helping members apply learning. These tools and resources assist the chapter advisor and chapter leaders in developing a high-performing chapter in the areas of brand and promotion, membership recruitment, communications, community engagement and service, leadership development, fundraising and member recognition.

CHAPTER CAMPAIGNS

Engage your members in DECA activities throughout the year using DECA's Chapter Campaigns as your guide. These campaigns are perfect for developing your chapter's program of leadership and allow your chapter to gain the recognition it deserves. DECA offers five unique campaigns that will help grow your chapter and build lasting partnerships within your school and community, all with great rewards.

■ deca.org/campaigns

DECA DIRECT ONLINE

DECA Direct Online is the one-stop location for news, tips and resources for members and advisors, making it an exceptional member benefit. The resource includes information on career insights, chapter strategy, college success, conferences, competition tips, member spotlights, leadership advice, partner opportunities and more.

■ decadirect.org

EMERGING LEADER SERIES

The DECA Emerging Leader Series empowers DECA members to provide effective leadership through goal setting, consensus building and project implementation. Aligned with 21st Century Skills in the areas of critical thinking and problem solving, communication, collaboration, and creativity and innovation, DECA's Emerging Leader Series prepares DECA members to be effective leaders in college and careers. In addition to online modules, there are five academies available annually at the International Career Development Conference (ICDC). Two academies, Elevate and Empower, are available annually at the Emerging Leader Summit (ELS).

■ deca.org/emergingleaders

PARTNERSHIPS

DECA's more than 40 partners provide scholarships, classroom presentations and career guidance, internships, work experience and community service activities. DECA's partners provide visibility and support to DECA's mission.

■ deca.org/partners

RECOGNITION

DECA recognizes its members through a variety of recognition programs for distinguished achievement as academically prepared, community oriented, professionally responsible, experienced leaders.

■ deca.org/honoraward

SCHOLARSHIPS

DECA's scholarship program provides more than \$200,000 in scholarships to DECA members each year. Many corporate partners of DECA provide scholarships through the DECA scholarship program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit-based.

■ deca.org/scholarships

Prepare the next generation

Visit chick-fil-a.com to find
your closest local Restaurant



Chick-fil-A is proud to partner with DECA
for the 2024-2025 school year.

The heart and soul of each Chick-fil-A restaurant is the local Owner/Operator. Chick-fil-A Operators come from a variety of backgrounds, but at their core, they are entrepreneurs committed to being full-time, hands-on leaders in their Restaurants and their communities. With their extensive business acumen, servant leadership style and intentional care for others, they have directly impacted both Team Members and local communities across the country. DECA's mission to prepare emerging leaders and entrepreneurs is a common thread that connects both organizations.

Through this partnership, Operators and local DECA chapters have the option to work together to develop a local strategy that positively impacts both organizations. From guest speaker engagements to employment opportunities for DECA members, the possibilities for impact are endless.

Here are a few ways that you might partner with a local Chick-fil-A restaurant:

- Employment opportunities for members
- Guest speakers for your classroom or school-based enterprise
- Job shadowing, mentoring and mock interviews
- Fundraising opportunities

Locate your nearest
Chick-fil-A restaurant
on chick-fil-a.com



Chick-fil-A is a proud partner of DECA

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SEPTEMBER

8.12-23	Piper Sandler Taking Stock with Teens Fall Survey deca.org/teensurvey
9	Stock Market Game Begins deca.org/compete
15	District-Level Instructional Areas Announced decadirect.org
30	Activate Your Chapter Incentive Deadline deca.org/register
30-10.4	School-based Enterprise Week deca.org/sbweek

OCTOBER

1	Virtual Business Challenge Registration Begins deca.org/compete
11-13	MBA Research Conclave Columbus, OH mbaresearch.org
15	The Ultimate DECA Power Trip Registration Due deca.org/power
15-25	Virtual Business Challenge Round 1 deca.org/compete

NOVEMBER

#DECAMONTH

1	Honorary Life Membership + Outstanding Service Award Nominations Due deca.org/professionalawards
7-9	Western Region Leadership Conference Bellevue, WA deca.org/wrlc
15	Initial Membership Dues Deadline deca.org/register
15-17	The Ultimate DECA Power Trip Charlotte, NC deca.org/power
18-24	Global Entrepreneurship Week genglobal.org/gew

DECEMBER

1	Honorary Life Membership + Outstanding Service Award Application Packets Due deca.org/professionalawards
2	DECA Chapter Campaigns + Membership Campaign Due deca.org/campaigns
2	Sports + Entertainment Marketing Conference Registration Due deca.org/sem
2	School-based Enterprise Certification Opens deca.org/sbe
4-7	ACTE CareerTech Vision San Antonio, TX careertechvision.com
6	Stock Market Game Ends

JANUARY

10	Student Scholarship Applications Due deca.org/scholarships
14	School-based Enterprise Certification Due deca.org/sbe
14-24	Virtual Business Challenge Round 2 deca.org/compete
20	Advisor Scholarship Applications Due deca.org/advisorapplications
29-2.2	Sports + Entertainment Marketing Conference Orlando, FL deca.org/sem

FEBRUARY

#CTEMONTH

3	Emerging Leader Honor Award Applications Open deca.org/honoraward
13-3.27	Piper Sandler Taking Stock with Teens Spring Survey deca.org/teensurvey
15	ICDC Competitors' Final Membership Eligibility deca.org/register

MARCH

3	Advocacy Campaign Due deca.org/campaigns
3	Executive Officer Candidate Applications Due deca.org/officers
19	ICDC Registration + Hotel Rooming List/Deposit Due From Chartered Associations
27	ICDC-Qualifying Written Entry Submissions Open deca.org/icdc
28	ICDC Blazer Order Deadline shopdeca.org
31	Emerging Leader Honor Award Nominations Due deca.org/honoraward

APRIL

8	ICDC-Qualifying Written Entry Submissions Due deca.org/icdc
26-29	DECA International Career Development Conference Orlando, FL deca.org/icdc



In 2024-2025, DECA challenges you to **BE THE ONE.**

When you join DECA, you're not just another member; you're part of a global network of emerging leaders and entrepreneurs who are shaping the future. Put your unique talents on display as you chart your own course and make a difference in the world—the way only you can.

Choose your path—whether through community service, leadership or competition—and watch as your college and career goals come within reach.

Unleash your creativity, dream big and let your brilliance shine as you make your mark on your school, community and beyond. DECA empowers you to become a trendsetter, role model and champion.

It's time to step up, stand out and **BE THE ONE** who makes a difference.



Get connected with [@decainc](#). Visit [deca.org/brand](#) to download theme artwork and recruitment resources.

DECA CHAPTER CAMPAIGNS

deca.org/campaigns

CELEBRATE #DECAMONTH IN
NOVEMBER

MEMBERSHIP

Guide your membership efforts by meeting these goals.

20

MORE STUDENTS
THAN LAST YEAR

OR

20

ALUMNI

OR

20

PROFESSIONALS

DEADLINE 12.2.24

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **one** of the categories (students, alumni or professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **two** of the categories of the Membership Campaign and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at ICDC!

PROMOTIONAL

Conduct these promotional activities from the beginning of your school year through DECA Month.

3

SCHOOL
OUTREACH ACTIVITIES



3

SUCCESS STORIES
OF ALUMNI



3

COMMUNITY
OUTREACH ACTIVITIES

COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.

1

OR MORE COMMUNITY
SERVICE ACTIVITIES



75%

OR MORE PARTICIPATION
OF YOUR DECA MEMBERS



1

FORM OF PUBLICITY
OR PROMOTION

DEADLINE 12.2.24

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **one** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting all the requirements in any **two** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at ICDC!

ETHICAL LEADERSHIP

Conduct these ethical leadership activities from the beginning of your school year through DECA Month.

3

ETHICAL LEADERSHIP
CHALLENGE ENTRIES



3

ETHICAL LEADERSHIP SCHOOL
OUTREACH ACTIVITIES



3

ETHICAL LEADERSHIP COMMUNITY
OUTREACH ACTIVITIES



Download the
CAMPAIGN GUIDEBOOK

ADVOCACY

Advocate during Career and Technical Education Month® in February.

3

SCHOOL
OUTREACH ACTIVITIES



3

PUBLIC POLICY
MAKERS OUTREACH



3

COMMUNITY
OUTREACH ACTIVITIES

DEADLINE 3.3.25

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA and a letter of recognition sent to your school administrator and government officials.

ELEVATE

DECA's Chapter Strategy provides the framework and resources to develop a chapter in a business-like context, helping members apply learning. DECA's Elevate modules are designed to showcase the core elements of a high-performing DECA chapter and to provide DECA advisors with resources to prepare emerging chapter leaders.

■ deca.org/elevate

DECA LEADERSHIP STYLES

Begin your rise as an emerging leader by understanding your leadership style. This tool will help you understand your style and the styles of your fellow leaders so collectively you can make greater contributions, recognize how to leverage the leadership of others and work cooperatively to positively influence people and situations to achieve value and growth.

DECA LEADERSHIP TEAM

Learn how to build a leadership team that motivates your chapter members. DECA's mission-based leadership positions reflect a corporate leadership structure. The positions are aligned with the DECA mission to ensure that each aspect of the mission is represented with great leadership.

DECA CHAPTER STRATEGY

Learn the essentials of an effective chapter strategy. Determine DECA Goals, develop a Program of Leadership and plan and execute EPIC DECA Projects.

DECA LEADERSHIP TOOLS

Great leaders need great tools to elevate their chapter. Learn how to keep yourself and your team productive and on the rise.



DECA

EMERGING LEADER SERIES



DECA's Emerging Leader Series is designed to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation.

Aligned with 21st Century Skills in the areas of critical thinking and problem solving, communication and collaboration, and creativity and innovation, DECA's Emerging Leader Series prepares members to be effective leaders in college and careers. All of these academies are available during the DECA International Career Development Conference. Elevate and Empower are also available at the DECA Emerging Leader Summit.

 <p>IGNITE</p>	 <p>ELEVATE</p>	 <p>EMPOWER</p>	 <p>ASPIRE</p>	 <p>THRIVE</p>
<p>ULTIMATE MEMBER</p> <p>Ignite your spark for DECA! As an emerging leader, you have great potential to take advantage of all that DECA offers. Now's your time to gain an edge as you learn how you can take your personal DECA experience to the next level and ignite your passion for DECA.</p>	<p>ULTIMATE CHAPTER LEADER</p> <p>Elevate your leadership in DECA by becoming the ultimate DECA chapter leader! Discover your personal leadership style and how you can use that to take your chapter to the next level. Now's your time to elevate your DECA status from member to chapter leader.</p>	<p>ULTIMATE ASSOCIATION OFFICER</p> <p>As a DECA association officer, one of your main responsibilities is to empower the members you serve. Learn how to effectively perform your role as an association leader, design an effective strategic plan and employ empowering communications strategies and methods.</p>	<p>ULTIMATE GRADUATE</p> <p>As you soon graduate, the sky is the limit for your aspirations. Do you know what to expect in college or how to be successful in your career? Learn how to leverage your DECA experience to your advantage in college, interviews and internships. Aspire to get on the fast track to college and career success.</p>	<p>ULTIMATE CHAPTER</p> <p>Now it's time to thrive with other high performing chapters and continue to develop your toolbox of collaboration, communications, critical thinking and creativity skills.</p>

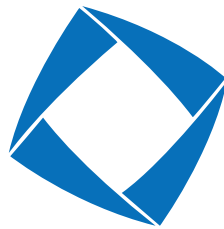
Participation in DECA's Emerging Leader Series at ICDC is the primary conference activity for members, except for Empower. Empower is limited to chartered association officers, who may also participate in DECA's Competitive Events Program. Register through your chartered association advisor using the name of the academy.



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WITH THE
BEST**



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COMMUNITY**



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DECA**



**PREPARE
FOR YOUR
CAREER**



**DISCOVER
NEW
PLACES**

[COLLEGIATEDECA.ORG](https://collegiatedeca.org)

EMERGING LEADER HONOR AWARD

The DECA Emerging Leader Honor Award recognizes DECA members for being academically prepared, community oriented, professionally responsible and experienced leaders through their participation in DECA.

QUALIFICATIONS

To receive the DECA Emerging Leader Honor Award a student must:

1. be a DECA member at the local, chartered association and DECA Inc. levels.
2. be a senior.
3. have an overall cumulative grade point average of at least 3.2 for the seven previous semesters (with 4.0 being equal to an A).
4. complete one course in any one of the following areas: Marketing, Business Management & Administration, Entrepreneurship, Finance, or Hospitality and Tourism.
5. participate in at least three of the areas listed under Community Oriented, Professionally Responsible and Experienced Leader on the online application.

PROCEDURES

- Nominations must be submitted online between February 3 and March 31, 2025.
- Certificates may be downloaded with suggestions for appropriate presentation.
- Recipients will be recognized on decadirect.org.
- Visit deca.org/honoraward for complete details.



DECA SCHOLARSHIP PROGRAM

DECA's scholarship program provides over \$200,000 in scholarships to DECA members.

Many corporate partners of DECA provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit-based.

Scholarship applications are due by **January 10, 2025**.

➤ Visit deca.org/scholarships to learn more and apply.



“A new way to get kids excited about learning!”

–Kimberly Pennycuff, Pickerington High School North

snack box



NEW YORK

Tappan Zee High School

\$47,007

SALES 2023-24

spirit box



KANSAS

Basehor-Linwood High School

\$36,893

SALES 2023-24

beverage box



NEW MEXICO

Rio Rancho High School

\$37,206

SALES 2023-24

Student-led School Store Vending

Spirit Box is a hands-on learning program for students. In just 6-8 weeks, you can have a school store vending machine up and running. Some students took over all the vending business in their schools!

- SBE Certification Opportunities
- CTE-Aligned Curriculum
- Fundraising
- Qualifies for Carl B. Perkins Funds
- On-Site Setup & Training
- Year-Round Support



DECA COMPREHENSIVE LEARNING PROGRAM

DECA'S Comprehensive Learning Program offers exciting opportunities for classroom activities that connect your instruction to college and careers. DECA's activities naturally support programs of study in the career clusters of marketing, business management, finance and hospitality, giving you tools and resources to incorporate DECA into your curriculum and courses.



Taking Stock With Teens®

The semi-annual Piper Sandler Taking Stock With Teens® survey will take place on August 12 - September 23, 2024.

Visit pipersandler.com/teens to learn more.



COMPREHENSIVE LEARNING PROGRAM

DECA's Comprehensive Learning Program enhances the possibility for a greater range of student cognitive abilities to be developed. When using program components as application or extended-learning activities, student members are rigorously engaged in relevant exercises that develop the problem-solving and comprehension skills essential for college and careers. DECA's Comprehensive Learning Program supports the development of 21st Century Skills.

CHALLENGES

DECA and its corporate partners have teamed up to provide classroom activities that challenge members to apply learning in relevant ways. These highly engaging, relevant activities encourage creativity and innovation and allow your members to experience competition from their seats in your classroom.

■ deca.org/challenges

COMPETITIVE EVENTS PROGRAM

DECA's Competitive Events Program is an incredible tool for your curriculum. As an integral part of the classroom, DECA's industry-validated competitive events are aligned with National Curriculum Standards. The potential for travel, recognition and awards for learning classroom content is a tremendous motivator — not to mention the scholarships and cash awards recognizing DECA members for outstanding achievement.

■ deca.org/compete

EDUCATIONAL CONFERENCES

DECA conferences are targeted, highly-focused learning experiences for members and advisors. They bring members into the larger DECA community while providing unique opportunities to extend classroom learning. Each of DECA's conferences connects with corporate professionals to engage members in learning industry-related trends and content. Conferences take place at the local, association, regional and DECA Inc. levels.

■ deca.org/conferences

SCHOOL-BASED ENTERPRISES

A school-based enterprise (SBE) is an entrepreneurial operation in a school setting that provides goods/services to meet the needs of the market. SBEs are managed and operated by students as hands-on learning laboratories that integrate National Curriculum Standards in marketing, finance, hospitality or management. SBEs provide realistic and practical learning experiences that reinforce classroom instruction. DECA provides a rigorous certification program and access to best practices and vendors.

■ deca.org/sbe





DECA CHALLENGES

Visit www.deca.org/challenges to learn more.
Please consult each challenge's guidelines for specific information.

DECA's Challenges provide members opportunities to demonstrate the knowledge and skills learned in the classroom through innovative challenges in partnership with several corporate partners. Each challenge has a unique focus and a specific set of required tasks and timelines. The top performers will receive recognition on-stage at the DECA International Career Development Conference (ICDC) with approval from the chartered association advisor.

STUKENT

Social Media Simternship™ Challenge

Take charge of a dynamic simulated company, strategically allocating your ad budget to maximize revenue. Craft captivating content, engage target audiences and analyze your metrics across simulation rounds. Showcase your social media marketing skills in this exciting challenge.

 **October 1 - December 1**

 Individual


Elements

- Virtual Simulation

Business U
Tomorrow's Entrepreneurs

DECA at the Bell Challenge

Write and produce your very own episode of DECA at the Bell. Creativity is encouraged; what matters most is the ability to engage the audience while connecting something in the world of business to the world of DECA. The topic/theme of the 2024 challenge is Customer Service.

 Submissions due by: **November 1**

 2-4 Members

Elements

- Script
- Up to 3:30 Minute Video

zurn • elkay
WATER SOLUTIONS

Sustainable Water Solutions Challenge

Zurn Elkay would like to challenge students to study and assess their school system's clean/healthy drinking water solutions. Students will create a video of their product/service recommendations on clean/healthy drinking water solutions.

 Submissions due by: **November 1**

 1-3 Members

Elements

- 5 Minute Video



Policy Dilemma Simulation Challenge

In this challenge, you are the government of a medium-sized developed country with its own currency and central bank. You control fiscal, monetary, structural and exchange rate policy, and face elections at least every four years. Every policy decision that you make has an impact. Its objective is to review the basic concepts of macroeconomics, especially those related to policy, and to understand the effects of policy, external shocks and factors that lead to long-term, stable economic growth.

Elements

- Virtual Simulation
- 1-2 Page Reflection
- 3-5 Minute Video

📅 Submissions due by: **November 20** 👤 2-3 Members



Ethical Leadership Challenge

Develop a public service announcement (PSA) video describing one of the following ethical principles: fairness, rule of law or transparency. The PSA should be designed to educate your local community and those afar through social media.

Elements

- 3-5 Minute Video
- Social Media Campaign

📅 Submissions due by: **December 2** 👤 1-4 Members



Digital Presentation Skills Challenge

Demonstrate your digital presentation skills utilizing a Virtual Business simulation in a one- to two-minute digital presentation. The top finalists will deliver a live, digital presentation.

Elements

- 1-2 Minute Presentation

📅 Submissions due by: **January 31** 👤 Individual



Auction Marketing Campaign Challenge

Develop a marketing campaign for a full estate sale that will utilize the live auction method and include both real estate and personal property. Present your marketing campaign that will use social, print, and email direct marketing strategies in a video presentation.

Elements

- 4 Minute Video

📅 Submissions due by: **February 1** 👤 1-3 Members



Social Impact Leader of Tomorrow Challenge

Demonstrate your creativity by producing the next big cause marketing idea for the National Pediatric Cancer Foundation. DECA chapters can participate by developing and executing a unique fundraising campaign with a social media component and video.

Elements

- 4 Minute Video
- Fundraising Campaign
- Social Media Campaign

📅 Submissions due by: **February 6** 👤 1-3 Members



Disability Is Diversity Challenge

Create a focused Disability Is Diversity presentation that highlights the obstacles and experience of navigating an educational environment with differing abilities. Learn first-hand about the barriers encountered by a student with a disability and determine how you can advocate for needed change.

Elements

- 4 Minute Video

📅 Submissions due by: **February 14** 👤 1-3 Members



Innovation in Action: Driving Next Gen to Insurance Careers

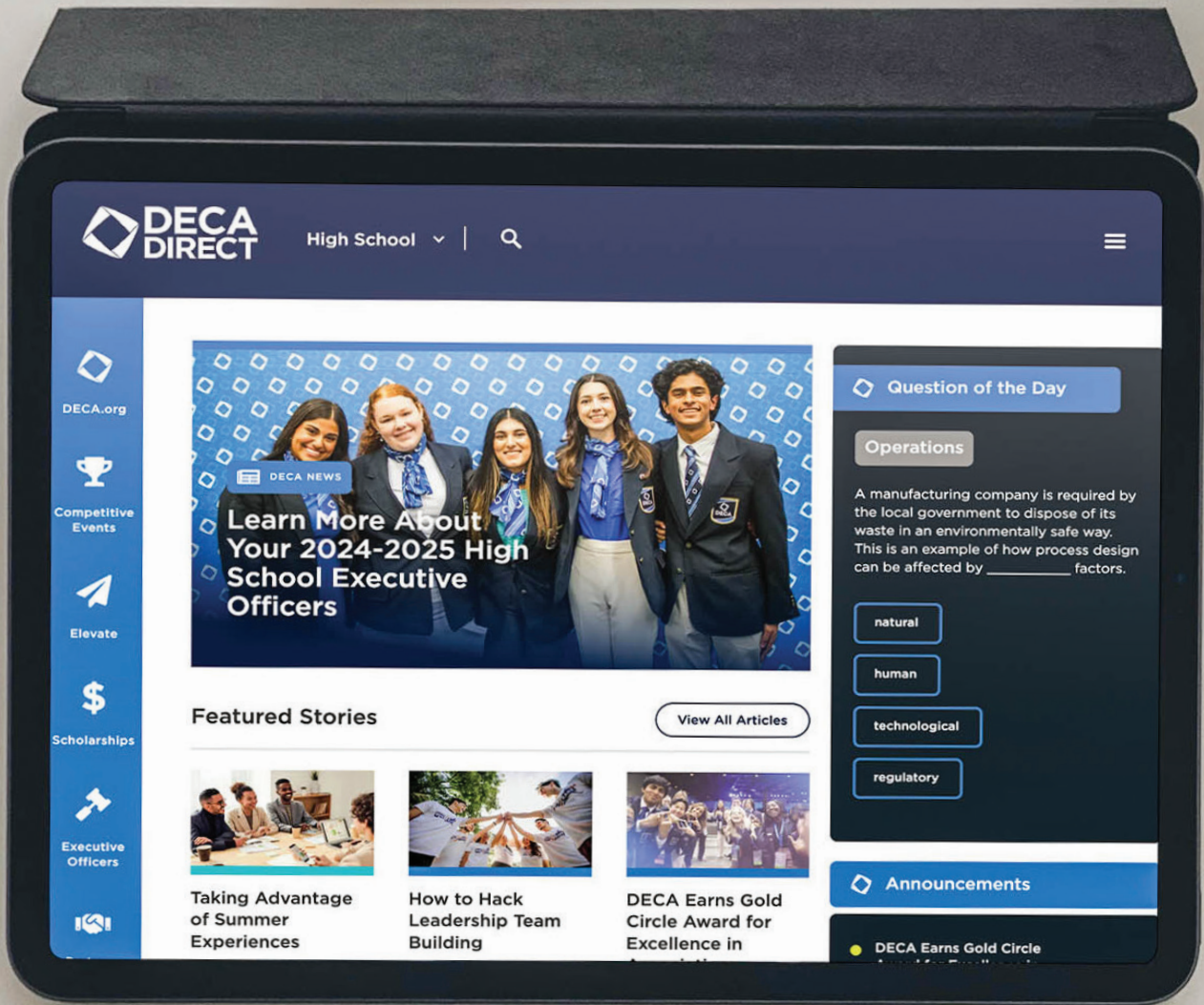
Develop a new and innovative marketing campaign to creatively rebrand the insurance industry to Gen Z. Use your creativity to brand insurance career opportunities in a dynamic way to help insurance companies/agencies recruit young talent.

Elements

- 3-5 Minute Video

📅 Submissions due by: **February 28** 👤 1-3 Members

Challenge offerings and deadlines are subject to change.



YOUR ULTIMATE MEMBER HUB

Your go-to source for the latest DECA news, tips and ideas to fuel your membership



CAREER INSIGHTS



CHAPTER STRATEGY



COLLEGE SUCCESS



CONFERENCES + EVENTS



COMPETITION TIPS + TRICKS



MEMBER SPOTLIGHTS



LEADERSHIP ADVICE



PARTNER NEWS + OFFERS



decadirect.org





EDUCATIONAL CONFERENCES



**WESTERN REGION
LEADERSHIP
CONFERENCE**

Bellevue, WA | November 7-9, 2024

■ deca.org/wrlc



**THE ULTIMATE
DECA
POWER TRIP**

Charlotte, NC | November 15-17, 2024

■ deca.org/power



**SPORTS +
ENTERTAINMENT
MARKETING
CONFERENCE**

Orlando, FL | January 29 - February 2, 2025

■ deca.org/sem



**INTERNATIONAL
CAREER
DEVELOPMENT
CONFERENCE**

Orlando, FL | April 26-29, 2025

■ deca.org/icdc

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DECA

SCHOOL-BASED ENTERPRISES



A school-based enterprise (SBE) is an entrepreneurial operation in a school setting that provides goods and/or services to meet the needs of the market. SBEs are managed and operated by students as hands-on learning laboratories that integrate National Curriculum Standards in marketing, finance, hospitality and management. SBEs provide realistic and practical learning experience that reinforces classroom instruction.

DECA offers SBE certification on two levels: chapter level through a written project and individual level through a comprehensive exam. The certification program reinforces the integration of National Curriculum Standards and 21st Century Skills. Standards covered in both the written project and exam include retail, marketing and entrepreneurship concepts, and a range of business operations standards including financial analysis, operations, marketing-information management, market planning, pricing, distribution/channel management, product/service management, promotion, selling and human resources management.

GUIDELINES + RESOURCES

Visit deca.org/sbe for additional information including:

- Chapter certification guidelines
- Instructional units that reinforce the topics covered by the SBE certification standards through lesson plans and PowerPoint presentations
- Individual certification exam guidelines, study guides and registration instructions

INDIVIDUAL CERTIFICATION

DECA members involved in their SBE may pursue an Individual Certification through the successful completion of an online exam.

The certification exam consists of 100 multiple-choice questions which cover the same 10 key business operations standards also covered in the chapter certification project.

A minimum score of 70% is required to earn individual certification.

The \$15 exam fee includes an exam transcript with instructional area analysis. Certified students receive a certificate of achievement and recognition via decadirect.org.

CHAPTER CERTIFICATION

SBEs may earn chapter certification at three levels: Gold, Silver or Bronze.

Gold Level SBEs may remain certified at the Gold Level for four (4) additional years by meeting the requirements for Gold Re-certification. Gold Level and Gold Level Re-certified SBEs may be eligible to participate in the SBE Academy and Competition at the 2025 International Career Development Conference in Orlando.

Bronze and Silver Level SBEs are recognized at the chartered association level.

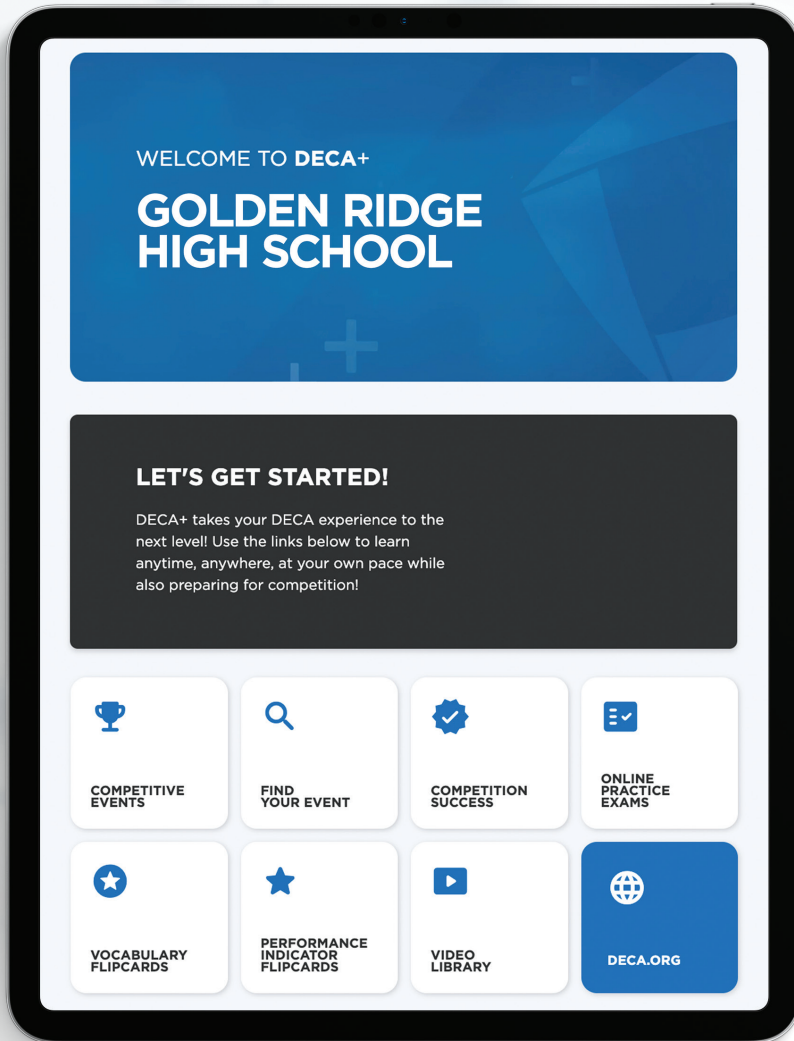
Chapter certification documentation is due by January 14, 2025.

SBE COMPETITION

Gold Certified and Re-certified SBEs attending the SBE Academy at DECA's International Career Development Conference will participate in a competition consisting of an oral presentation judged by business professionals.

The topic of competition rotates each year and is based on one of the 10 business standards in the written chapter certification project. This year's topic is market planning.

View competition rules, presentation guidelines and performance indicators at deca.org/sbe.



DECA+

EXPLORE CAREERS AND PREPARE FOR COMPETITION

PREPARE YOUR EMERGING LEADERS AND ENTREPRENEURS
[LEARN MORE ON PAGE 120](#)



DECA COMPETITIVE EVENTS PROGRAM

DECA's Competitive Events Program directly supports our mission of preparing emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

As an integral part of the classroom curriculum, DECA's industry-validated competitive events apply learning, connect to business and promote competition. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school. The program also strongly supports the development of 21st Century Skills.



COMPETITIVE EVENTS FRAMEWORK AND CONNECTION TO NATIONAL CURRICULUM STANDARDS

DECA's Competitive Events Program is aligned to National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism.

The Business Administration Core is the foundation of DECA's Competitive Events Program. As events become more specialized, they are associated with a career cluster and possibly a career pathway. At each tier, content becomes more specialized, as well. Within each tier, each performance indicator is assigned a curriculum planning level on a continuum of instruction ranging from simple to complex. DECA mostly uses performance indicators at the prerequisite, career-sustaining and specialist curriculum planning levels. The tiers do not necessarily indicate levels of rigor, but rather a progression of knowledge and skills from a broad career interest to a very specialized career focus.

NATIONAL CURRICULUM STANDARDS

TIER 1 | BUSINESS ADMINISTRATION CORE

CURRICULUM STRUCTURE

The business administration core consists of 13 instructional areas each with foundational knowledge and skills common to the four career clusters that DECA supports.

COMPETITIVE EVENTS FRAMEWORK

Performance indicators in this tier are used in the Business Administration Core exam and the four Career Cluster exams. Performance indicators in this tier are used in role-plays for Principles of Business Administration Events, case studies for Team Decision Making Events and role-plays for Individual Series Events.

TIER 2 | CAREER CLUSTERS

CURRICULUM STRUCTURE

Each Career Cluster has its own set of instructional areas and knowledge and skills unique to careers within that cluster.

COMPETITIVE EVENTS FRAMEWORK

Performance indicators in this tier are used in the Career Cluster exams. Performance indicators in this tier are used in case studies for Team Decision Making Events and role-plays for Individual Series Events.



PERFORMANCE INDICATORS

Performance indicators for PRINCIPLES OF BUSINESS ADMINISTRATION role-plays and exams will be selected from the business administration core.

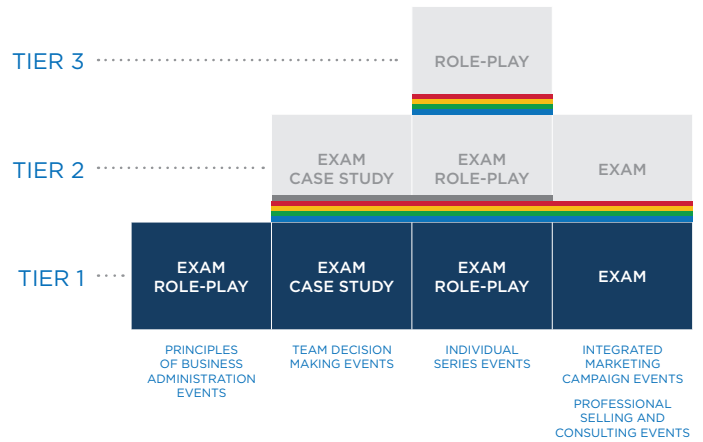
Performance indicators for TEAM DECISION MAKING case studies and exams will be selected from the business administration core and appropriate career cluster.

Performance indicators for INDIVIDUAL SERIES exams will be selected from the business administration core and appropriate career cluster. Performance indicators for the role-plays will be selected from the business administration core, appropriate career cluster and appropriate pathway.

Performance indicators for the ENTREPRENEURSHIP INDIVIDUAL SERIES EVENT and ENTREPRENEURSHIP TEAM DECISION MAKING EVENT will be selected from the Entrepreneurship Performance Indicator list, which comprises related knowledge and skills from the business administration core, business management and administration career cluster, finance career cluster and marketing career cluster.

Performance indicators for the exam and role-plays used for the PERSONAL FINANCIAL LITERACY EVENT will be selected from the National Standards for Personal Financial Education, developed by the Council for Economic Education and the Jump\$tart Coalition for Personal Financial Literacy.

Performance indicators for the exams used for INTEGRATED MARKETING CAMPAIGN EVENTS and PROFESSIONAL SELLING AND CONSULTING EVENTS will be selected from the business administration core and appropriate career cluster.



TIER 3 | CAREER PATHWAYS

CURRICULUM STRUCTURE

Career Clusters are then separated into career pathways, grouping similar careers together in broad based pathways representing knowledge and skills unique to the pathway.

COMPETITIVE EVENTS FRAMEWORK

Performance indicators in this tier are not used in exams. The performance indicators in the respective pathway are used in role-plays for Individual Series Events.

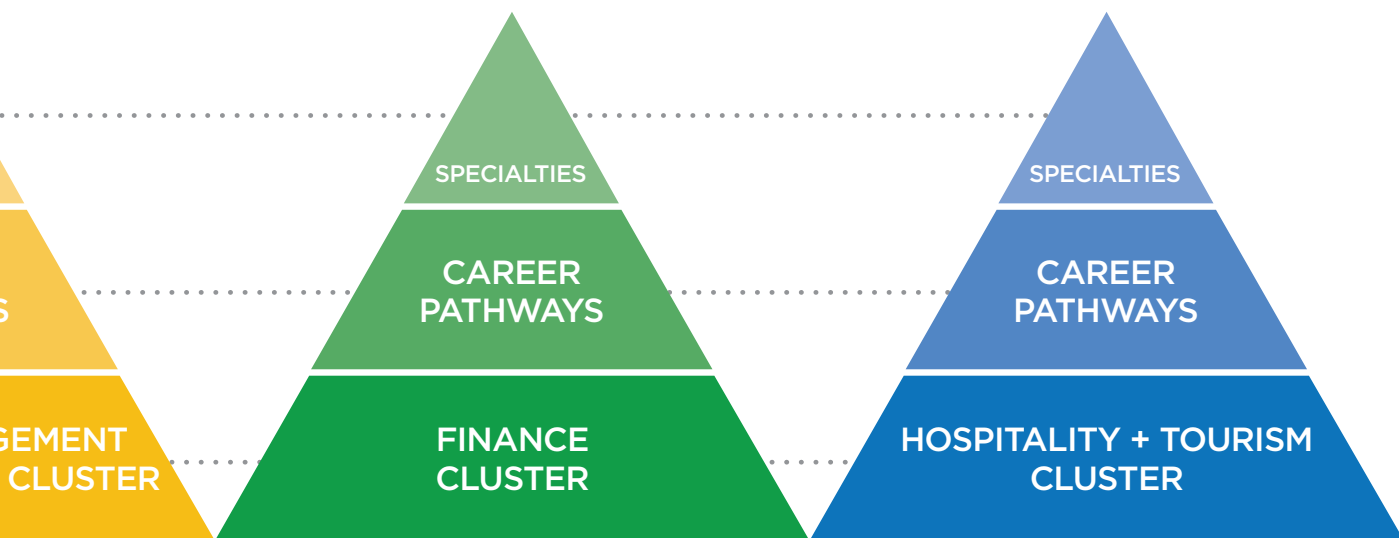
TIER 4 | SPECIALTIES

CURRICULUM STRUCTURE

The specialty level addresses knowledge and skills needed for each specific career within a pathway. For example, in professional selling, some job opportunities are pharmaceutical sales, real estate sales and advertising sales.

COMPETITIVE EVENTS FRAMEWORK

Because they are so specialized, performance indicators from this tier are not used in DECA's competitive events.



BUSINESS ADMINISTRATION CORE

ACCOUNTING • ECONOMICS • EMOTIONAL INTELLIGENCE • ENTREPRENEURSHIP • FINANCIAL ANALYSIS
 MANAGEMENT • MARKETING • OPERATIONS • PROFESSIONAL DEVELOPMENT • STRATEGIC MANAGEMENT



MARKETING

Apparel and Accessories Marketing Series **AAM**
 Automotive Services Marketing Series **ASM**
 Business Services Marketing Series **BSM**
 Buying and Merchandising Operations Research **BMOR**
 Buying and Merchandising Team Decision Making **BTDM**
 Food Marketing Series **FMS**
 Integrated Marketing Campaign-Event **IMCE**
 Integrated Marketing Campaign-Product **IMCP**
 Integrated Marketing Campaign-Service **IMCS**
 Marketing Communications Series **MCS**
 Marketing Management Team Decision Making **MTDM**
 Principles of Marketing **PMK**
 Professional Selling **PSE**
 Retail Merchandising Series **RMS**
 Sports and Entertainment Marketing Series **SEM**
 Sports and Entertainment Marketing Operations Research **SEOR**
 Sports and Entertainment Marketing Team Decision Making **STDM**
 Virtual Business Challenge-Fashion **VCFA**
 Virtual Business Challenge-Retail **VBCRT**
 Virtual Business Challenge-Sports **VBCSP**

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

ENTREPRENEURSHIP • ENTREPRENEURSHIP • 21ST CENTURY EMPLOYMENT SKILLS



BUSINESS ADMINISTRATION CORE INSTRUCTIONAL AREAS

- Business Law
- Communication Skills
- Customer Relations
- Economics
- Emotional Intelligence
- Entrepreneurship
- Financial Analysis

CAREER PATHWAYS

Event Management • Lodging
 Restaurant Management • Travel and Tourism

INSTRUCTIONAL AREAS

Knowledge Management • Market Planning • Promotion
 Product/Service Management • Risk Management • Selling
 Quality Management • Collaboration & Teamwork • Creativity

Hospitality and Tourism Operations Research **HTOR**
 Hospitality and Tourism Professional Selling **HTPS**
 Hospitality Services Team Decision Making **HTDM**
 Hotel and Lodging Management Series **HLM**
 Principles of Hospitality and Tourism **PHT**
 Quick Serve Restaurant Management Series **QSRM**
 Restaurant and Food Service Management Series **RFSM**
 Travel and Tourism Team Decision Making **TTDM**
 Virtual Business Challenge-Hotel Management **VBCHM**
 Virtual Business Challenge-Restaurant **VBCRS**



HOSPITALITY + TOURISM

BUSINESS MANAGEMENT + ADMINISTRATION



Business Law and Ethics Team Decision Making **BLTDM**
 Business Services Operations Research **BOR**
 Business Solutions Project **PMBS**
 Career Development Project **PMCD**
 Community Awareness Project **PMCA**
 Community Giving Project **PMCG**
 Financial Literacy Project **PMFL**
 Human Resources Management Series **HRM**
 Principles of Business Management and Administration **PBM**
 Sales Project **PMSP**

CAREER PATHWAYS

Administrative Services • Business Information Management
 General Management • Human Resources Management
 Operations Management

INSTRUCTIONAL AREAS

Knowledge Management • Project Management
 Quality Management • Risk Management

ENTREPRENEURSHIP

TECA

ADMINISTRATION
 OPERATIONAL AREAS

- Human Resources Management
- Information Management
- Marketing
- Operations
- Professional Development
- Strategic Management

ENTREPRENEURSHIP

INSTRUCTIONAL AREAS

Financial-Information Management
 Risk Management

CAREER PATHWAYS

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



ENTREPRENEURSHIP

Business Growth Plan **EBG**
 Entrepreneurship Series **ENT**
 Entrepreneurship Team Decision Making **ETDM**
 Franchise Business Plan **EFB**
 Independent Business Plan **EIB**
 Innovation Plan **EIP**
 International Business Plan **IBP**
 Principles of Entrepreneurship **PEN**
 Start-Up Business Plan **ESB**
 Virtual Business Challenge-Entrepreneurship **VBCEN**



PERSONAL FINANCIAL LITERACY

Personal Financial Literacy **PFL**
 Virtual Business Challenge-Personal Finance **VBCPF**

Accounting Applications Series **ACT**
 Business Finance Series **BFS**
 Financial Consulting **FCE**
 Finance Operations Research **FOR**
 Financial Services Team Decision Making **FTDM**
 Principles of Finance **PFN**
 Stock Market Game **SMG**
 Virtual Business Challenge-Accounting **VBCAC**

FINANCE \$

DECA EXAMS

DECA currently uses seven industry-validated exams for the following competitive events. Each exam item represents a specific performance indicator from the respective national curriculum standards.

BUSINESS ADMINISTRATION CORE

Principles of Business Management and Administration
Principles of Entrepreneurship
Principles of Finance
Principles of Hospitality and Tourism
Principles of Marketing

BUSINESS MANAGEMENT + ADMINISTRATION

Business Law and Ethics Team Decision Making
Human Resources Management Series

ENTREPRENEURSHIP

Entrepreneurship Series
Entrepreneurship Team Decision Making

FINANCE

Accounting Applications Series
Business Finance Series
Financial Consulting
Financial Services Team Decision Making

HOSPITALITY + TOURISM

Hospitality and Tourism Professional Selling
Hospitality Services Team Decision Making
Hotel and Lodging Management Series
Quick Service Restaurant Management Series
Restaurant and Food Service Management Series
Travel and Tourism Team Decision Making

MARKETING

Apparel and Accessories Marketing Series
Automotive Services Marketing Series
Business Services Marketing Series
Buying and Merchandising Team Decision Making
Food Marketing Series
Integrated Marketing Campaign-Event
Integrated Marketing Campaign-Product
Integrated Marketing Campaign-Service
Marketing Communications Series
Marketing Management Team Decision Making
Professional Selling
Retail Merchandising Series
Sports and Entertainment Marketing Series
Sports and Entertainment Marketing Team Decision Making

PERSONAL FINANCIAL LITERACY

Personal Financial Literacy

EXAM ITEM DISTRIBUTION

As members advance in competition, exam item content becomes more specialized to the Career Cluster. The distribution of items for each level is:

COMPETITION LEVEL	BUSINESS ADMIN. CORE	CAREER CLUSTER
District	50%	50%
Association	40%	60%
ICDC	30%	70%

PERFORMANCE INDICATORS

Specific knowledge and skills students are expected to address and perform during their competition. Performance indicators are national curriculum standards which are taught in the classroom.

INSTRUCTIONAL AREAS

Broad areas of content knowledge (i.e., promotion, pricing, emotional intelligence, business law) that are comprised of many performance indicators.

BUSINESS ADMINISTRATION CORE

The Business Administration Core is the foundation for all of DECA's competitive events. Performance indicators in the Business Administration Core are common to all career areas and competitive events.

CAREER CLUSTERS

There are sixteen (16) career clusters, each representing a distinct grouping of careers and industries based on the knowledge and skills they require. DECA supports four (4) career clusters:


- Business Management and Administration
- Finance
- Hospitality and Tourism
- Marketing


CAREER PATHWAYS

Each career cluster contains several career pathways, or specialized career areas. For example, the Finance Career Cluster has career pathways such as Accounting, Banking Services, Corporate Finance, Insurance, and Securities and Investments.


EXAM BLUEPRINTS

DECA's exams are rigorous, industry-validated, multiple-choice, 100-item exams based on National Curriculum Standards. These charts show the blueprint of items by instructional area for the 2024-2025 exams used at the district level, chartered association level and at the International Career Development Conference.

 BUSINESS ADMINISTRATION CORE	DISTRICT	ASSOCIATION	ICDC
Business Law	1	1	4
Communications	15	15	11
Customer Relations	5	5	4
Economics	7	7	12
Emotional Intelligence	22	22	19
Entrepreneurship	0	0	1
Financial Analysis	16	16	13
Human Resources Management	1	1	1
Information Management	10	10	11
Marketing	1	1	1
Operations	11	11	13
Professional Development	11	11	9
Strategic Management	0	0	1


 BUSINESS MANAGEMENT + ADMINISTRATION	DISTRICT	ASSOCIATION	ICDC
Business Law	5	5	5
Communications	7	6	6
Customer Relations	2	2	1
Economics	6	5	4
Emotional Intelligence	9	8	6
Entrepreneurship	1	0	0
Financial Analysis	7	6	5
Human Resources Management	1	0	0
Information Management	7	6	6
Knowledge Management	6	7	9
Marketing	1	1	1
Operations	21	24	26
Professional Development	6	5	4
Project Management	6	7	8
Quality Management	3	4	5
Risk Management	4	5	5
Strategic Management	8	9	10

 ENTREPRENEURSHIP	DISTRICT	ASSOCIATION	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

 FINANCE	DISTRICT	ASSOCIATION	ICDC
Business Law	7	8	7
Communications	5	4	3
Customer Relations	5	5	4
Economics	6	5	4
Emotional Intelligence	9	8	6
Entrepreneurship	1	0	0
Financial Analysis	24	28	30
Financial-Information Management	9	10	12
Human Resources Management	1	0	0
Information Management	6	5	5
Marketing	1	1	1
Operations	6	5	4
Professional Development	13	14	15
Risk Management	6	7	9
Strategic Management	1	0	0

 HOSPITALITY + TOURISM	DISTRICT	ASSOCIATION	ICDC
Business Law	3	3	2
Communications	5	4	3
Customer Relations	8	9	9
Economics	6	6	5
Emotional Intelligence	9	9	7
Entrepreneurship	1	0	0
Financial Analysis	8	7	7
Human Resources Management	2	1	1
Information Management	14	15	15
Knowledge Management	0	1	1
Market Planning	1	1	2
Marketing	1	1	2
Operations	13	13	13
Pricing	1	1	1
Product/Service Management	6	7	9
Professional Development	8	7	6
Promotion	2	3	3
Quality Management	1	1	1
Risk Management	1	1	2
Selling	7	8	9
Strategic Management	3	2	2

 MARKETING	DISTRICT	ASSOCIATION	ICDC
Business Law	2	2	1
Channel Management	5	6	7
Communications	5	4	3
Customer Relations	2	2	1
Economics	6	5	4
Emotional Intelligence	9	8	6
Entrepreneurship	1	0	0
Financial Analysis	6	5	4
Human Resources Management	1	0	0
Information Management	5	4	3
Market Planning	4	4	5
Marketing	1	1	1
Marketing-Information Management	11	14	16
Operations	6	5	4
Pricing	3	4	4
Product/Service Management	11	13	15
Professional Development	6	5	5
Promotion	9	11	13
Selling	6	7	8
Strategic Management	1	0	0

 PERSONAL FINANCIAL LITERACY	DISTRICT	ASSOCIATION	ICDC
Earning Income	25	20	16
Spending	14	14	14
Saving	15	14	13
Investing	15	19	21
Managing Credit	16	19	21
Managing Risk	15	14	15

Actual counts may vary slightly.

EVALUATION

The judge will become familiar with all of the event guidelines before starting to evaluate event components and use the following definitions when completing the scoring.

A maximum score of **“EXCEEDS EXPECTATIONS”** in any category means that, in the judge’s opinion, the information is presented effectively and creatively; nothing more could be expected of a participant.

A **“MEETS EXPECTATIONS”** rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree.

A **“BELOW EXPECTATIONS”** score means that the information presented does not meet minimum standards of acceptability.

A **“LITTLE/NO VALUE”** score means either that some major flaw has been noted that damages the effectiveness of the information (this may be a major omission, a serious misstatement, poor communications or any other major flaw) or that the information presented is of no value (does not address the problem at all).

A combined total score of 70 or better on the written and presentation sections will earn the participant/team DECA’s Certificate of Excellence at the international conference.

ROLE-PLAY SCORING

A list of performance indicators specific to the scenario is included in the evaluation. These are distinct tasks the participants must accomplish during the role-play or case study. The judge will evaluate the participants’ performance on these tasks and on several follow-up questions. The judge will complete the Presentation Evaluation Form.

WRITTEN EVENT SCORING

The Written Entry Evaluation Form follows the outline shown in the section entitled Written Entry Guidelines, which explains in greater detail what should be discussed/included in each section. The judge will complete the Written Entry Evaluation Form. Penalty points (see Penalty Point Checklist) will be assessed separately.



EVIDENCE OF STUDENT LEARNING

Supporting college and career readiness, DECA’s competitive events transcripts express each member’s performance rated against National Curriculum Standards identified as essential knowledge and skills and 21st Century Skills. DECA transcripts provide evidence of student learning and achievement through their participation in DECA’s Competitive Events Program at the International Career Development Conference.

DECA transcripts are an exceptional tool to provide feedback for both advisors and members in helping them assess areas for improvement in course instruction and student learning.

The transcripts provide ranking and performance measures for each instructional area on the career cluster exam and feedback for each performance indicator and/or evaluation criterion that the judge evaluates.

Because of the structure of DECA’s competitive events program, all data is normalized to provide this feedback and should be viewed as a snapshot of performance rather than in terms of final competition rankings.

DECA transcripts are yet another tool in demonstrating DECA’s commitment to integrating DECA into classroom instruction, applying learning, connecting to business and promoting competition. DECA members may wish to use their DECA transcripts as part of their portfolios when applying for scholarships, to college or for jobs.

Category	Normal score	International %ile	low	med	high
Comprehensive Exam	85	91			
Preliminary Case Study	92	92			
Final Case Study	92	88			
Overall	177	96			

Comprehensive Exam	Raw score	VA	Int'l	%ile	low	mid	high
Channel Management	67	55	82				
Communication Skills	100	98	99				
Economics	100	98	99				
Emotional Intelligence	83	38	53				
Financial Analysis	83	71	89				
Information Management	75	66	77				
Market Planning	75	67	84				
Marketing-Information Management	53	16	53				
Operations	100	98	99				
Product/Service Management	82	60	70				
Professional Development	100	98	99				
Promotion	92	93	98				
Selling	100	98	99				

Instructional Area: Operations & Marketing	Met	Int'l	%ile	NV	BE	ME	EE
1. PI #1 - Describe marketing functions and related activities.	✓		95				
2. PI #2 - Explain customer/client/business buying behavior.	✓		93				
3. PI #3 - Demonstrate connections between company actions and results.	✓		89				
4. PI #4 - Explain the nature and scope of purchasing.	✓		90				
5. PI #5 - Select vendors.	✓		63				
6. PI #6 - Place orders/reorders.	✓		89				
7. PI #7 - Identify quality-control measures.	✓		95				
8. Clarity of expression	✓		99				
9. Organization of ideas	✓		78				
10. Showed evidence of mature judgment	✓		99				
11. Effective participation of both team members	✓		80				
12. Overall impression and responses to the judge's questions	✓		99				

Instructional Area: Information Management	Met	Int'l	%ile	NV	BE	ME	EE
1. PI #1 - Assess information needs.	✓		52				
2. PI #2 - Apply information to accomplish a task.	✓		80				
3. PI #3 - Obtain needed information efficiently.	✓		73				
4. PI #4 - Evaluate quality and source of information.	✓		78				
5. PI #5 - Describe the need for marketing information.	✓		97				
6. PI #6 - Explain the nature and scope of the marketing information management function.	✓		35				
7. PI #7 - Identify information monitored for marketing decision making.	✓		97				
8. Clarity of expression	✓		97				
9. Organization of ideas	✓		50				
10. Showed evidence of mature judgment	✓		97				
11. Effective participation of both team members	✓		97				
12. Overall impression and responses to the judge's questions	✓		69				

Key: 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.



COMPETITIVE EVENTS UPDATES

The following change will be made to DECA's Competitive Events Program effective 2024-2025.

- DECA Inc. will begin offering a new Principles of Entrepreneurship competitive event beginning in the 2024-2025 academic year. The Business Administration Core will be used for both the exam and performance indicator list.

COMPETITIVE EVENTS QUESTIONS

Christy Rutherford, Education Manager
christy@deca.org or (703) 860-5000





RECOGNITION AND AWARDS

DECA's competitive events provide recognition for competitors in a number of different areas. The following list describes the recognition provided at ICDC:

CERTIFICATE OF ACHIEVEMENT: All competitors will receive a digital Certificate of Achievement recognizing the achievement necessary to qualify to participate at the International Career Development Conference.

CERTIFICATE OF EXCELLENCE: Competitors scoring a combined total score of 70% or better on the competitive event components will earn a digital Certificate of Excellence.

ACHIEVEMENT AWARDS: For each event with an exam, the highest ten individual scores on the exam will receive a silver-ribbon medallion. For each Principles of Business Administration Event, Team Decision Making Event, Individual Series Event, Personal Financial Literacy Event, Integrated Marketing Campaign Event and Professional Selling and Consulting Event, participants with top scores in each section of the presentation component will each receive a silver-ribbon medallion. In all events, the top two overall scores in each section will be considered finalists and receive blue-ribbon medallions.

GRAND AWARDS: The top ten finalists will be called to the stage and receive red-white-blue ribboned medallions with first, second and third places receiving trophies.

CASH AWARDS: All competitive event first place honorees will receive a minimum of \$100 per team. Several events provide larger awards based on company sponsorship.

SPONSORED EVENTS

DECA gratefully acknowledges the competitive events sponsorship of these generous organizations.

Unless otherwise noted, each sponsoring organization provides the following awards for top performers at DECA's International Career Development Conference.

1st Place - \$1,000 per team

2nd Place - \$500 per team

3rd Place - \$250 per team

4th-10th Place - \$100 each per team

BUSINESS GROWTH PLAN **EBG**



BUSINESS SERVICES OPERATIONS RESEARCH **BOR**

PIPER | SANDLER

BUYING AND MERCHANDISING OPERATIONS RESEARCH **BMOR**

PIPER | SANDLER

COMMUNITY AWARENESS PROJECT **PMCA**

PIPER | SANDLER

ENTREPRENEURSHIP SERIES **ENT**



ENTREPRENEURSHIP TEAM DECISION MAKING **ETDM**



FINANCE OPERATIONS RESEARCH
FOR

PIPER | SANDLER

HOSPITALITY AND TOURISM
OPERATIONS RESEARCH HTOR

THE J. WILLARD AND ALICE S.
MARRIOTT FOUNDATION

HOSPITALITY AND TOURISM
PROFESSIONAL SELLING HTPS

THE J. WILLARD AND ALICE S.
MARRIOTT FOUNDATION

HOSPITALITY SERVICES TEAM
DECISION MAKING HTDM



HOTEL AND LODGING
MANAGEMENT SERIES HLM

THE J. WILLARD AND ALICE S.
MARRIOTT FOUNDATION

INNOVATION PLAN EIP

SCAD
The University for Creative Careers

INTEGRATED MARKETING
CAMPAIGN—EVENT IMCE

Adobe

INTEGRATED MARKETING
CAMPAIGN—PRODUCT IMCP

Adobe

INTEGRATED MARKETING
CAMPAIGN—SERVICE IMCS

Adobe

For IMCE, IMCP and IMCS, first place teams that demonstrate the use of Adobe Express in their project will earn \$5,000 per team. See page 105.

MARKETING COMMUNICATIONS
SERIES MCS

Adobe

MARKETING MANAGEMENT TEAM
DECISION MAKING MTDM

Adobe

PRINCIPLES OF
ENTREPRENEURSHIP PEN

STUKENT

PRINCIPLES OF HOSPITALITY
AND TOURISM PHT

THE J. WILLARD AND ALICE S.
MARRIOTT FOUNDATION

PRINCIPLES OF MARKETING PMK

Adobe

PROFESSIONAL SELLING PSE



QUICK SERVE RESTAURANT
MANAGEMENT SERIES QSRM



RESTAURANT AND FOOD SERVICE
MANAGEMENT SERIES RFSM



RETAIL MERCHANDISING SERIES RMS

NRF FOUNDATION
RISE UP

SPORTS AND ENTERTAINMENT
MARKETING OPERATIONS
RESEARCH SEOR

PIPER | SANDLER

SPORTS AND ENTERTAINMENT
MARKETING SERIES SEM

STUKENT

VIRTUAL BUSINESS CHALLENGE—
HOTEL MANAGEMENT VBCHM

THE J. WILLARD AND ALICE S.
MARRIOTT FOUNDATION

AWARDS

1st Place \$5,000 per team
2nd Place \$2,000 per team
3rd Place \$1,000 per team

VIRTUAL BUSINESS CHALLENGES

ACCOUNTING VBCAC
ENTREPRENEURSHIP VBCEN
FASHION VBCFA
PERSONAL FINANCE VBCPF
RESTAURANT VBCRS
RETAIL VBCRT
SPORTS VBCSP



AWARDS

1st Place \$1,000 per team
2nd Place \$500 per team
3rd Place \$250 per team

ICDC QUALIFICATIONS

1. All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to February 15 of the current school year.
2. All participants and written entries must be approved and authorized for entering competition by their chartered association through official competitive events registration forms.
3. All participants and written entries must meet the specifications set forth for each activity.
4. All participants must have participated in chartered association, district and/or local competition, or qualified through online competition.
5. All entry forms and creative entries must be submitted by the chartered association advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during DECA's International Career Development Conference.
7. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
8. A written entry may not be entered in more than one ICDC competitive event during a given year.
9. Once a written entry is entered in ICDC competition, the identical content material may not be entered in ICDC competition again.
10. All participants must attend the briefing sessions scheduled for their competitive event during ICDC.
11. Participants are required to follow the official DECA dress code outlined on this page.
12. All written entries must include a signed copy of DECA's Written Event Statement of Assurances and Academic Integrity (page 61).
13. Participants must bring a photo ID to all event briefings, testing sessions and presentations. If a photo ID is not available, an advisor must verify the participant's identity.

DRESS CODE

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between genders.

DECA's board of directors has developed the following official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

Competitors must wear an official DECA blazer during interaction with the judges. While official DECA blazers are not required during briefing and testing, professional business dress is required. Professional dress should also be worn to all conference sessions including workshops and special meal functions such as luncheons.

For a more polished, professional appearance, it is recommended that attendees wear appropriate hosiery/socks.

All skirts and dresses must be at or below the knee.

AN OFFICIAL DECA BLAZER IS REQUIRED TO RECEIVE RECOGNITION OR AN AWARD ON STAGE.

WHEN APPEARING BEFORE JUDGES AND ON-STAGE

- Official DECA blazer
- Dress slacks or dress skirt or business dress
- Collared dress shirt and appropriate neckwear or dress blouse
- Dress shoes

DECA GENERAL SESSIONS, MEAL FUNCTIONS, EVENT BRIEFING AND TESTING

- Business suit or sport coat or blazer (blazer optional)
- Dress slacks, dress skirt or business dress
- Collared dress shirt, dress blouse or dress sweater
- Dress shoes
- Necktie/scarf/ascot (optional)

DECA BUSINESS CASUAL

- Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes.
- Jeans, t-shirts and athletic shoes are not included in business casual attire.

UNACCEPTABLE DURING DECA ACTIVITIES

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Swimwear
- Athletic clothing
- Leggings or graphic designed hosiery/tights
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Unacceptable types of dress shoes include boat shoes, canvas or fabric shoes, flip flops or casual sandals, athletic shoes, industrial work shoes and hiking boots.

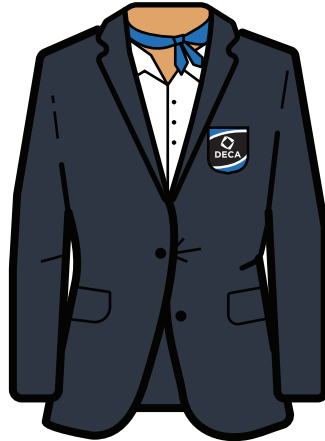
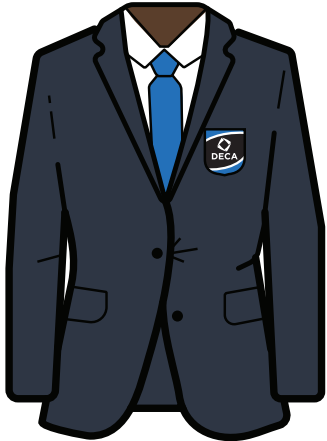
When judging adherence to the dress code, DECA directs advisors, teachers and chaperones to use observation as the tool for assessing compliance. It is inappropriate to touch a student or their clothing as a means of determining adherence to the dress code. DECA members who are not appropriately dressed will have a reasonable opportunity to meet the dress code prior to seeing a judge or being allowed on stage.



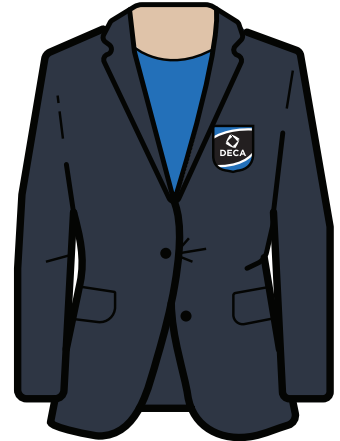
DRESS TO IMPRESS

DRESS CODE WHEN APPEARING BEFORE JUDGES AND ON-STAGE AT ICDC

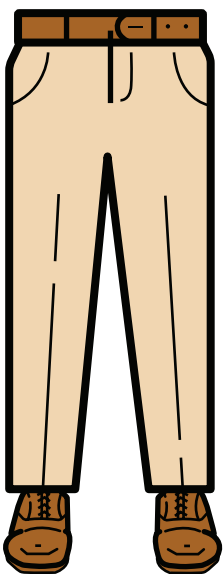
OFFICIAL DECA BLAZER WITH COLLARED DRESS SHIRT & APPROPRIATE NECKWEAR



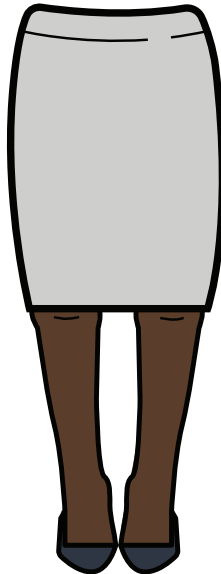
OFFICIAL DECA BLAZER WITH DRESS BLOUSE



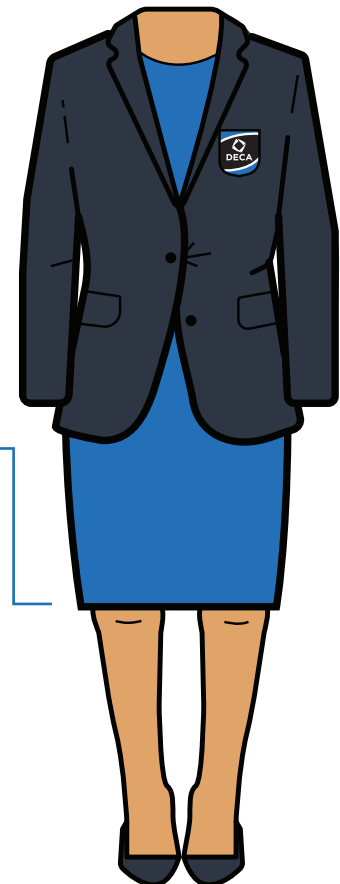
DRESS SLACKS



DRESS SKIRT

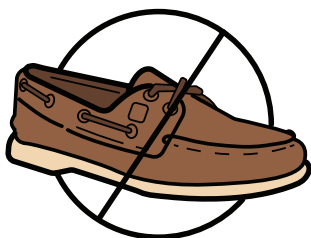


OFFICIAL DECA BLAZER WITH BUSINESS DRESS



ALL SKIRTS & DRESSES MUST BE AT OR BELOW THE KNEE.

DRESS SHOES



BOAT SHOES ARE UNACCEPTABLE FOOTWEAR.



DECA COMPETITIVE EVENTS

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

Principles of Business Management and Administration **PBM**
Principles of Entrepreneurship **PEN**
Principles of Finance **PFN**
Principles of Hospitality and Tourism **PHT**
Principles of Marketing **PMK**

TEAM DECISION MAKING EVENTS

Business Law and Ethics Team Decision Making **BLTDM**
Buying and Merchandising Team Decision Making **BTDM**
Entrepreneurship Team Decision Making **ETDM**
Financial Services Team Decision Making **FTDM**
Hospitality Services Team Decision Making **HTDM**
Marketing Management Team Decision Making **MTDM**
Sports and Entertainment Marketing Team Decision Making **STDM**
Travel and Tourism Team Decision Making **TTDM**

INDIVIDUAL SERIES EVENTS

Accounting Applications Series **ACT**
Apparel and Accessories Marketing Series **AAM**
Automotive Services Marketing Series **ASM**
Business Finance Series **BFS**
Business Services Marketing Series **BSM**
Entrepreneurship Series **ENT**
Food Marketing Series **FMS**
Hotel and Lodging Management Series **HLM**
Human Resources Management Series **HRM**
Marketing Communications Series **MCS**
Quick Serve Restaurant Management Series **QSRM**
Restaurant and Food Service Management Series **RFSM**
Retail Merchandising Series **RMS**
Sports and Entertainment Marketing Series **SEM**

PERSONAL FINANCIAL LITERACY EVENT

Personal Financial Literacy **PFL**

BUSINESS OPERATIONS RESEARCH EVENTS

Business Services Operations Research **BOR**
Buying and Merchandising Operations Research **BMOR**
Finance Operations Research **FOR**
Hospitality and Tourism Operations Research **HTOR**
Sports and Entertainment Marketing Operations Research **SEOR**

PROJECT MANAGEMENT EVENTS

Business Solutions Project **PMBS**
Career Development Project **PMCD**
Community Awareness Project **PMCA**
Community Giving Project **PMCG**
Financial Literacy Project **PMFL**
Sales Project **PMSP**

ENTREPRENEURSHIP EVENTS

Innovation Plan **EIP**
Start-Up Business Plan **ESB**
Independent Business Plan **EIB**
International Business Plan **IBP**
Business Growth Plan **EBG**
Franchise Business Plan **EFB**

INTEGRATED MARKETING CAMPAIGN EVENTS

Integrated Marketing Campaign-Event **IMCE**
Integrated Marketing Campaign-Product **IMCP**
Integrated Marketing Campaign-Service **IMCS**

PROFESSIONAL SELLING AND CONSULTING EVENTS

Financial Consulting **FCE**
Hospitality and Tourism Professional Selling **HTPS**
Professional Selling **PSE**

ONLINE EVENTS

Stock Market Game **SMG**
Virtual Business Challenge-Accounting **VBCAC**
Virtual Business Challenge-Entrepreneurship **VBCEN**
Virtual Business Challenge-Fashion **VBCFA**
Virtual Business Challenge-Hotel Management **VBCHM**
Virtual Business Challenge-Personal Finance **VBCPF**
Virtual Business Challenge-Restaurant **VBCRT**
Virtual Business Challenge-Retail **VBCRT**
Virtual Business Challenge-Sports **VBCSP**

Not all chartered associations offer all events. Please check with your chartered association advisor for events offered in your chartered association.



PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION PBM

PRINCIPLES OF ENTREPRENEURSHIP PEN

Sponsored by Stukent

PRINCIPLES OF FINANCE PFN

PRINCIPLES OF HOSPITALITY AND TOURISM PHT

Sponsored by The J. Willard and Alice S. Marriott Foundation

PRINCIPLES OF MARKETING PMK

Sponsored by Adobe



DECA's **Principles of Business Administration Events** measure the student's proficiency in those knowledge and skills identified by career practitioners as common academic and technical content across marketing, finance, hospitality, and business management and administration.

The Principles of Business Administration Events are designed for **first time high school DECA members** who are enrolled in introductory-level principles of marketing/business courses. Advanced students with multiple course credits in this area are better served in more advanced competitive events. **Students who were previously members of DECA are not eligible for these events.** Students who joined DECA in middle school may compete in a Principles of Business Administration Event; however, students who competed in a competitive event in middle school are not eligible for these events.

The guidelines for each of the Principles of Business Administration Events have been consolidated to facilitate coordination of participant activities in each career category. This means the guidelines are exactly the same for each career category. However, each career category's role-play will be career specific and will be different and distinct from the role-plays of the other career categories.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the activities and careers that are included in each of the Principles of Business Administration Events.

BUSINESS MANAGEMENT + ADMINISTRATION

Principles of Business Management and Administration: The role-plays will use concepts associated with careers in administrative services, business information management, general management, human resources management, and operations management.

ENTREPRENEURSHIP

Principles of Entrepreneurship: The role-plays will use concepts important to entrepreneurs and small-business owners.

FINANCE

Principles of Finance: The role-plays will use concepts associated with careers in accounting, banking services, business finance, insurance and securities, and investments.

HOSPITALITY + TOURISM

Principles of Hospitality and Tourism: The role-plays will use concepts associated with careers in hotels, restaurants, and tourism and travel.

MARKETING

Principles of Marketing: The role-plays will use concepts associated with careers in marketing communications, marketing management, marketing research, merchandising and professional selling.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills described by selected business administration core performance indicators that are aligned with National Curriculum Standards and industry validated. Complete lists of performance indicators are available at deca.org. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

EVENT OVERVIEW

- Principles of Business Administration Events consist of two major parts: a **business administration core exam** and a **role-play**. A second role-play event will be given to finalists. The business administration core exam items and the role-play situations are selected from a list of performance indicators identified in the National Curriculum Standards for Business Administration developed by MBA Research for the Career Clusters® Framework and validated by industry representatives.
- The participant will be given a 100-question, multiple-choice, **business administration core exam**.
- The participant will be given a business situation to review. In the **role-play**, the participant must respond to the business situation by translating what he/she has learned into effective, efficient and spontaneous action.
- A list of four performance indicators specific to the business situation is included in the participant's instructions. These are distinct tasks the participant must accomplish during the role-play. The judge will evaluate the participant's performance on these tasks, follow-up questions and 21st Century Skills.
- The participant will have **10 minutes** to review and to develop a professional approach to the business situation. Participants may use notes made during the preparation time during the role-play.
- Up to **10 minutes** are then allowed for the participant to interact with a judge and explain the designated concepts. The judge is a qualified business executive. Following the role-play, the judge evaluates the participant's responses and records the results on an evaluation form developed especially for each role-play event.
- The participant may not bring printed reference materials, visual aids, etc., to the competitive event. The participant may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods/MP3 players and iPads/tablets may not be used.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials provided during the designated preparation period.
- If any of these rules are violated, the adult assistant must be notified by the judge.
- The maximum score for the evaluation is 100 points. The presentation will be weighed twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

PRESENTATION JUDGING

The participant will be evaluated according to the Evaluation Form associated with the role-play.

The participant will have a 10-minute preparation period and may make notes to use during the role-play.

After introductions, the judge will begin the 10-minute role-play. Following the participant's response to the business situation, the judge will ask the questions related to the role-play that are provided in the event. These questions will cause the participant to think and respond beyond the performance indicators provided.

The judge will close the role-play by thanking the participant for his/her work. Then the judge will complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



1 PARTICIPANT



BUSINESS ADMIN
CORE EXAM



1 ROLE-PLAY



10 MINUTES
PREPARATION TIME



10 MINUTES
INTERVIEW TIME



TEAM DECISION MAKING EVENTS

BUSINESS LAW AND ETHICS TEAM DECISION MAKING **BLTDM**

BUYING AND MERCHANDISING TEAM DECISION MAKING **BTDM**

ENTREPRENEURSHIP TEAM DECISION MAKING **ETDM**

Sponsored by Competition University

FINANCIAL SERVICES TEAM DECISION MAKING **FTDM**

HOSPITALITY SERVICES TEAM DECISION MAKING **HTDM**

Sponsored by A2Z4Rent

MARKETING MANAGEMENT TEAM DECISION MAKING **MTDM**

Sponsored by Adobe

SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING **STDM**

TRAVEL AND TOURISM TEAM DECISION MAKING **TTDM**

DECA's **Team Decision Making Events** measure students' ability to analyze one or a combination of elements essential to the effective operation of a business in the specific career area. The business situation to be analyzed will be presented as a case study.

The guidelines for each of the Team Decision Making Events have been consolidated to facilitate coordination of the participant activities in each career category. This means the guidelines will be exactly the same for each career category. However, each career category's case study will be career specific and will be different and distinct from the case studies of the other career categories.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the activities and careers that are included in each of the Team Decision Making Events.

BUSINESS MANAGEMENT + ADMINISTRATION

Business Law and Ethics: Business law is U.S. law and will include contracts, product liability, employment and types of business ownership. The ethics component involves evaluating competing social values that may reasonably be argued from either side.

ENTREPRENEURSHIP

Entrepreneurship: Entrepreneurship includes the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.

FINANCE

Financial Services: Financial services refer to services offered in the finance industry by financial institutions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes.

HOSPITALITY + TOURISM

Hospitality Services: Hospitality services include marketing and management functions and tasks that can be applied in hotels, motels, lodging services, convention services, and food and beverage services.

Travel and Tourism: Travel and tourism includes marketing and management functions and tasks that can be applied in enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies, and other services incidental to the travel or tourism industry.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills described by selected business administration core and career cluster performance indicators that are aligned with National Curriculum Standards and industry validated. Complete lists of performance indicators are available at deca.org. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.



Buying and Merchandising: Buying and merchandising positions get the product into the hands of the customer through forecasting, planning, buying, displaying, selling and providing customer service.

Marketing Management: Marketing management includes marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment.

Sports and Entertainment Marketing: Sports and entertainment marketing includes marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes or products and services related to hobbies, leisure or cultural events.

EVENT OVERVIEW

- Team Decision Making Events consist of two major parts: a written **cluster exam** and one **case study situation**. A second case study situation will be given to finalists.
- Each team must be composed of **two members** of the DECA chapter.
- Each team member will be given a 100-question, multiple-choice, **cluster exam**. The scores will be averaged to produce a single team score.
- Team members will be given a decision-making **case study situation** involving a problem in a business in the career area.
- A list of seven performance indicators specific to the scenario is included in the participants' instructions. These are distinct tasks the participants must accomplish during the role-play. The judge will evaluate the participants' role-play performance on these tasks, follow-up questions and 21st Century Skills.
- Each team will have **30 minutes** to study the situation and organize its analysis using a team decision making format. During the preparation period, teams may consult only with one another about the situation. Participants may use notes made during the preparation time during the presentation.
- Participant teams will meet with the judge for a **15-minute presentation**. The judge is a qualified business executive. Both members of the team must participate in the presentation. The judge may ask questions of the participants within the 15 minutes.
- Participants may not bring printed reference materials, audio or visual aids, etc., to the competitive event. Participants may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods/MP3 players and iPads/tablets may not be used.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials provided during the designated preparation period.
- If any of these rules are violated, the adult assistant must be notified by the judge.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the averaged exam score. The exam score carries forward into the final round of competition.

PRESENTATION JUDGING

Participants will be evaluated according to the Evaluation Form associated with the case study.

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

After introductions, the team will begin the 15-minute presentation and present its analysis, its decisions and the rationale behind the decisions. The judge will allow the team to complete this portion without interruption, unless asked to respond.

Following the participants' presentation and if time remains, the judge may ask questions of the team to determine its understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, the judge must ask each team the same questions. After asking the standard questions, the judge may ask questions for clarification specific to the current team.

After the questioning period, the judge will close the role-play by thanking the team for its work. Then the judge completes the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



2 PARTICIPANTS



CLUSTER SPECIFIC EXAM



1 CASE STUDY



30 MINUTES PREPARATION TIME



15 MINUTES INTERVIEW TIME



INDIVIDUAL SERIES EVENTS

- ACCOUNTING APPLICATIONS SERIES **ACT**
- APPAREL AND ACCESSORIES MARKETING SERIES **AAM**
- AUTOMOTIVE SERVICES MARKETING SERIES **ASM**
- BUSINESS FINANCE SERIES **BFS**
- BUSINESS SERVICES MARKETING SERIES **BSM**
- ENTREPRENEURSHIP SERIES **ENT**
Sponsored by SCAD
- FOOD MARKETING SERIES **FMS**
- HOTEL AND LODGING MANAGEMENT SERIES **HLM**
Sponsored by The J. Willard and Alice S. Marriott Foundation
- HUMAN RESOURCES MANAGEMENT SERIES **HRM**
- MARKETING COMMUNICATIONS SERIES **MCS**
Sponsored by Adobe
- QUICK SERVE RESTAURANT MANAGEMENT **QSRM**
Sponsored by Raising Cane's Chicken Fingers
- RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES **RFSM**
Sponsored by Raising Cane's Chicken Fingers
- RETAIL MERCHANDISING SERIES **RMS**
Sponsored by NRF Foundation Rise Up
- SPORTS AND ENTERTAINMENT MARKETING SERIES **SEM**
Sponsored by Stukent

DECA's **Individual Series Events** effectively measure the student's proficiency in the knowledge and skills identified by occupational practitioners as essential to success in a given career. The student is given a description of a specific situation that measures skills, knowledge and attitudes in a given career. Roles in these events could be content area expert, client, customer, employee, supervisor, manager or entrepreneur.

The guidelines for each of the Individual Series Events have been consolidated to facilitate coordination of participant activities in each career category. This means the guidelines are exactly the same for each career category. However, each career category's role-play will be career specific and will be different and distinct from the role-plays of the other career categories.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the activities and careers that are included in each of the Individual Series Events.

BUSINESS MANAGEMENT + ADMINISTRATION

Human Resources Management: (Human Resources Management Pathway) Students will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training.

ENTREPRENEURSHIP

Entrepreneurship: Students will be challenged to perform the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills described by the business administration core, the appropriate career cluster core, and the appropriate career pathway performance indicators that are aligned with National Curriculum Standards and industry validated. Complete lists of performance indicators are available at deca.org. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.



\$ FINANCE

Accounting Applications: (Accounting Pathway) Students will be challenged to perform management functions and tasks focusing on the application of financial data to business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning.

Business Finance: (Corporate Finance Pathway) Students will be challenged to perform management functions and tasks focusing on high-level financial and business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for corporate planning.

🌐 HOSPITALITY + TOURISM

Hotel and Lodging Management: (Lodging Pathway) Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services.

Quick Serve Restaurant Management: (Restaurant Management Pathway) Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the quick-serve restaurant industry.

Restaurant and Food Service Management: (Restaurant Management Pathway) Students will be challenged to perform marketing and management functions and tasks in a full-service restaurant or a food-service business.

📺 MARKETING

Apparel and Accessories Marketing: (Merchandising Pathway) Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and/or manufacturing firms primarily engaged in the marketing of clothing and related articles for personal wear and adornment.

Automotive Services Marketing: (Marketing Management Pathway) Students will be challenged to perform marketing and management functions and tasks related to auto dealers, service stations and related businesses or auto parts stores.

Business Services Marketing: (Marketing Management Pathway) Students will be challenged to perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis or providing services to consumers.

Food Marketing: (Marketing Management Pathway) Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms resulting in the sale of food.

Marketing Communications: (Marketing Communications Pathway) Students will be challenged to perform in marketing communications and marketing functions and tasks that inform, persuade, or remind a target market of ideas, experiences, goods or services.

Retail Merchandising: (Merchandising Pathway) Students will be challenged to perform marketing and management functions and tasks that can be applied in any retail establishment.

Sports and Entertainment Marketing: (Marketing Management Pathway) Students will be challenged to perform marketing and management functions and tasks related to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

EVENT OVERVIEW

- Individual Series Events consist of two major parts: a written **cluster exam** and two preliminary **role-playing events**. A third role-play event will be given to finalists.
- The participant will be given a 100-question, multiple-choice, **cluster exam**.
- The participant will be given a written scenario to review. It may indicate a product or service to sell; a merchandising decision; a situation involving communications, human relations, economics or professional development; or a business management consideration. The event description will inform the participant of the role he/she will play and the role the judge will play.
- In the **role-play**, the participant must accomplish a task by translating what they have learned into effective, efficient and spontaneous action.
- A list of five performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participant must accomplish during the role-play. The judge will evaluate the participant's role-play performance on these tasks, follow-up questions and 21st Century Skills.
- The participant will have **10 minutes** to review the situation and to develop a professional approach to solving the problem. Participants may use notes made during the preparation time during the presentation.
- Up to **10 minutes** are then allowed for the participant to interact with a judge and demonstrate how he/she would solve the situation or problem. The judge will assume the role of a business executive in the situation. Following the role-play, the judge evaluates the participant's responses and records the results on an evaluation form developed especially for each role-play event.
- The participant may not bring printed reference materials, visual aids, etc., to the competitive event. The participant may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods/MP3 players and iPads/tablets may not be used.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials provided during the designated preparation period.
- If any of these rules are violated, the adult assistant must be notified by the judge.
- The maximum score for the evaluation is 100 points. The cluster exam and each role-play presentation will be valued at one-third (1/3) of the total score. In the final round of competition, the role-play presentation will be weighted twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

PRESENTATION JUDGING

The participant will be evaluated according to the Evaluation Form associated with the role-play.

The participant will have a 10-minute preparation period and may make notes to use during the role-play.

After introductions, the judge will begin the 10-minute role-play. Following the participant's explanation of the solution to the role-play, the judge will ask the questions related to the scenario that are provided in the event. These questions will cause the participant to think and respond beyond the performance indicators provided.

The judge will close the role-play by thanking the participant for his/her work. Then the judge will complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



1 PARTICIPANT



CLUSTER
SPECIFIC EXAM



2 ROLE-PLAYS



10 MINUTES
PREPARATION TIME



10 MINUTES
INTERVIEW TIME



PERSONAL FINANCIAL LITERACY

PERSONAL FINANCIAL LITERACY PFL

DECA's **Personal Financial Literacy Event** measures the personal finance knowledge and skills that K-12 students should possess. The Personal Financial Literacy Event is designed to measure the student's ability to apply reliable information and systematic decision making to personal financial decisions.

The Personal Financial Literacy Event is designed for DECA members who are enrolled in personal finance and financial literacy courses.

Many organizations have defined "personal finance" and "financial literacy." The following, a distillation of the views of several sources, are the definitions underlying the National Standards:

- Personal finance describes the principles and methods that individuals use to acquire and manage income and assets.
- Financial literacy is the ability to use knowledge and skills to manage one's financial resources effectively for lifetime financial security.

PERSONAL FINANCIAL LITERACY

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills described by the National Standards for Personal Financial Education, developed by the Council for Economic Education and the Jump\$tart Coalition for Personal Financial Literacy. Broadly, students will be assessed on their knowledge of areas such as:

- Earning Income
- Spending
- Saving
- Investing
- Managing Credit
- Managing Risk

Complete lists of performance indicators are available at deca.org. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

EVENT OVERVIEW

- The Personal Financial Literacy Event consists of two major parts: a **financial literacy exam** and a **role-play scenario**. A second role-play event will be given to finalists. The financial literacy exam items and the content interview situations are selected from a list of performance indicators identified in the National Standards for Personal Financial Education, developed by the Council for Economic Education and the Jump\$tart Coalition for Personal Financial Literacy.
- The participant will be given a 100-question, multiple-choice, **financial literacy exam**.
- The participant will be given a written scenario to review. In the **role-play**, the participant must accomplish a task by translating what they have learned into effective, efficient and spontaneous action.
- A list of three performance indicators specific to the role-play is included in the participant's instructions. These are distinct tasks the participant must accomplish during the role-play. The judge will evaluate the participant's performance on these tasks, follow-up questions and 21st Century Skills.
- The participant will have **10 minutes** to review the scenario and to develop a professional approach to the role-play scenario. Participants may use notes made during the preparation time during the role-play.
- Up to **10 minutes** are then allowed for the participant to interact with a judge and explain the designated concepts. The judge is a qualified business executive. Following the role-play, the judge evaluates the participant's responses and records the results on an evaluation form developed especially for each role-play event.
- The participant may not bring printed reference materials, visual aids, etc., to the competitive event. The participant may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods/MP3 players and iPads/tablets may not be used.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials provided during the designated preparation period.
- If any of these rules are violated, the adult assistant must be notified by the judge.
- The maximum score for the evaluation is 100 points. The presentation will be weighed at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

PRESENTATION JUDGING

The participant will be evaluated according to the Evaluation Form associated with the role-play.

The participant will have a 10-minute preparation period and may make notes to use during the role-play.

After introductions, the judge will begin the 10-minute role-play. Following the participant's response to the role-play, the judge will ask the questions related to the scenario that are provided in the event. These questions will cause the participant to think and respond beyond the performance indicators provided.

The judge will close the role-play by thanking the participant for his/her work. Then the judge will complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



1 PARTICIPANT



FINANCIAL
LITERACY EXAM



1 ROLE-PLAY



10 MINUTES
PREPARATION TIME



10 MINUTES
INTERVIEW TIME



PENALTY POINT CHECKLIST

	CHECKED	PENALTY POINTS ASSESSED	PAGE NUMBER
1. The Written Statement of Assurances and Academic Integrity must be signed by all participants and the chapter advisor and placed in front of the written entry. Only physical signatures or digital signatures will be accepted. Typed names in a font will not be accepted as signatures.	_____	15	_____
2. Limited to the number of pages specified in the guidelines (plus the title page and the table of contents).	_____	5 (per page)	_____
3. All pages are numbered in sequence starting with the executive summary and ending with the final page of the appendix. Do not use separate pages between sections or as title pages for sections.	_____	5	_____
4. The written entry follows the outline in the Written Entry Guidelines for the event. Additional subsections are permitted in the body of the written entry.	_____	5	_____
5. The entry must be typed and use a page size of 8½ inches x 11 inches. Handwritten correction, notes, charts and graphs will be penalized.	_____	5	_____

TOTAL PENALTY POINTS ASSESSED _____

*A check indicates that the item has been examined.
 A circled number indicates that an infraction has been noted.
 A page number indicates the location of the infraction.*

If the written entry must be submitted as a printed copy at district/region or association level competition, the following penalty points are also recommended to be assessed. Please consult with your chartered association advisor regarding penalty points at district/regional and association competition. Items 6, 7 and 8 will not be reviewed at the DECA International Career Development Conference.

6. Entries submitted in an official DECA written event folio. Folios are available from Shop DECA. No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.	_____	5	_____
7. Written entry must be printed single-sided.	_____	5	_____
8. No sheet protectors, fold-outs, attachments or tabs used.	_____	5	_____

TOTAL PENALTY POINTS ASSESSED _____



WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in DECA's Competitive Events Program must submit this statement as part of the entry. The statement **must** be signed by the DECA member(s) and the chapter advisor.

I understand the following requirements are set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to the general rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of my work or, in the case of a team project, the work of current members of this DECA chapter.
2. No part of this entry has previously been entered in competition.
3. This entry has not been submitted in another DECA competitive event.
4. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
5. All activities or original research procedures described in this entry are accurate depictions of my efforts or, in the case of team projects, the efforts of my team.
6. All activities or original research described in this entry took place between the 2024 Chartered Association Career Development Conference and the 2025 Chartered Association Career Development Conference.
7. I understand that DECA has the right to publish all or part of this entry. Should DECA elect to publish the entire entry, I will receive an honorarium from DECA. Chapters or individuals with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to April 1.

This statement of assurances must be signed by all participants and the chapter advisor, and submitted with the entry, or the entry will be given 15 penalty points.

Only physical signatures or digital signatures will be accepted. Typed names in a font will not be accepted as signatures.

Place in front of the written entry. Do not count as a page.

_____ Participant's Signature	_____ Participant's Signature	_____ Participant's Signature
_____ Participant's Name	_____ Participant's Name	_____ Participant's Name
_____ Competitive Event	_____ School	_____ Chartered Association (State/Province)

To the best of my knowledge, I verify that the above statements are true and that the student's (students') work does not constitute plagiarism.

Only physical signatures or digital signatures will be accepted. Typed names in a font will not be accepted as signatures.

_____ Chapter Advisor's Name	_____ Chapter Advisor's Signature
_____ Chapter Advisor's Email	



BUSINESS OPERATIONS RESEARCH EVENTS

BUSINESS SERVICES OPERATIONS RESEARCH BOR
Sponsored by Piper Sandler

PIPER | SANDLER

BUYING AND MERCHANDISING OPERATIONS RESEARCH BMOR
Sponsored by Piper Sandler

PIPER | SANDLER

FINANCE OPERATIONS RESEARCH FOR
Sponsored by Piper Sandler

PIPER | SANDLER

HOSPITALITY AND TOURISM OPERATIONS RESEARCH HTOR
Sponsored by The J. Willard and Alice S. Marriott Foundation



SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH SEOR
Sponsored by Piper Sandler

PIPER | SANDLER

The **Business Operations Research Events** provide an opportunity for participants to demonstrate knowledge and skills needed by management personnel through the preparation of a detailed written strategic plan and presentation based on the results of a research study.

Participants in the Business Operations Research Events will:

- select an actual local business operation
- design a research study
- conduct a research study
- analyze the results of the research study
- prepare a strategic plan
- prepare a proposed budget
- present in a role-play situation
 - the design of the research study
 - the findings and conclusions of the research study
 - the proposed strategic plan
 - the proposed budget to enact the suggested strategies

The guidelines for each of the Business Operations Research Events are consolidated to facilitate coordination of participant activities in each of the career categories. This means the guidelines will be exactly the same for each career category. However, each career category will be treated separately as a competitive event.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the activities or careers that are included in each of the Business Operations Research Events. These career categories are connected to career clusters.

BUSINESS MANAGEMENT + ADMINISTRATION

Business Services: Providing services to businesses on a fee or contract basis or providing services to consumers. Examples may include: human resources companies, information technology companies, legal services firms, training and development organizations, health care service providers, libraries, construction companies, real estate firms, landscaping companies, beauty salons, car washes, automotive repair companies, interior decorating, child care services, photography and tutoring services.

FINANCE

Finance: Providing financial services to commercial and retail customers. Examples may include: banks, credit unions, accounting firms, investment companies and insurance companies.

HOSPITALITY + TOURISM

Hospitality and Tourism: Providing products and services related to event management, lodging, restaurant management and travel and tourism industries. Examples may include: hotels, lodging services, convention services, food and beverage services, restaurants, museums, amusement parks, zoos and other tourism-related businesses.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

Buying and Merchandising: Getting the product into the hands of the customer through forecasting, planning, buying, displaying, selling and providing customer service. Examples may include any retail or wholesale business that provides consumer goods: specialty stores, department stores, shopping malls, grocery stores, convenience stores, pharmacies, discount stores, farmers markets and car dealerships.

Sports and Entertainment Marketing: Providing products, services or experiences relating to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes or products and services related to hobbies, leisure or cultural events. Examples may include: sports team, movie theaters, waterparks, music venues, concerts, festivals, amateur practice facilities, tournaments, summer camps, outdoor adventure companies and craft/music classes.

EVENT OVERVIEW

- The Business Operations Research Events consist of two major parts: the **written document** and the **oral presentation** by the participants. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- Each Business Operations Research entry will be composed of **one to three members** of the DECA chapter. All participants must present the project to the judges.
- The body of the written entry must be limited to **20 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum **15 minutes** in length, including time for the judge’s questions.
- For the presentation, the participants are to assume the role of hired consultants. The judge will assume the role of the owner/manager of the business/organization and will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the presentation.

2024-2025 TOPIC

The 2024-2025 topic for each career category is the development of a strategic plan to enhance or introduce the use of artificial intelligence (AI) in an existing business or organization. Participants will collaborate with a local business or organization to analyze current AI strategies and practices. Participants will then develop and present a strategic plan for AI usage.



1-3 PARTICIPANTS



20 PAGES
ALLOWED



PRESENT PLAN



15 MINUTES
INTERVIEW TIME

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

NAME OF THE EVENT (one of the following):

- BUSINESS SERVICES OPERATIONS RESEARCH EVENT
- BUYING AND MERCHANDISING OPERATIONS RESEARCH EVENT
- FINANCE OPERATIONS RESEARCH EVENT
- HOSPITALITY AND TOURISM OPERATIONS RESEARCH EVENT
- SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH EVENT

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will **not** be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One- to three-page description of the project

II. INTRODUCTION

- A. Description of the business or organization
- B. Description of the target market (demographics and psychographics)
- C. Overview of the business or organization’s current artificial intelligence strategies and usage

III. RESEARCH METHODS USED IN THE STUDY

- A. Description and rationale of research methodologies selected to conduct the research study
- B. Process used to conduct the selected research methods

IV. FINDINGS AND CONCLUSIONS OF THE STUDY

- A. Findings of the research study
- B. Conclusions based on the findings

V. PROPOSED STRATEGIC PLAN

- A. Objectives and rationale of the proposed strategic plan
- B. Proposed activities and timelines
- C. Proposed metrics or key performance indicators to measure plan effectiveness

VI. PROPOSED BUDGET

Costs associated with proposed strategies

VII. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the written document.

VIII. APPENDIX

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

PENALTY POINT CHECKLIST

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- Prior to the presentation, a judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants have assumed the roles of hired consultants. The judge is to assume the role of the business's/organization's owner/manager.
- The participants will present the plan to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry to use as reference during the presentation.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Participants will make a 15-minute presentation to you. Remember, you are taking on the role of the owner/manager of the business/organization.

At the beginning of the presentation (after introductions), the participants will explain the proposed strategic plan. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry (if provided).

At the conclusion of the presentation, thank the participant(s). Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.



BUSINESS OPERATIONS RESEARCH EVENTS

BUSINESS SERVICES OPERATIONS RESEARCH **BOR**
 BUYING AND MERCHANDISING OPERATIONS RESEARCH **BMOR**
 FINANCE OPERATIONS RESEARCH **FOR**
 HOSPITALITY AND TOURISM OPERATIONS RESEARCH **HTOR**
 SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH **SEOR**

WRITTEN ENTRY EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the project	0-1-2-3	4-5-6	7-8	9-10	

INTRODUCTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Description of the business or organization	0	1	2	3	
3. Description of the target market (demographics and psychographics)	0	1	2	3	
4. Overview of the business or organization's current artificial intelligence strategies and practices	0	1	2	3	

RESEARCH METHODS USED IN THE STUDY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Description and rationale of research methodologies selected to conduct the research study	0-1	2	3	4	
6. Process used to conduct the selected research methods	0-1	2	3	4	

FINDINGS AND CONCLUSIONS OF THE STUDY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Findings of the research study	0-1	2	3	4	
8. Conclusions based on the findings	0-1	2	3	4	

PROPOSED STRATEGIC PLAN	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
9. Objectives and rationale of the proposed strategic plan	0-1	2-3	4-5	6	
10. Proposed activities and timelines	0-1	2-3	4-5	6	
11. Proposed metrics or key performance indicators to measure plan effectiveness	0-1	2-3	4-5	6	

PROPOSED BUDGET	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
12. Costs associated with proposed strategies	0-1	2	3	4	

APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
13. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (60)

JUDGE _____



BUSINESS OPERATIONS RESEARCH EVENTS

BUSINESS SERVICES OPERATIONS RESEARCH **BOR**
 BUYING AND MERCHANDISING OPERATIONS RESEARCH **BMOR**
 FINANCE OPERATIONS RESEARCH **FOR**
 HOSPITALITY AND TOURISM OPERATIONS RESEARCH **HTOR**
 SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH **SEOR**

PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	0-1-2-3	4-5-6	7-8	9-10	

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Describe methods used to the design research study?	0-1	2-3	4-5	6	
3. Interpret the research data into information for decision-making?	0-1	2-3	4-5	6	
4. Describe strategies and approaches for leading change?	0-1	2-3	4-5	6	
5. Describe the nature of budgets?	0-1	2-3	4-5	6	

GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	0-1	2-3	4-5	6	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



PROJECT MANAGEMENT EVENTS

- BUSINESS SOLUTIONS PROJECT **PMBS**
- CAREER DEVELOPMENT PROJECT **PMCD**
- COMMUNITY AWARENESS PROJECT **PMCA**
Sponsored by Piper Sandler
- COMMUNITY GIVING PROJECT **PMCG**
- FINANCIAL LITERACY PROJECT **PMFL**
- SALES PROJECT **PMSP**

PIPER | SANDLER

The **Project Management Events** require participants to use project management skills to initiate, plan, execute, monitor and control, and close a project.

Participants in the Project Management Events will:

- identify a problem
- develop a project management plan related to the problem
- implement the project using project management skills
- develop a written report and presentation on the project

The project may begin at any time after the close of the previous year’s chartered association conference and run to the beginning of the next chartered association conference.

The guidelines for each of the Project Management Events are consolidated to facilitate coordination of participant activities in each of the categories. This means the guidelines will be exactly the same for each category. However, each category will be treated separately as a competitive event. **Projects can only be submitted in one event category.**

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the category of project.

BUSINESS MANAGEMENT + ADMINISTRATION

Business Solutions uses the project management process to work with a local business or organization to identify a specific problem with the current business operations and implement a solution. Examples include talent acquisition, employee on-boarding, policies and procedures, technology integration, customer service improvement, safety operations, marketing and promotion activities, and productivity and output enhancement.

Career Development uses the project management process to promote/educate the knowledge and skills needed for careers in marketing, finance, hospitality, management and entrepreneurship. Examples include career fairs, summer boot camps, professional dress seminars, résumé development workshops, career exploration initiatives, mock interviews, and career workplace re-entry and mentor programs.

Community Awareness uses the project management process to raise awareness for a community issue or cause. Examples include day of service, distracted driving, driving under the influence, bullying, disease awareness, mental health awareness, drug awareness, ethics, environmental and green issues, and vaping.

Community Giving uses the project management process to raise funds or collect donations to be given to a cause/charity. Examples include food bank donations, homeless shelter donations, 5K’s, sports tournaments, auctions, banquets, item collections, holiday drives, adopt a families, etc.

Financial Literacy uses the project management process to promote the importance of financial literacy, including spending and saving, credit and debt, employment and income, investing, risk and insurance and financial decision making. Examples include organizing and implementing seminars for students (elementary, middle, high and post-secondary), tax preparation assistance, retirement planning and student loan workshops.

Sales Project uses the project management process to raise funds for the local DECA chapter. Examples include sports tournaments, t-shirt sales, 5K’s, school merchandise sales, catalog sales, sponsorship development initiatives, fashion shows, pageants, restaurant nights, value cards and yearbook sales.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today’s employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

EVENT OVERVIEW

- The project consists of two major parts: the **written document** and the **oral presentation**. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.
- **One to three participants** may participate in the oral presentation. All participants must present the project to the judges.
- The body of the written entry must be limited to **20 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum **15 minutes** in length, including time for the judge's questions.
- The judge will evaluate the presentation, focusing on how the participants explain the use of project management skills, the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the presentation.

PROJECT ORIGINALITY

In many Project Management Events, chapters have settled on a strategy that uses the same well-developed projects year after year. Succeeding teams often take the previous year's successful project and seek to improve it. If that strategy works in achieving a chapter's goals and the experience teaches the principles of DECA, then the strategy serves the chapter, the community and DECA well.

Teams submitting entries for Project Management Events, however, should be challenged to do more than update the previous year's written project. Project committees should avoid even reviewing the previous year's entry. Judges (whose assignment is to evaluate a project according to established guidelines) will be impressed by the originality of a chapter's project.

Plagiarism of projects judged previously will automatically disqualify a chapter from competition and eligibility for awards.



1-3 PARTICIPANTS



20 PAGES
ALLOWED



PRESENT PROJECT



15 MINUTES
INTERVIEW TIME

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

NAME OF THE EVENT (one of the following):

- BUSINESS SOLUTIONS PROJECT
- CAREER DEVELOPMENT PROJECT
- COMMUNITY AWARENESS PROJECT
- COMMUNITY GIVING PROJECT
- FINANCIAL LITERACY PROJECT
- SALES PROJECT

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will **not** be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One- to three-page description of the project

II. INITIATING

- A. Statement of the problem
- B. Project scope — brief description of the project (purpose, rationale and expected benefits)

III. PLANNING AND ORGANIZING

- A. Project goals
- B. Human resource management plan — team member roles, skills and strengths and responsibilities
- C. Schedule
 - i. Milestone — describe the 2-4 major milestones (activities) needed to accomplish
 - ii. Timeline to reach each milestone
- D. Quality management plan — key metrics
- E. Risk management plan — potential issues, potential impact of the issue and response strategy
- F. Proposed project budget — include both monetary and in-kind donations when applicable

IV. EXECUTION

Description and documentation of the project plan implementation

V. MONITORING AND CONTROLLING

- A. Monitoring — describe how you monitored your schedule, budget and project quality
- B. Controlling — list issues encountered and how you dealt with them

VI. CLOSING THE PROJECT

- A. Evaluation of key metrics
- B. Lessons learned — describe what worked well and what didn't work well for each of the project management processes: initiating, planning and organizing, execution, monitoring and controlling
- C. Recommendations for future projects

VII. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the written document.

VIII. APPENDIX

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

PENALTY POINT CHECKLIST

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- Prior to the presentation, a judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants have assumed the roles of project managers.
- The participants will present the plan to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry to use as reference during the presentation.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Participants will make a 15-minute presentation to you.

At the beginning of the presentation (after introductions), the participants will describe the project. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry (if provided).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.



PROJECT MANAGEMENT EVENTS

BUSINESS SOLUTIONS PROJECT PMBS
 CAREER DEVELOPMENT PROJECT PMCD
 COMMUNITY AWARENESS PROJECT PMCA
 COMMUNITY GIVING PROJECT PMCG
 FINANCIAL LITERACY PROJECT PMFL
 SALES PROJECT PMSP

WRITTEN ENTRY EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the project	0-1-2-3	4-5-6	7-8	9-10	
INITIATING	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Statement of the problem and project scope	0-1	2-3	4	5	
PLANNING AND ORGANIZING	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Project goals, human resource management plan, schedule, quality management plan, risk management plan, proposed project budget	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15-16	
EXECUTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Description and documentation of the project plan implementation	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
MONITORING AND CONTROLLING	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Monitoring schedule, budget and project quality; issues and how you dealt with them	0-1	2	3	4	
CLOSING THE PROJECT	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. Evaluation of key metrics, lessons learned, recommendations for future projects	0-1-2	3-4	5-6	7-8	
APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (60)

JUDGE _____



PROJECT MANAGEMENT EVENTS

- BUSINESS SOLUTIONS PROJECT PMBS
- CAREER DEVELOPMENT PROJECT PMCD
- COMMUNITY AWARENESS PROJECT PMCA
- COMMUNITY GIVING PROJECT PMCG
- FINANCIAL LITERACY PROJECT PMFL
- SALES PROJECT PMSP

PRESENTATION EVALUATION FORM

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Explain the project?	0-1	2-3	4	5	
2. Provide rationale for the project?	0-1	2-3	4	5	
3. Apply project management tools to complete the project?	0-1-2-3	4-5-6	7-8	9-10	
4. Evaluate project results?	0-1-2-3	4-5-6	7-8	9-10	

GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all	0-1-2-3	4-5-6	7-8	9-10	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____

DECA

INNOVATION PLAN

INNOVATION PLAN EIP

Sponsored by the Savannah College of Art and Design (SCAD)

SCAD
The University for Creative Careers

The **Innovation Plan** involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used.

Participants in the Innovation Plan will:

- prepare a brief concept paper
- present the opportunity that exists in the marketplace and how their innovation will meet the needs of consumers

ENTREPRENEURSHIP

EVENT OVERVIEW

- This event consists of a **concept paper** and the **oral presentation**.
- Each event entry will be composed of **one to three members** of a DECA chapter. All participants must present the project to the judges. All participants present must respond to questions.
- The body of the written entry must be limited to **10 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant responds to questions that the judge may ask during the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

INNOVATION PLAN

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will **not** be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered "1" and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One-page summary of the business model

II. PROBLEM

Describe the top problems the product/service is addressing.

III. CUSTOMER SEGMENTS

Who are the target customers?

IV. UNIQUE VALUE PROPOSITION

What is the single, clear, compelling message that states why the product/service is innovative and satisfies a market need?

V. SOLUTION

Describe the top features of your product/service that solve the problem.

VI. CONCLUSION

Summary of key points and feasibility of the business venture

VII. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the written document.

VIII. APPENDIX

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.



1-3 PARTICIPANTS



10 PAGES
ALLOWED



PRESENT PLAN



15 MINUTES
INTERVIEW TIME

PENALTY POINT CHECKLIST

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will review the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present the project to the judge in a 15-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the proposal.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Participants will make a 15-minute presentation to you. You are role-playing a venture capitalist who is determining if the concept is viable to satisfy a market need and is worthy of further exploration for feasibility. You may refer to the written entry, or to notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will describe the proposal and the feasibility of the business venture. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 100 points.



DECA

INNOVATION PLAN

INNOVATION PLAN EIP

EVALUATION FORM

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One-page summary of the business model	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14-15	16-17-18-19-20	
PROBLEM	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Description of the top problems the product/service is addressing	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
CUSTOMER SEGMENTS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Description of target customers	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
UNIQUE VALUE PROPOSITION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Description of the single, clear, compelling message that states why the product/service is innovative and satisfies a market need	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
SOLUTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Description of the top features of the product/service that solve the problem	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
CONCLUSION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. Summary of key points and feasibility of the business venture	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	0-1-2-3	4-5-6	7-8	9-10	

PRESENTATION TOTAL POINTS (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



START-UP BUSINESS PLAN

START-UP BUSINESS PLAN ESB

The **Start-Up Business Plan** involves the development of a proposal to form a business. Any type of business may be used.

Participants in the Start-Up Business Plan will:

- prepare a business plan proposal
- present the proposal as a pitch to a potential source of capital in a role-playing interview

ENTREPRENEURSHIP

EVENT OVERVIEW

- This event consists of the **business plan proposal** describing a business the participants want to develop and the **oral presentation**.
- Each event entry will be composed of **one to three members** of a DECA chapter. All participants must present the project to the judges. All participants present must respond to questions.
- The body of the written entry must be limited to **10 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

START-UP BUSINESS PLAN

- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Name of participants
- Date

Title page will **not** be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One-page summary of the business model

II. PROBLEM

Describe the top problems the product/service is addressing.

III. CUSTOMER SEGMENTS

Who are the target customers?

IV. UNIQUE VALUE PROPOSITION

What is the single, clear, compelling message that states why the product/service is different and worth buying?

V. SOLUTIONS

Describe the top features of the product/service that solve the problem.

VI. CHANNELS

What are the pathways to customers?

VII. REVENUE STREAMS

What is the revenue model and what are the lifetime values? What is the revenue and the gross margin?

VIII. COST STRUCTURE

What are the customer acquisition costs, distribution costs, human resources costs and other additional costs?

IX. KEY METRICS

What are the key activities that must be measured?

X. COMPETITIVE ADVANTAGE

What about the product/service means that it cannot be easily copied or bought?

XI. CONCLUSION

Specific request for financing, summary of key points supporting the financial request

XII. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the written document.

XIII. APPENDIX

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.



1-3 PARTICIPANTS



10 PAGES
ALLOWED



PRESENT PLAN



15 MINUTES
INTERVIEW TIME

PENALTY POINT CHECKLIST

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- The major emphasis of the proposal is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present the business plan proposal to the judge in a 15-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant.
- Each participant may bring a copy of the business plan proposal or note cards pertaining to the proposal and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the proposal.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participants will make a 15-minute presentation to you. As the judge, you are to assume the role of a potential source of capital for the business. You may refer to the written entry, or to notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the proposal. Allow the participants to complete this portion without interruption, unless you are asked to respond.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



START-UP BUSINESS PLAN

START-UP BUSINESS PLAN ESB

EVALUATION FORM

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One-page summary of the business model	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14-15	16-17-18-19-20	
PROBLEM	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Description of the top problems the product/service is addressing	0-1-2	3-4-5	6-7-8	9	
CUSTOMER SEGMENTS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Description of target customers	0-1-2	3-4-5	6-7	8	
UNIQUE VALUE PROPOSITION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Description of the single, clear, compelling message that states the unique value proposition	0-1-2	3-4-5	6-7	8	
SOLUTIONS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Description of the top features of the product/service that solve the problem	0-1-2	3-4-5	6-7-8	9	
CHANNELS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. Descriptions of the pathways to customers	0-1-2	3-4-5	6-7	8	
REVENUE STREAMS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Description of the revenue model and life time values; explanation of the revenue and gross margin	0-1-2	3-4-5	6-7-8	9	
COST STRUCTURE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Explanation of the customer acquisition costs, distribution costs, human resources costs and other additional costs	0-1-2	3-4-5	6-7-8	9	
KEY METRICS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
9. Explanation of the key activities that must be measured	0-1-2	3-4-5	6-7	8	
COMPETITIVE ADVANTAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. Explanation of why the product/service cannot be easily copied or bought	0-1-2	3-4-5	6-7-8	9	
CONCLUSION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
11. Specific request for financing, summary of key points supporting the financial request	0	1	2	3	

TOTAL POINTS (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



INDEPENDENT BUSINESS PLAN

INDEPENDENT BUSINESS PLAN EIB

The **Independent Business Plan** involves the development of a comprehensive proposal to start a new business. Any type of business may be used.

Participants in the Independent Business Plan will:

- prepare a written proposal for a new business
- request financing for the proposal in a role-playing interview with a bank or venture capital official

ENTREPRENEURSHIP

EVENT OVERVIEW

- This event consists of two major parts: the **written document** and the **oral presentation**. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.
- Each event entry will be composed of **one to three members** of a DECA chapter. All participants must present the project to the judge. All participants present must respond to questions.
- The body of the written entry must be limited to **20 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum **15 minutes** in length, including time for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

INDEPENDENT BUSINESS PLAN

- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- Date

Title page will **not** be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One- to three-page description of the business model

II. PROBLEM

Describe the top problems the product/service is addressing.

III. CUSTOMER SEGMENTS

Who are the target customers?

IV. UNIQUE VALUE PROPOSITION

What is the single, clear, compelling message that states why the product/service is different and worth buying?

V. SOLUTION

Describe the top features of the product/service that solve the problem.

VI. CHANNELS

What are the pathways to customers?

VII. REVENUE STREAMS

What is the revenue model and what are the lifetime values?

VIII. COST STRUCTURE

What are the customer acquisition costs, distribution costs, human resources costs and other additional costs?

IX. DETAILED FINANCIALS

- Projected income and expenses (The following items are recommended for inclusion. You may select the appropriate items for your business.)
 - Projected income statements by month for the first year’s operation (sales, expenses, profit loss)
 - Projected cash flow by month for the first year’s operation
 - Projected balance sheet, end of first year
 - Projected three-year plan
 - A brief narrative description of the planned growth of the proposed business, including financial resources and needs
- Proposed plan to meet capital needs (The following are recommended for inclusion. You may select the appropriate items for your business.)
 - Personal and internal sources
 - Earnings, short-term and long-term borrowing, long-term equity
 - External sources
 - Plan to repay borrowed funds or provide return on investment to equity funds



1-3 PARTICIPANTS



20 PAGES
ALLOWED



PRESENT PLAN



15 MINUTES
INTERVIEW TIME

X. KEY METRICS

What are the key activities that must be measured?

XI. COMPETITIVE ADVANTAGE

What about the product/service means that it cannot be easily copied or bought?

XII. CONCLUSION

Specific request for financing, summary of key points supporting the financial request

XIII. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the written document.

XIV. APPENDIX

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

PENALTY POINT CHECKLIST

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- Prior to the presentation, a judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants, assuming the role of entrepreneurs, will have prepared a detailed comprehensive proposal to start a new business. The role of the judge is that of a potential source of capital for the business who evaluates as if actually going to approve (or disapprove) the request for financing.
- The participants will present the business plan proposal to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the proposal.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Participants will make a 15-minute presentation to you. You are role-playing a loan officer or venture capitalist.

At the beginning of the presentation (after introduction), the participants will describe the proposal and make the request for financing. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry (if provided).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.



INDEPENDENT BUSINESS PLAN

INDEPENDENT BUSINESS PLAN EIB

WRITTEN ENTRY EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the business model	0-1-2-3	4-5-6	7-8	9-10	
PROBLEM	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Description of the top problems the product/service is addressing	0-1	2	3	4	
CUSTOMER SEGMENTS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Description of target customers	0-1	2	3	4	
UNIQUE VALUE PROPOSITION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Description of the single, clear, compelling message that states the unique value proposition	0-1	2	3	4	
SOLUTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Description of the top features of the product/service that solve the problem	0-1	2	3	4	
CHANNELS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. Descriptions of the pathways to customers	0-1	2	3	4	
REVENUE STREAM	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Description of the revenue model and life time values	0-1	2	3	4	
COST STRUCTURE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Explanation of the customer acquisition costs, distribution costs, human resources costs and any additional costs	0-1	2	3	4	
DETAILED FINANCIALS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
9. Projected income and expenses and proposed plan to meet capital needs	0-1-2-3	4-5-6	7-8	9-10	
KEY METRICS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. Explanation of the key activities that must be measured	0-1	2	3	4	
COMPETITIVE ADVANTAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
11. Explanation of why the product/service cannot be easily copied or bought	0-1	2	3	4	
CONCLUSION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
12. Specific request for financing, summary of key points supporting the financial request	0-1	2	3	4	

WRITTEN ENTRY TOTAL POINTS (60)

JUDGE _____



INDEPENDENT BUSINESS PLAN

INDEPENDENT BUSINESS PLAN EIB

PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation and request: description of the business model; organization, clarity and effectiveness of the presentation	0-1	2-3	4	5	

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Assess opportunities for venture creation	0-1	2-3	4	5	
3. Determine feasibility of venture ideas	0-1	2-3	4	5	
4. Assess start-up requirements	0-1	2-3	4	5	
5. Evaluate risk-taking opportunities	0-1	2-3	4	5	
6. Explain the complexity of business operations	0-1	2-3	4	5	
7. Determine relationships among total revenue, marginal revenue, output and profit	0-1	2-3	4	5	
8. Describe marketing functions and related activities	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



INTERNATIONAL BUSINESS PLAN

INTERNATIONAL BUSINESS PLAN IBP

The **International Business Plan** involves the development of a proposal to start a new business venture in an international setting. It may be a new business or a new product or service of an existing business. Any type of business may be used.

Participants in the International Business Plan will:

- apply entrepreneurship knowledge and skills in an international setting
- prepare a written proposal for a new business venture
- present the proposal in a role-playing interview

ENTREPRENEURSHIP

EVENT OVERVIEW

- This event consists of two major parts: the **written document** and the **oral presentation**. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.
- Each event entry will be composed of **one to three members** of the DECA chapter. All participants must present the project to the judge. All participants must respond to questions.
- The body of the written entry must be limited to **20 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- INTERNATIONAL BUSINESS PLAN
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- Date

Title page will **not** be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One- to three-page summary of the business model

II. ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION

- A. Economic, governmental and legal analysis of the trading country
 - 1. Describe the trading country’s economic system, economic information important to your proposed business/product/service, the level of foreign investment in that country.
 - 2. Describe the trading country’s governmental structure and stability, how the government controls trade and private business.
 - 3. Describe laws and/or governmental agencies that affect your business/product/service [i.e., labor laws, trade laws (origin country and the country of choice)].
- B. Trade area and cultural analysis
 - 1. Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages of the proposed product and/or service
 - 2. Analysis of the potential location—importance and requirements of each trade document required by the origin country and the country of choice

III. PROBLEM

Describe the top problems the product/service is addressing.

IV. CUSTOMER SEGMENTS

Who are the target customers? Describe the target market (age, income level, population estimate, other specific demographic and economic information), customer buying behavior related to the proposed product and/or service

V. UNIQUE VALUE PROPOSITION

What is the single, clear, compelling message that states why your product/service is different and worth buying?

VI. SOLUTION

What are the top features of the product/service that solve the problem?

VII. CHANNELS

What are the pathways to customers?

VIII. REVENUE STREAMS

What is the revenue model and what are the lifetime values?

IX. COST STRUCTURE

What are the customer acquisition costs, distribution costs, human resources costs, and other additional costs?



1-3 PARTICIPANTS



20 PAGES
ALLOWED



PRESENT PLAN



15 MINUTES
INTERVIEW TIME

X. DETAILED FINANCIALS

- A. Projected income and expenses (The following items are recommended for inclusion. You may select the appropriate items for your business.)
- Projected income statements by month for the first year's operation (sales, expenses, profit/loss)
 - Projected cash flow for the first year
 - Projected cash flow by month for the first year's operation
 - Projected balance sheet, end of first year
 - Projected three-year plan
 - A brief narrative description of the planned growth of the proposed business, including financial resources and needs
- B. Proposed plan to meet capital needs (The following are recommended items for inclusion. You may select the appropriate items for your business.)
- Personal and internal sources
 - Earnings, short-term and long-term borrowing, long-term equity
 - External sources
 - Plan to repay borrowed funds or provide return on investment to equity funds

XI. KEY METRICS

What are the key activities that must be measured?

XII. COMPETITIVE ADVANTAGE

What about the product/service means that it cannot be easily copied or bought?

XIII. CONCLUSION

Specific request for financing, summary of key points supporting the financial request

XIV. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the written document.

XV. APPENDIX

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

PENALTY POINT CHECKLIST

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- Prior to the presentation, a judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants have been asked to prepare a proposal for a new business venture in an international setting.
- Playing the role of a business executive, the judge will evaluate the written document and then interview the participants, as if he/she were actually going to approve (or disapprove) the proposal.
- The participants will present the plan to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the proposal.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Participants will make a 15-minute presentation to you. You are role-playing a business executive.

At the beginning of the presentation (after introductions), the participants will describe the proposal and make the request for approval. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry (if provided).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.



INTERNATIONAL BUSINESS PLAN

INTERNATIONAL BUSINESS PLAN IBP

WRITTEN ENTRY EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the business model	0-1-2-3	4-5-6	7-8	9-10	
ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Description of economic, political and legal analysis; trade area and cultural analysis	0-1	2	3	4	
PROBLEM	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Description of the problems the product/service is addressing	0-1	2	3	4	
CUSTOMER SEGMENTS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Description of target customers	0-1	2	3	4	
UNIQUE VALUE PROPOSITION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Description of the single, clear, compelling message that states the unique value proposition	0-1	2	3	4	
SOLUTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. Description of the top features of the product/service that solve the problem	0-1	2	3	4	
CHANNELS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Descriptions of the pathways to customers	0-1	2	3	4	
REVENUE STREAM	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Description of the revenue model and lifetime values	0-1	2	3	4	
COST STRUCTURE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
9. Explanation of the customer acquisition costs, distribution costs, human resources costs and any additional costs	0-1	2-3	4	5	
DETAILED FINANCIALS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. Projected income and expenses and proposed plan to meet capital needs	0-1	2-3	4	5	
KEY METRICS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
11. Explanation of the key activities that must be measured	0-1	2	3	4	
COMPETITIVE ADVANTAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
12. Explanation of why the product/service cannot be easily copied or bought	0-1	2	3	4	
CONCLUSION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
13. Specific request for financing, summary of key points supporting the financial request	0-1	2	3	4	

WRITTEN ENTRY TOTAL POINTS (60)

JUDGE _____



INTERNATIONAL BUSINESS PLAN

INTERNATIONAL BUSINESS PLAN IBP

PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation and request: description of the business model; organization, clarity and effectiveness of the presentation	0-1	2-3	4	5	

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Assess opportunities for venture creation	0-1	2-3	4	5	
3. Determine feasibility of venture ideas	0-1	2-3	4	5	
4. Describe market-entry strategies for conducting business internationally	0-1	2-3	4	5	
5. Evaluate risk-taking opportunities	0-1	2-3	4	5	
6. Explain the complexity of business operations	0-1	2-3	4	5	
7. Determine relationships among total revenue, marginal revenue, output and profit	0-1	2-3	4	5	
8. Describe marketing functions and related activities	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



BUSINESS GROWTH PLAN

BUSINESS GROWTH PLAN EBG
Sponsored by Chick-fil-A



The **Business Growth Plan** involves strategy development needed to grow an existing business owned by a current DECA member. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the internet, etc.

Participants in the Business Growth Plan will:

- analyze their current business operations
- prepare a written proposal identifying opportunities to grow and expand the business
- present the proposal in a role-playing interview

All participants must be documented owners/operators of the business. A parents' business does not qualify.

Examples of sufficient documentation of ownership include items that clearly list the name(s) of the owner(s)/operator(s) such as:

- notarized affidavit of ownership
- business licenses
- certificates of insurance
- tax filings
- local business permits

Examples of insufficient documentation of ownership include items that are less official such as:

- webpages
- business cards
- promotional materials

ENTREPRENEURSHIP

EVENT OVERVIEW

- This event consists of two major parts: the **written document** and the **oral presentation**. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.
- Each event entry will be composed of **one to three members** of the DECA chapter. All participants must present the project to the judge. All participants present must respond to questions. **All participants must be documented owners/operators of the business.**
- The body of the written entry must be limited to **20 numbered pages**, including the appendix (if an appendix is attached), but excluding the proof of ownership documentation, title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

BUSINESS GROWTH PLAN

- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- Date

Title page will **not** be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered "1" and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One- to three-page description of the plan

II. INTRODUCTION

- A. Type of business owned and operated and a description of the current business operations
- B. Products and/or services offered
- C. Unique characteristics of the business

III. SWOT ANALYSIS

- A. Strengths of the business
- B. Weaknesses of the business
- C. Opportunities available for the business
- D. Threats to the business

IV. FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS

- A. Expansion opportunities
- B. New market analysis
- C. Marketing plan

V. FINANCING PLAN

- A. Current financial situation, including financial documents
- B. Fixed overhead and cost of operations
- C. Capital needed for expansion opportunities
- D. Time to achieve profitability

VI. CONCLUSION

Summary of key points

VII. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the written document.

VIII. APPENDIX

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

PROOF OF OWNERSHIP DOCUMENT (REQUIRED)

Documentation to verify student ownership/operation. Pages in this section do not count towards the 20 numbered pages. Do not number these pages. **All participants must be documented owners/operators of the business.**



1-3 PARTICIPANTS



20 PAGES
ALLOWED
Plus Proof of Ownership



PRESENT PLAN



15 MINUTES
INTERVIEW TIME

PENALTY POINT CHECKLIST

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- Prior to the presentation, a judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the proposal.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Participants will make a 15-minute presentation to you.

At the beginning of the presentation (after introduction), the participant will describe the proposal and make the request for financing. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry (if provided).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.



BUSINESS GROWTH PLAN

BUSINESS GROWTH PLAN EBG

WRITTEN ENTRY EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the plan	0-1-2-3	4-5-6	7-8	9-10	

INTRODUCTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Type of business owned and operated and description of the current business operations	0	1	2	3	
3. Description of the products and/or services offered	0	1	2	3	
4. Unique characteristics of the business	0	1	2	3	

SWOT ANALYSIS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Strengths of the business	0	1	2	3	
6. Weaknesses of the business	0	1	2	3	
7. Opportunities available for the business	0	1	2	3	
8. Threats to the business	0	1	2	3	

FIVE YEAR PLAN TO GROW & EXPAND THE BUSINESS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
9. Expansion opportunities	0-1	2	3	4	
10. New market analysis	0-1	2	3	4	
11. Marketing plan	0	1	2	3	

FINANCING PLAN	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
12. Current financial situation	0	1	2	3	
13. Fixed overhead and cost of operations	0	1	2	3	
14. Capital needed for expansion opportunities	0	1	2	3	
15. Time to achieve profitability	0	1	2	3	

CONCLUSION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
16. Summary of key points	0	1	2	3	

APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
17. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (60)

JUDGE _____



BUSINESS GROWTH PLAN

BUSINESS GROWTH PLAN EBG

PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	0-1-2	3-4	5-6	7-8	

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Create processes for ongoing opportunity recognition	0-1-2	3-4	5-6	7-8	
3. Develop plan to invest resources into improving current products or creating new ones	0-1-2	3-4	5-6	7-8	
4. Assess risks associated with the venture	0-1-2	3-4	5-6	7-8	
5. Determine relationships among total revenue, marginal revenue, output and profit	0-1-2	3-4	5-6	7-8	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE: _____



FRANCHISE BUSINESS PLAN

FRANCHISE BUSINESS PLAN EFB

The **Franchise Business Plan** involves the development of a comprehensive business plan proposal to buy into an existing franchise.

Participants in the Franchise Business Plan will:

- prepare a written proposal for becoming a franchisee
- present the proposal in a role-playing interview

ENTREPRENEURSHIP

EVENT OVERVIEW

- This event consists of two major parts: the **written document** and the **oral presentation**. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.
- Each event entry will be composed of **one to three members** of the DECA chapter. All participants must present the project to the judge. All participants must respond to questions.
- The body of the written entry must be limited to **20 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

FRANCHISE BUSINESS PLAN

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will **not** be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One- to three-page summary of the business model

II. BUSINESS HISTORY, BACKGROUND AND OBJECTIVES

- A. Describe the company for you wish to purchase franchise rights.
- B. List your short-term (next 12 months) and long term objectives.
- C. Describe the company’s major successes and achievements to date.
- D. Describe the company’s challenges and obstacles.
- E. Describe the requirements to franchise.

III. BUSINESS ENVIRONMENT

Describe how environmental factors such as the local, national, or international economy, changes in population, interest rates, changes in levels of employment, etc. may affect your business.

IV. PRODUCTS AND/OR SERVICES

- A. List and describe the products and/or services offered.

V. PRESENT MARKET

- A. Describe the present market (geographic location of your potential customers, types of customers).
- B. Describe the growth potential in your market.
- C. Describe the current pricing policy.
- D. If the business is seasonal, explain how the company adjusts to seasonal factors.

VI. COMPETITION

- A. List the company’s primary competitors in your market. Identify their strengths and weaknesses.
- B. List the advantages the company has compared to its primary competitors.
- C. List the disadvantages the company has compared to its primary competitors.

VII. MARKETING PLAN

- A. Describe the company’s existing marketing techniques, strategies and tools.
- B. Describe the marketing techniques, strategies, and tools you will use in the future to promote the business.

VIII. MANAGEMENT AND ORGANIZATION

- A. Describe your management team and its strengths and weaknesses.
- B. Describe your plan to further develop your management team.
- C. Describe your management succession plan—who will take over in the event of the incapacity or continued absence of any owner or key employee?
- D. Describe the need for, and how you will obtain, additional management personnel based on present and projected sales.



1-3 PARTICIPANTS



20 PAGES
ALLOWED



PRESENT PLAN



15 MINUTES
INTERVIEW TIME

IX. BUSINESS RESOURCES

- A. List the major operating equipment that you will purchase or lease.
- B. List major suppliers, location and payment terms.
- C. Identify other outside resources used or needed to fulfill customer requirements
- D. Describe quality control procedures.
- E. Describe the availability of skilled labor to meet your company needs.
- F. Describe the type and extent of necessary training that will be required to upgrade the skills of labor and administrative employees and the estimated cost.
- G. Projected number of full-time and part-time employees
- H. Organizational chart

X. FINANCIAL PLAN AND DATA

- A. Describe the company's sales and profit trends.
- B. Outline your strategy and timing for obtaining capital.
- C. Two-year projected operating statement
- D. One-year projected cash flow statement

XI. CONCLUSION

Specific request for financing, summary of key points supporting the financial request

XII. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the written document.

XIII. APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry but not important enough to include in the body; these might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

PENALTY POINT CHECKLIST

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- Prior to the presentation, a judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the proposal.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Participants will make a 15-minute presentation to you. As the judge, you are to assume the role of a potential source of capital for the business.

At the beginning of the presentation (after introductions), the participants will present the proposal. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry (if provided).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 40 points.



FRANCHISE BUSINESS PLAN

FRANCHISE BUSINESS PLAN EFB

WRITTEN ENTRY EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the business model	0-1-2-3	4-5-6	7-8	9-10	
BUSINESS HISTORY, BACKGROUND AND OBJECTIVE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Description of the company, objectives, company successes and challenges and requirements to franchise	0-1	2-3	4	5	
BUSINESS ENVIRONMENT	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Description of how environmental factors may affect the business	0-1	2-3	4	5	
PRODUCTS AND/OR SERVICES	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. List of and descriptions of the products and/or services offered	0-1	2-3	4	5	
PRESENT MARKET	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Description of the present market, growth potential and pricing policy	0-1	2-3	4	5	
COMPETITION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. List of the company's primary competitors in the market and identification of their strengths and weaknesses	0-1	2-3	4	5	
MARKETING PLAN	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Description of existing and future marketing techniques and strategies	0-1	2-3	4	5	
MANAGEMENT AND ORGANIZATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Description of the management team, management team development plan, succession plan, and the need for additional personnel	0-1	2-3	4	5	
BUSINESS RESOURCES	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
9. Identified major operating equipment, major suppliers, payment terms, outside resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart	0-1	2-3	4	5	
FINANCIAL PLAN AND DATA	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. • Description of the company's sales and profit trends • Outline of strategy and timing for obtaining capital • Two-year projected operating statement • One-year projected cash flow statement	0-1	2-3	4	5	
CONCLUSION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
11. Specific request for financing, summary of key points supporting the financial request	0-1	2-3	4	5	

WRITTEN ENTRY TOTAL POINTS (60)

JUDGE _____



FRANCHISE BUSINESS PLAN

FRANCHISE BUSINESS PLAN EFB

PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	0-1	2-3	4	5	

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Assess opportunities for venture creation	0-1	2-3	4	5	
3. Determine feasibility of venture ideas	0-1	2-3	4	5	
4. Assess start-up requirements	0-1	2-3	4	5	
5. Evaluate risk-taking opportunities	0-1	2-3	4	5	
6. Explain the complexity of business operations	0-1	2-3	4	5	
7. Determine relationships among total revenue, marginal revenue, output and profit	0-1	2-3	4	5	
8. Describe marketing functions and related activities	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE: _____



INTEGRATED MARKETING CAMPAIGN EVENTS

INTEGRATED MARKETING CAMPAIGN—EVENT IMCE
Sponsored by Adobe

INTEGRATED MARKETING CAMPAIGN—PRODUCT IMCP
Sponsored by Adobe

INTEGRATED MARKETING CAMPAIGN—SERVICE IMCS
Sponsored by Adobe

The **Integrated Marketing Campaign Events** provide an opportunity for the participants to demonstrate promotional knowledge and skills needed by marketing personnel.

Participants in the Integrated Marketing Campaign Events will:

- develop an integrated marketing campaign of no more than 45 days in length for a real event, product, or service
- present the campaign in a role-play situation to a prospective client/advertiser

The guidelines for each of the Integrated Marketing Campaign Events are consolidated to facilitate coordination of participant activities in each of the campaign categories. This means the guidelines will be exactly the same for each campaign category. However, each campaign category will be treated separately as a competitive event.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the category of campaign.

MARKETING

Integrated Marketing Campaign—Event includes a campaign that is related to any sports and entertainment event and/or company event. Examples include concerts, festivals, fairs, tournaments, pet adoption day, charity events, etc.

Integrated Marketing Campaign—Product includes a campaign that is related to any hard/soft line retail products including e-commerce. Examples include apparel and accessories, retail products, etc.

Integrated Marketing Campaign—Service includes a campaign that is related to any service or intangible product. Examples may include pet services, golf lessons, health care services, salons, restaurants, amusement parks, etc.

EVENT OVERVIEW

- This event consists of the **written document**, the **cluster exam** and the **oral presentation**. The maximum score for the written entry and presentation evaluation is 100 points. The combined written entry and presentation score will be weighted twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- Each event entry will be composed of **one to three members** of the DECA chapter. All participants must present the campaign to the judge. All participants must respond to questions.
- Each participant will be given a 100-question, multiple-choice, **cluster exam** testing knowledge of the Business Administration Core performance indicators and the Marketing Cluster performance indicators. In the case of team entries, the scores of each participant will be averaged to produce a single team score.
- The body of the written entry must be limited to **10 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation focusing on the effectiveness of public speaking and presentation skills, how well the participants respond to questions that the judge may ask during the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.



First place teams at DECA's International Career Development Conference (ICDC) that demonstrate the use of Adobe Express in their project will earn \$5,000 per team. Following ICDC, these teams will engage in a 5-10 minute, live Zoom call to showcase the impact of using Adobe Express in their project and participate in Q&A.

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

NAME OF THE EVENT (one of the following):

- INTEGRATED MARKETING CAMPAIGN–EVENT
- INTEGRATED MARKETING CAMPAIGN–PRODUCT
- INTEGRATED MARKETING CAMPAIGN–SERVICE

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will **not** be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One-page description of the campaign which should be no more than 45 days in length

II. DESCRIPTION OF THE EVENT, PRODUCT OR SERVICE

III. CAMPAIGN OBJECTIVES

IV. CAMPAIGN TARGET MARKET

V. CAMPAIGN ACTIVITIES AND SCHEDULE

Include creative samples of marketing pieces suggested

VI. BUDGET

Detailed projections of actual cost

VII. KEY METRICS

Key performance indicators that will be used to measure the success of the campaign

VIII. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the written document.

IX. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body.



1-3 PARTICIPANTS



MARKETING
CLUSTER EXAM



10 PAGES
ALLOWED



PRESENT CAMPAIGN



15 MINUTES
INTERVIEW TIME

PENALTY POINT CHECKLIST

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present to the judge in a 15-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the campaign.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Participants will make a 15-minute presentation to you. As the judge, you are to assume the role of a client who will assess the participants' campaign proposals. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the proposal. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



INTEGRATED MARKETING CAMPAIGN EVENTS

INTEGRATED MARKETING CAMPAIGN—EVENT IMCE
 INTEGRATED MARKETING CAMPAIGN—PRODUCT IMCP
 INTEGRATED MARKETING CAMPAIGN—SERVICE IMCS

EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Executive Summary: One-page description provides a clear overview of the campaign	0-1-2-3	4-5-6	7-8	9-10	
2. The description of the event, product or service, and business is clearly defined	0-1	2-3	4-5	6	
3. Objectives are defined and referenced throughout the campaign	0-1-2	3-4-5	6	7-8	
4. The target market is clearly analyzed	0-1	2-3	4-5	6	
5. The campaign activities are realistic, show evidence of marketing knowledge, and are research based	0-1-2-3	4-5-6-7	8-9-10	11-12	
6. Unifying theme is evident in all campaign activities	0-1	2-3	4-5	6	
7. Provides high-quality appropriate and creative samples of key marketing pieces suggested	0-1-2-3	4-5-6	7-8	9-10	
8. Campaign schedule is cohesive and plan is no more than 45 days long	0-1-2	3-4-5	6	7-8	
9. The budget is realistic for the campaign and all costs that would be incurred have been considered	0-1-2	3-4-5	6	7-8	
10. Key metrics are well thought out and appropriate for the campaign	0-1-2	3-4-5	6	7-8	
11. The campaign shows evidence of creativity and originality	0-1-2	3-4-5	6	7-8	
12. The written entry is well-organized, professional, and presented in a logical manner	0-1	2-3	4	5	
13. Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	0-1	2-3	4	5	

TOTAL POINTS (100)

LESS PENALTY POINTS

TOTAL SCORE

JUDGE _____



PROFESSIONAL SELLING AND CONSULTING EVENTS

FINANCIAL CONSULTING FCE

HOSPITALITY AND TOURISM PROFESSIONAL SELLING HTPS

Sponsored by The J. Willard and Alice S. Marriott Foundation

PROFESSIONAL SELLING PSE

Sponsored A2Z4Rent



The **Professional Selling and Consulting Events** provide an opportunity for participants to demonstrate skills needed for a career in sales and/or consulting. Participants will organize and deliver a sales presentation or consultation for one or more products/services/customers.

The guidelines for each of the Professional Selling and Consulting Events have been consolidated to facilitate coordination of participant activities in each of the career categories. This means the evaluation form will be the same for each career category. However, each career category will deliver a sales presentation or consultation for a different product or customer described below in the “Products/Services and Target Customer Descriptions” section.

2024-2025 SCENARIOS

New products, services and target market customers (prospects) will be identified annually. The participant will research an actual company that he/she represents and real product(s)/services(s) to be presented. The participant will also research the target customer that the product/service will be presented to. Then the participant will present the product(s)/service(s) using the steps in the selling/consulting process to meet the needs of the customer (prospect).

\$ FINANCE

Financial Consulting: For 2024-2025, you will assume the role of a financial consultant who works with student-athletes. A potential new client, a college-level athlete who is receiving money from NIL (name, image and likeness) deals, has scheduled a meeting with you to learn how to get started with basic investing. The client would like you to explain different investing options to develop and build a financial portfolio.

🌐 HOSPITALITY + TOURISM

Hospitality and Tourism Professional Selling: For 2024-2025, you will assume the role of a sales representative for a company specializing in sustainable products. The purchasing manager for a local hotel chain has scheduled a meeting with you to learn about sustainable product options that can be integrated into any of their departments.

📱 MARKETING

Professional Selling: For 2024-2025, you will assume the role of a sales representative of a customer relationship management (CRM) platform. A local small business owner has scheduled a meeting with you to discuss the potential benefits of adding a CRM platform to reach current and potential customers. The owner wants to learn how your CRM platform will engage customers to positively influence buyer behavior, build brand loyalty, and meet the business’s goals.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today’s employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

EVENT OVERVIEW

- These events consist of two major parts: the cluster exam and the oral presentation. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- These events are for **individual participants** only.
- The participant will be given a 100-question, multiple-choice, **cluster exam** testing knowledge of the Business Administration Core performance indicators and the Cluster Core performance indicators.
 - Participants in the Financial Consulting Event will take the Finance Cluster Exam.
 - Participants in the Hospitality and Tourism Professional Selling Event will take the Hospitality and Tourism Cluster Exam.
 - Participants in the Professional Selling Event will take the Marketing Cluster Exam.Complete lists of performance indicators are available at www.deca.org.
- The participant will organize appropriate information and present a sales presentation or provide consultation to a potential buyer or client.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant responds to questions that the judge may ask during the presentation.

PRESENTATION GUIDELINES

- The objective for the sales presentation or consultation is for the participant to assume the role of salesperson or consultant making a presentation to a potential buyer or client (judge). Prior to ICDC, the participant will prepare a sales presentation or consultation presentation for the product/service and target market customers described in the appropriate categories.
- The participant will make a 15-minute sales presentation or consultation presentation to the judge worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.
- The participant may bring presentation notes to use during the sales presentation or consultation.
- If time remains, the judge may ask questions pertaining to the sales presentation or consultation.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participant will make a 15-minute presentation or consultation to you. As the judge, you are to assume the role of a potential buyer for the product(s) and/or service(s) or a client seeking consultation.

At the beginning of the presentation (after introductions), the participant will make the presentation or consultation. Allow the participant to complete this portion without interruption, unless you are asked to respond.

If time remains, you may ask questions that seem appropriate.

At the conclusion of the presentation, thank the participant. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



1 PARTICIPANT



CLUSTER
SPECIFIC EXAM



CONSULTATION /
SALES PRESENTATION



15 MINUTES
INTERVIEW TIME



PROFESSIONAL SELLING AND CONSULTING EVENTS

FINANCIAL CONSULTING FCE

HOSPITALITY AND TOURISM PROFESSIONAL SELLING HTPS

PROFESSIONAL SELLING PSE

EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Presented an effective and engaging opening	0-1	2-3	4-5	6-7	
2. Established relationship with customer/client	0-1	2-3-4	5-6	7-8	
3. Communicated understanding of customer/client needs	0-1	2-3-4	5-6	7-8	
4. Facilitated customer/client buying decisions	0-1	2-3-4	5-6	7-8	
5. Recommended specific product(s)/service(s)/action(s)	0-1	2-3-4	5-6	7-8	
6. Demonstrated or explained product(s)/service(s)/action(s)	0-1	2-3-4	5-6	7-8	
7. Properly stated features and benefits of product(s)/service(s)/action(s)	0-1	2-3	4-5	6-7	
8. Prescribed a solution(s) to meet customer/client needs	0-1	2-3-4	5-6	7-8	
9. Effectively answered customer/client questions and concerns	0-1	2-3-4	5-6	7-8	
10. Effectively closed the sale or ended the consultation	0-1-2	3-4-5	6-7-8	9-10	
11. The presentation was well-organized and clearly presented; used professional grammar and vocabulary, words were enunciated and pronounced clearly, voice conveyed enthusiasm and volume was appropriate for the situation.	0-1-2	3-4-5	6-7-8	9-10	
12. Professional appearance, poise and confidence	0-1	2-3	4	5	
13. Overall impression	0-1	2-3	4	5	

TOTAL POINTS (100)

TOTAL SCORE

JUDGE _____

DECA

STOCK MARKET GAME

STOCK MARKET GAME SMG

Participants in the SIFMA Foundation **Stock Market Game** develop and manage an online investment portfolio of stocks, mutual funds, bonds, ESG investments and cash. The Stock Market Game is available via web browser on any device or on The Stock Market Game mobile app available on Android or Apple. SMG allows DECA members to test their investment knowledge and skills against other DECA members in an online competition. The goal of the competition is to provide participants with the skills needed to be successful in their future financial lives by managing a diversified investment portfolio.

\$ FINANCE

ONLINE EVENT OVERVIEW

It is the responsibility of the advisor and every member of participating teams to familiarize themselves with the Program Rules and Code of Participation for The Stock Market Game at deca.org/smg/rules and the DECA Stock Market Game rules below. Both sets of rules are also accessible in the team portfolio by clicking Resources, Rules of the Game and Local Rules. Failure to comply with Program Rules or Code of Participation and/or the DECA Stock Market Game rules will result in disqualification from the DECA Stock Market Game.

In addition, it is the responsibility of the advisor and every member of participating teams to review the SIFMA Foundation's Code of Conduct available at the bottom of each website and team portfolio page and at deca.org/smg/conduct. DECA advisors and/or members attending SIFMA Foundation events, virtual or in-person, who do not follow the guidelines set forth in the Code of Conduct will be disqualified from the DECA Stock Market Game. Final determination of disqualification from the DECA Stock Market Game rests solely with the SIFMA Foundation.

The DECA Stock Market Game will contain one ICDC qualifying event to take place from Monday, September 9, 2024, through Friday, December 6, 2024.

COMPETITION GUIDELINES

- **Registration:** DECA advisors must register their student members at deca.org/smg to participate in the competition. All advisors and students participating in the DECA Stock Market Game must be DECA members. Membership is verified with DECA weekly and subsequently updated in the DECA Stock Market Game registration system. Registrations not submitted for the DECA Stock Market Game by DECA advisors will be deleted.
- **Team Members & Student Name Deadline:** Teams must be comprised of one to three students. It is the responsibility of advisors to ensure the accuracy of student names for each team. Advisors can review student names in the Teacher Support Center by clicking "View Team Portfolios" and clicking into each class in the "Class Name" column. Advisors can edit student names up until the Student Name Submission Deadline by clicking "Update Student Names". Advisors can email decasmg@sifma.org to add teams to their existing account. Please allow two business days for your request to be processed in the system. Final team additions must be submitted to decasmg@sifma.org by Friday, October 18, 2024 at 4 p.m. ET.
- **Communication:** All questions must be submitted by the DECA advisor to decasmg@sifma.org. Only advisor emails will receive a response from the DECA Stock Market Game.
- **Account Type-Margin:** Each team begins with \$100,000 in cash and may borrow an additional 50% of their Total Equity in margin up to an aggregate limit, if any, as set forth in The Stock Market Game Program Rules.
- **Market Hours & Trade Type (End of Day):** The DECA Stock Market Game runs Monday to Friday with hours of operation from 9:30 a.m. to 4 p.m. ET. Teams may trade on any day the participating stock markets are open. Trades placed during market hours are priced at that business day's closing price. Trades entered after market hours or during market holidays are priced at the next business day's closing price. Trades may be canceled in Pending Orders up to market close (4 p.m. ET) that business day.
- **Trading Options:** Stock buys/sells and short sells/covers are allowed, as well as mutual fund and bond buy/sell orders. Trading in futures, options, commodities, currencies and bitcoin is not permitted.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

- **Maximum Equity:** Teams may not invest more than 20% of their Total Equity multiplied by 1.5 in any one security. If a security in a team's portfolio increases in value and places the investment beyond 20% of their total equity multiplied by 1.5, they will be able to retain their shares but unable to purchase additional shares of that security.
- **Asset Diversification:** Each team must make investments of at least \$10,000 per asset class (stocks, mutual funds and bonds) by Friday, October 25, 2024 at 4 p.m. ET and hold the investment until the end of the competition (Friday, December 6, 2024, at 4 p.m. ET). If teams sell some or all of an asset class position after the Asset Diversification Deadline, they must make an investment in the same asset class totaling a holding of \$10,000 within one business day to remain diversified. If the value of an investment decreases below the \$10,000 minimum, teams do not need to invest more. Teams can confirm they are diversified by adding the Net Cost of their investments per asset class (minus the \$5 transaction fee) on the Account Holdings page. Team portfolios will be subject to periodic random review to confirm the \$10,000 investment per asset has been maintained. Please note that all ETFs (including bond ETFs) are classified as stocks, all bond mutual funds are classified as mutual funds, and only long stock positions count towards the stock diversification requirement.
- **Team Portfolios:** Each team must complete their own research and portfolios must be distinct and reflect the individual team's investment strategy. Portfolios are subject to review, and any violation may result in disqualification from the DECA Stock Market Game. Final determination of disqualification from the DECA Stock Market Game rests solely with the SIFMA Foundation.
- **Rankings:** A record of a team's portfolio and transactions will be available daily, subject to overnight portfolio processing. A team will not receive a portfolio ranking nor be listed in regional rankings until its initial transaction is entered successfully. Rankings will be determined based on a portfolio's Percent Return as compared to S&P 500 Growth for the time period of the competition. Please note that final rankings are determined net of any borrowed funds regardless of whether portfolios are liquidated at the end of the competition.
- **ICDC Qualifiers:** The top 25 teams from each DECA region, that abide by all DECA Stock Market Game program rules, guidelines, Code of Participation and Code of Conduct, will be submitted to DECA for ICDC qualification. Only students submitted before the Student Name Submission Deadline (Friday, October 25, 2024 at 4 p.m. ET) are eligible to rank in the top 25 teams. No substitutions or additions to teams will be allowed after the Student Name Submission Deadline has passed. Members competing at ICDC in The Stock Market Game may not compete in another ICDC event/activity. Only original team members may compete at ICDC.
- **Portfolio Deletion:** Portfolios will be available for retrieval until Monday, May 12, 2025. Please make sure to save all relevant portfolio data before then.

IMPORTANT DATES

- **Competition Begins:** Monday, September 9, 2024, 9:30 a.m. ET
- **Student Name Submission:** Friday, October 18, 2024, 4 p.m. ET
- **Asset Diversification:** Friday, October 25, 2024, 4 p.m. ET — Friday, December 6, 2024, 4 p.m. ET
- **Competition Ends:** Friday, December 6, 2024, 4 p.m. ET
- **Portfolio Deletion:** Monday, May 12, 2025



1-3 PARTICIPANTS



ONLINE
SIMULATION



10 PAGES
ALLOWED



PRESENT PORTFOLIO



15 MINUTES
INTERVIEW TIME

ICDC QUALIFIER EVENT OVERVIEW

In addition to the general rules of the Stock Market Game, DECA advisors and their teams should be aware of the following:

- This event consists of a **written document** describing the investment project and the **oral presentation**.
- Each event entry will be composed of **one to three members** of the DECA chapter. A team member cannot be on more than one team at a time. No additional team members may be added once a team has registered.
- The body of the written entry must be limited to **10 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation of and defense for the investment project, focusing on the effectiveness of public speaking and presentation skills.
- Eligibility to attend the international conference is determined by the chartered associations, based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines.
- For complete Stock Market Game event guidelines, procedures and ICDC information, go to deca.org/smg.

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- STOCK MARKET GAME
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- Date

Title page will **not** be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

The participants will prepare a written document, which is limited to 10 pages (not including the title page).

This outline must be followed. Points for each section are shown on the Presentation Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One-page description of the project

II. ANALYSIS OF PORTFOLIO PERFORMANCE

III. RATIONALE

- A. Explanation of research conducted prior to selection of stocks and/or funds
- B. Strategy used to diversify investment portfolio
- C. Description of how selected stocks and/or funds fit strategy

IV. CONCLUSIONS AND FINDINGS

- A. Explanation of strategy effectiveness
- B. Proposed changes in strategy for future investments

V. CHARTS/DIAGRAMS OF PORTFOLIO PERFORMANCE

VI. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the written document.

VII. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

PENALTY POINT CHECKLIST

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- The participants will present to the judge in a 15-minute presentation worth 100 points (See Presentation Judging).
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the project.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Participants will make a 15-minute presentation to you. As the judge, you are to assume the role of a manager. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the investment project. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



DECA

STOCK MARKET GAME

STOCK MARKET GAME SMG

EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Executive Summary: One-page description of the project.	0-1-2-3	4-5-6	7-8	9-10	
2. The written entry and oral presentation show evidence of a realistic knowledge of investment trends and financial markets.	0-1	2-3	4	5-6	
3. The stock portfolio exhibits diversity across sectors of the economy.	0-1	2-3	4	5-6	
4. The written entry and oral presentation demonstrate an understanding of investment objectives.	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
5. The written entry and oral presentation demonstrate correct use of investment terminology.	0-1	2-3	4	5-6	
6. The written entry and oral presentation demonstrate research beyond the stock's performance history—i.e., the investment decisions were based on knowledge of the company's underlying business performance or plans.	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
7. The written entry and oral presentation explain the effectiveness of the strategy.	0-1-2-3-4	5-6-7-8-9	10-11-12	13	
8. The written entry and oral presentation explain changes in strategy for future investments.	0-1-2-3-4	5-6-7-8-9	10-11-12	13	
9. The written entry is well-organized, professional, and presented in a logical manner.	0-1	2-3	4	5-6	
10. The oral presentation proceeds in a logical, organized manner and is appropriate to the investment industry.	0-1	2-3	4	5-6	
11. Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	0-1	2-3	4	5-6	

TOTAL POINTS (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



VIRTUAL BUSINESS CHALLENGE

ACCOUNTING VBCAC

Sponsored by Knowledge Matters

ENTREPRENEURSHIP VBCEN

Sponsored by Knowledge Matters

FASHION VBCFA

Sponsored by Knowledge Matters

HOTEL MANAGEMENT VBCHM

Sponsored by The J. Willard and Alice S. Marriott Foundation

PERSONAL FINANCE VBCPF

Sponsored by Knowledge Matters

RESTAURANT VBCRS

Sponsored by Knowledge Matters

RETAIL VBCRT

Sponsored by Knowledge Matters

SPORTS VBCSP

Sponsored by Knowledge Matters



Participants in the **DECA Virtual Business Challenge (VBC)** operate a web-based business simulation utilizing a competition version of the Virtual Business software. The VBC qualifying rounds are conducted via the internet, where participants will vie for chartered association, regional and overall rankings.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the activities that are included in each of the Virtual Business Challenges.

ENTREPRENEURSHIP

Entrepreneurship: Participants will:

- conduct market research, spot new business opportunities and take the plunge by embarking on their very own entrepreneurial venture with 20 different businesses to choose from
- implement new business strategies via requesting financing, building their team, acquiring resources, setting prices, developing their marketing and more
- analyze market data, interpret financial reports and apply critical thinking and decision making skills in order to make their entrepreneurial venture as successful as possible

\$ FINANCE

Accounting: Participants will:

- use forensic accounting to identify fraud and errors and use managerial accounting techniques to maximize profits
- analyze accounting documents, such as T-accounts, worksheets, journals and the general ledger, as well as source documents such as time sheets, customer invoices, pay records and more in order to identify issues

🌐 HOSPITALITY + TOURISM

Hotel Management: Participants will:

- manage different aspects of a hotel, such as revenue management, group sales, marketing, front desk operations, banquets/meetings, housekeeping and more
- interpret industry specific reports, such as the Group Sales PACE Report, the STAR Competitive Report, the Market Data Report, the Daily Revenue Report and more, in order to assist with making informed decisions and implementing strategies that will optimize profitability

Restaurant: Participants will:

- manage specific marketing and business concepts, such as market research, menu design and pricing, advertising strategies and purchasing within their own restaurant
- interpret actions, financial information, and reports, such as the Product/Menu Mix and Menu Matrix Analysis reports, in order to make strategic marketing decisions for their restaurant

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

Fashion: Participants will:

- scour runway and street blogs for emerging and viral fashion trends
- manage marketing, business and fashion-specific concepts such as design, buying, pricing and markdowns, social media promotion, window display and merchandising within their own fashion design business
- interpret actions, charts and reports, such as the Income Statement and the “Instatrend” report in order to make strategic marketing decisions for their fashion business to optimize profitability

Retailing: Participants will:

- manage specific marketing concepts, such as pricing, purchasing and promotion within their own supermarket, sporting goods or electronics stores
- interpret actions, charts and reports, such as the Inventory and Sales & Margin reports, in order to make strategic marketing decisions for their store to optimize profitability

Sports: Participants will:

- manage specific marketing concepts, such as ticket pricing, social media, concessions and sponsorships within their own football franchise
- interpret actions, charts and reports, such as the event reports, financial reports and social media results, in order to make strategic marketing decisions for their franchise to optimize profitability

PERSONAL FINANCIAL LITERACY

Personal Finance: Participants will:

- manage bank accounts, credit and debit cards, bills, credit scores, taxes, insurance, online banking and more
- interpret actions, charts and reports, such as credit reports, bank statements and pay and tax records, in order to make strategic financial decisions and optimize net worth

ONLINE EVENT OVERVIEW

- The Virtual Business Challenge will contain two (2) International Career Development Conference qualifying rounds. Challenge 1: Tuesday, October 15, 2024, 10:00 a.m. EDT through Friday, October 25, 2024, 5:00 p.m. EDT. Challenge 2: Tuesday, January 14, 2025, 10:00 a.m. EST through Friday, January 24, 2025, 5:00 p.m. EST.
- Entries will be composed of **one to three members** of the DECA chapter. A team member may be on an accounting, an entrepreneurship, a fashion, a hotel, a personal finance, a restaurant, a retail and a sports team at the same time; however, a team member may not be on multiple accounting, multiple entrepreneurship, multiple fashion, multiple hotel, multiple personal finance, multiple restaurant, multiple sports or multiple retail teams at the same time. No additional team members may be added once a team has registered.
- For all tracks, the top two teams from each region from each of the qualifying rounds will be eligible to compete at ICDC. However, eligibility to attend ICDC is determined by the chartered associations, based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines. Only one team per chapter, per round, per track may qualify to compete at ICDC. Only original team members may compete at ICDC; no substitutions may be made.
- A member may compete in the accounting VBC, the entrepreneurship VBC, the fashion VBC, the hotel VBC, the personal finance VBC, the restaurant VBC, the retail VBC, and the sports VBC; however, the member will be allowed to participate in only one VBC track at ICDC.
- Top teams in each chartered association may receive recognition by their chartered association.

ICDC QUALIFIER EVENT OVERVIEW

- At ICDC, all VBC tracks will compete in two sessions, and final rankings will be determined based on their cumulative total profit (or net worth for the Personal Finance sim) from both sessions.
- The competition sessions at ICDC will run for approximately 15 minutes. Each team will control starting and stopping their simulation file as well as the speed at which they would like to run the file. Teams will be competing in single-player mode. Participants should expect to control most, if not all, of the features listed under the Actions menu within the simulation. During the competition sessions, participants must run their simulation through the required amount of simulated time in order to be eligible to advance to the next round.
- Participants are allowed to bring notes to use during the competition sessions at ICDC.
- Members qualifying for participation at ICDC must wear a DECA blazer during the competition sessions.
- Members competing at ICDC in Virtual Business Challenge may not compete in another ICDC event/activity.
- For complete Virtual Business Challenge event guidelines and procedures, go to vbc.knowledgematters.com/vbc.



1-3 PARTICIPANTS



ONLINE
SIMULATION



The one-of-a-kind portal for DECA members to explore careers + prepare for competition

www.decaplus.org

CAREER DEVELOPMENT

Innovative resources for these career fields:

- Accounting
- Apparel and Accessories Marketing
- Automotive Services Marketing
- Business Finance
- Business Law and Ethics
- Business Operations Research
- Business Services Marketing
- Buying and Merchandising
- Entrepreneurship
- Financial Consulting and Services
- Food Marketing
- Hospitality Services
- Hotel and Lodging Management
- Human Resources Management
- Marketing Communications
- Marketing Management
- Personal Financial Literacy
- Professional Selling
- Project Management
- Quick Serve Restaurant Management
- Restaurant and Food Service Management
- Retail Merchandising
- Sports and Entertainment Marketing
- Travel and Tourism



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- Exemplar research projects, business plans, integrated marketing campaigns, project management plans and more
- Aligned to National Curriculum Standards and Career Clusters®



STUDENT-CENTERED LEARNING

Learn anytime, anywhere, at their own pace

- Explore career fields and industry trends
- Master key industry terminology and key performance indicators
- Learn strategies for test taking, executive summaries, presentations and more



COMPETITION PREPARATION

Everything you need in one platform

- Get help selecting a competitive event that will motivate you to succeed
- Access all the need-to-know information for your competitive event in one place
- Engage with interactive preparation tools

GAME-CHANGING PRICE

\$295 annual subscription per DECA chapter

Includes 2024 association and ICDC exams (14 total), 2024 association and ICDC scenarios (81 total), and sample entries from 2024 ICDC written event winners (31 total). Members can simultaneously access the platform on multiple devices with your chapter's subscription. Subscriptions begin on July 15 and expire on June 30 of each year.



**WE GIVE YOU
THE SKILLS.
YOU DECIDE
WHERE THEY
TAKE YOU.**

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