



CAREER CLUSTER MANAGEMENT

MANAGEMENT CASE STUDY CHALLENGE

PARTICIPANT GUIDELINES

DECA's Competitive Events Program is an opportunity for students to apply their learning to real world situations, a way for members to explore potential career interests, and a chance to further develop their resume. Texas DECA is excited to continue the Case Study Challenge, a series of 4 individual case study competitions that are in addition to our traditional district, state, and international conference events.

All case scenarios will be released on Wednesday, September 20, 2023 and will be due by Friday, October 20, 2023 at 11:59 PM CT. (all times listed are in central time)

The Case Study Challenge is open to high school students of any Texas DECA chapter. If a student earns a top place, they must be a registered member in the membership system by November 15, 2023 and paid by the end of the academic year to receive their award.

RECOGNITIONS

For each Case Study Challenge, Texas DECA will recognize the Top Ten competitors. The recognitions will be announced on social media following the judging of that event and prizes being awarded are as follows:

- Top Ten – Recognition on Social Media
- 2nd Place – Second place earns 1 spot for their chapter to attend the Ignite Academy at ICDC
- 1st Place - \$500 Scholarship* + First place earns 2 spots for their chapter to attend the Ignite Academy at ICDC

*Scholarships are paid directly to the college/university/institution that the student chooses to attend for the first Fall semester they are enrolled. If a current high school freshman, sophomore, or junior wins, the scholarship will be held until they enroll at a post-secondary institution.

To receive the earned prize, students must be a registered member in the membership system by November 15, 2023 and paid by the end of the academic year. Any student filling the chapters Ignite Academy spot at ICDC must compete in at least the district level competition.

GUIDELINES FOR RECORDING YOUR SUBMISSION

- All solutions must be recorded in one simultaneous presentation. Videos can be recorded using any device or through a virtual meeting platform.
- All videos must be less than 5 minutes in total length.
- Students must be dressed in business professional attire for the presentation. DECA blazers are encouraged, but not required.
- Only the student presenting and competing may be included in the presentation.
- No editing or visual effects/transitions may be included.

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- A student may elect to utilize a PowerPoint or slide deck during their presentation. To achieve this, students may elect to record their solution using a video-conferencing platform with the slides appearing as part of their presentation. **The student must always be visible.**
 - Example platforms include: Zoom, Microsoft Teams, FlipGrid, Google Meet, GoToMeeting, etc.
- If this recording is conducted at home, it must be done in a gathering area such as a living room, dining room, or den. If the video is recorded in a bedroom or bathroom it will be immediately disqualified without notice or notification.
 - It is important to consider your background. Make sure items are neat and presentable. Consider this your office, or the location setting listed in the Case Study Challenge.

SUBMISSION

- You will make your submission at www.texasdeca.org/casestudychallenge.
- You will need to upload your video to either [youtube.com](https://www.youtube.com) or [vimeo.com](https://www.vimeo.com) and set the settings to Unlisted. Video links from any other site will not be evaluated. Vimeo can not be set to unlisted using a personal account. For instructions and tips on uploading your video visit www.texasdeca.org/casestudychallenge.
- You will submit the URL for the video which will be screened to ensure the criteria is met prior to sending to the judge for evaluation.
- All submissions are DUE by Friday, October 20, 2023 at 11:59 pm CT.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgements and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain ethical considerations in providing information (EI:038) (SP)
- Assess risks of personal decisions (EI:091) (PQ)
- Describe the nature of ethics (EI:123) (CS)
- Explain reasons for ethical dilemmas (EI:124) (CS)

YOUR ROLE: Assistant Manager

COMPANY: CHIC AND SAVVY

JUDGE: General Manager

EVENT SITUATION

You are to assume the role of Assistant manager for CHIC AND SAVVY, a discounted clothing store in a major city. You recently met with a supplier, and they offered a significant discount on a popular style of shoes, however, the supplier states that this discount is contingent on the store not disclosing the original, higher price to customers as they feel the discounted amount would lower the value of the brand in general, rather than appearing to be a good deal at this store.

Internally, you battle with the ethics of the situation, and want to be transparent and honest with the customer and the supplier. You don't want to mislead customers by thinking that the price they're paying is the standard price found anywhere and aim to uphold the store's image of being a great store to find name brand, discontinued items.

Your General Manager (judge) has allowed you to be the sole decision maker on the pricing for this item, and they have asked to meet with you to discuss your decision for handling this situation, and whether or not you will display the original, higher price, or only the discounted price, as preferred by the supplier.



CASE STUDY CHALLENGE 2023

JUDGE'S EVALUATION FORM MANAGEMENT

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the ethical considerations in providing information?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14-15	16-17-18-19-20	
2.	Assess risks of personal decisions?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14-15	16-17-18-19-20	
3.	Describe the nature of ethics?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14-15	16-17-18-19-20	
4.	Explain reasons for ethical dilemmas?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14-15	16-17-18-19-20	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4	5	
6.	Make judgements and decisions, and solve problems?	0-1	2-3	4	5	
7.	Communicate clearly?	0-1	2-3	4	5	
8.	Show evidence of creativity?	0-1	2-3	4	5	
TOTAL SCORE						