

A photograph of three students celebrating. A male student in the center is holding a trophy and has a wide smile. Two female students on either side are also smiling and cheering. The background is a blue wall with large white letters, possibly 'MCC'.

**THIS IS
HOW
we do
DECA**

A blue-tinted photograph of three young women celebrating. The woman in the center is holding a trophy and has her mouth wide open in a shout. The woman on the left is also shouting with her mouth open. The woman on the right is smiling and looking towards the center. The trophy is a dark rectangular plaque with the DECA logo and the words 'SECOND PLACE' and 'INTERNATIONAL' visible. The background is a solid blue color.

DECA

COMPETITIVE EVENTS 101



INTENDED OUTCOMES

COMPETITIVE EVENTS CONNECTION

- National Curriculum Standards
- Career Clusters®
- 21st Century Skills





MARKETING

Advertising Campaign **ADC**
 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**
 Community Service Project **CSP**
 Creative Marketing Project **CHP**
 Fashion Merchandising Promotion Plan **FMP**
 Food Marketing Series **FMS**
 Learn and Earn Project **LEP**
 Marketing Management Team Decision Making **MTDM**
 Marketing Communications Series **MCS**
 Principles of Marketing **PMK**
 Professional Selling **PSE**
 Public Relations Project **PRP**
 Retail Merchandising Series **RMS**
 Sports and Entertainment Marketing Series **SEM**
 Sports and Entertainment Marketing Operations Research **SEOR**
 Sports and Entertainment Promotion Plan **SEPP**
 Sports and Entertainment Marketing Team Decision Making **STDM**
 Virtual Business Challenge Fashion **VBCFA**
 Virtual Business Challenge Retail **VBCRF**
 Virtual Business Challenge Sports **VBCSP**

Hospitality Services Team Decision Making **HTDM**
 Hospitality and Tourism Operations Research **HTOR**
 Hospitality and Tourism Professional Selling **HTPS**
 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 **VBCHEM**
 Virtual Business Challenge Restaurant **VBCRS**

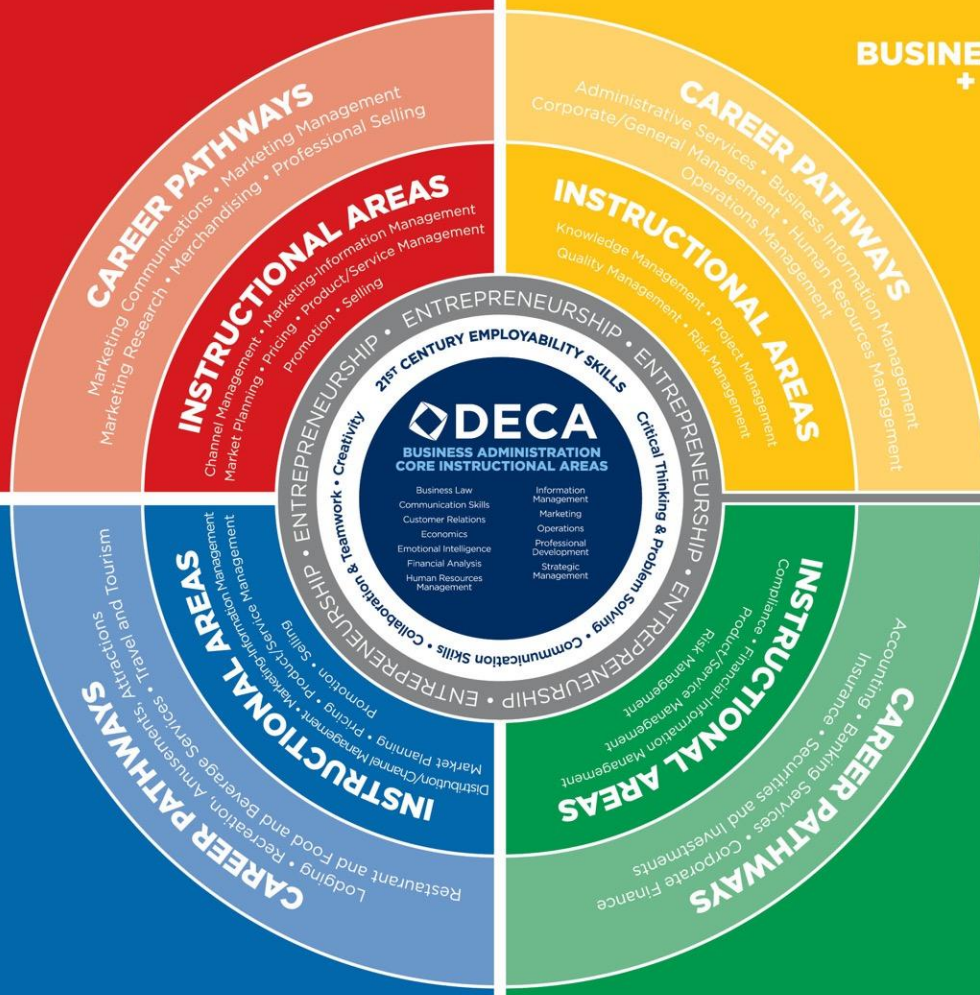
HOSPITALITY + TOURISM



BUSINESS MANAGEMENT + ADMINISTRATION



Business Law and Ethics Team Decision Making **BLTDM**
 Business Services Operations Research **BSOR**
 Human Resources Management Series **HSM**
 Principles of Business Management and Administration **PBM**



ENTREPRENEURSHIP

Business Growth Plan **BGP**
 Entrepreneurship Promotion Project **EPP**
 Entrepreneurship Series **ENT**
 Entrepreneurship Team Decision Making **ETDM**
 Franchise Business Plan **FBS**
 Independent Business Plan **IBP**
 Innovation Plan **IP**
 International Business Plan **IIBP**
 Start-Up Business Plan **SUBP**

PERSONAL FINANCIAL LITERACY

Financial Literacy Promotion Project **FLPP**
 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



CATEGORIES OF COMPETITIVE EVENTS

ROLE-PLAY EVENTS

- Principles of Business Administration Events
- Team Decision Making Events
- Individual Series Events
- Personal Financial Literacy






ONLINE EVENTS

- Stock Market Game
- Virtual Business Challenges

WRITTEN AND PREPARED EVENTS






- Business Operations Research Events
- Entrepreneurship Events
- Integrated Marketing Campaign Events
- Professional Selling and Consulting Events
- Project Management Events

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

 PARTICIPANTS	 EXAM	 APPEAR BEFORE A JUDGE	 PREP TIME	 INTERVIEW TIME
1	Business Administration Core	Present Role Play Ideas	10 minutes	10 minutes






- Designed for first-year DECA members in an introductory business/marketing course.

TEAM DECISION MAKING EVENTS

 PARTICIPANTS	 EXAM	 APPEAR BEFORE A JUDGE	 PREP TIME	 INTERVIEW TIME
2	Based on Event Cluster	Present Role Play Ideas	30 minutes	15 minutes

- Designed for teams to analyze a case study.

INDIVIDUAL SERIES EVENTS

 PARTICIPANTS	 EXAM	 APPEAR BEFORE A JUDGE	 PREP TIME	 INTERVIEW TIME
1	Based on Event Cluster	Present Role Play Ideas	10 minutes	10 minutes

- Designed for members with substantial knowledge/experience in the career area.

PERSONAL FINANCIAL LITERACY EVENT

 PARTICIPANTS 1	 EXAM Personal Financial Literacy	 APPEAR BEFORE A JUDGE 1 role-play, second role- play for finalists	 PREP TIME 10 minutes	 INTERVIEW TIME 10 minutes
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- Designed to measure the personal finance knowledge and skills and measure the member's ability to apply decision making to personal financial decisions.

BUSINESS OPERATIONS RESEARCH EVENTS

 PARTICIPANTS 1 to 3	 WRITTEN ENTRY PAGE LIMIT 20	 APPEAR BEFORE A JUDGE Present research and strategic plan	 INTERVIEW TIME 15 minutes
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- New topic is provided each year in DECA Guide.

PROJECT MANAGEMENT EVENTS

 PARTICIPANTS 1 to 3	 WRITTEN ENTRY PAGE LIMIT 20	 APPEAR BEFORE A JUDGE Present project	 INTERVIEW TIME 15 minutes
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- Designed as to have members use project management skills to initiate, plan, execute, monitor and control and close a project.
- Require members to plan, implement and evaluate a project in your school/community.

ENTREPRENEURSHIP EVENTS

 PARTICIPANTS 1 to 3	 WRITTEN ENTRY PAGE LIMIT 10 to 20	 APPEAR BEFORE A JUDGE Present plan	 INTERVIEW TIME 15 minutes
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- Designed for members interested in owning/operating their own business.
- Provides a continuum from innovation to start-up to growing an existing business.

INTEGRATED MARKETING CAMPAIGN EVENTS

 PARTICIPANTS 1 to 3	 EXAM Marketing	 WRITTEN ENTRY PAGE LIMIT 10	 APPEAR BEFORE A JUDGE Present campaign	 INTERVIEW TIME 15 minutes
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- Designed to allow members to develop an integrated marketing campaign of no more than 45 days in length for a real event, product or service and present the campaign in a role-play situation.


PROFESSIONAL SELLING AND CONSULTING EVENTS

 PARTICIPANTS 1	 EXAM Based on Event	 APPEAR BEFORE A JUDGE Sales presentation
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- Designed for members to demonstrate their selling or consulting abilities.
- New products/services are provided each year in DECA Guide.

ONLINE EVENTS

STOCK MARKET GAME

 PARTICIPANTS 1 to 3	 WRITTEN ENTRY PAGE LIMIT 10	 APPEAR BEFORE A JUDGE Present portfolio	 INTERVIEW TIME 15 minutes
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VIRTUAL BUSINESS CHALLENGE

 PARTICIPANTS 1 to 3

PERFORMANCE INDICATOR LISTS

 BUSINESS ADMINISTRATION CORE

 BUSINESS MANAGEMENT + ADMINISTRATION

 MARKETING

 FINANCE

 HOSPITALITY + TOURISM

 PERSONAL FINANCIAL LITERACY

 ENTREPRENEURSHIP

 DECA



PERFORMANCE INDICATORS

HOSPITALITY + TOURISM CAREER CLUSTER

THE HOSPITALITY AND TOURISM CAREER CLUSTER PERFORMANCE INDICATORS ARE USED FOR THE FOLLOWING EVENTS:

HOSPITALITY AND TOURISM PROFESSIONAL SELLING **HTPS**

HOSPITALITY SERVICES TEAM DECISION MAKING **HTDM**

HOTEL AND LODGING MANAGEMENT SERIES **HLM**
Lodging Pathway

QUICK SERVE RESTAURANT MANAGEMENT SERIES **QSRM**
Restaurant and Food and Beverage Services Pathway

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES **RFSM**
Restaurant and Food and Beverage Services Pathway

TRAVEL AND TOURISM TEAM DECISION MAKING **TTDM**

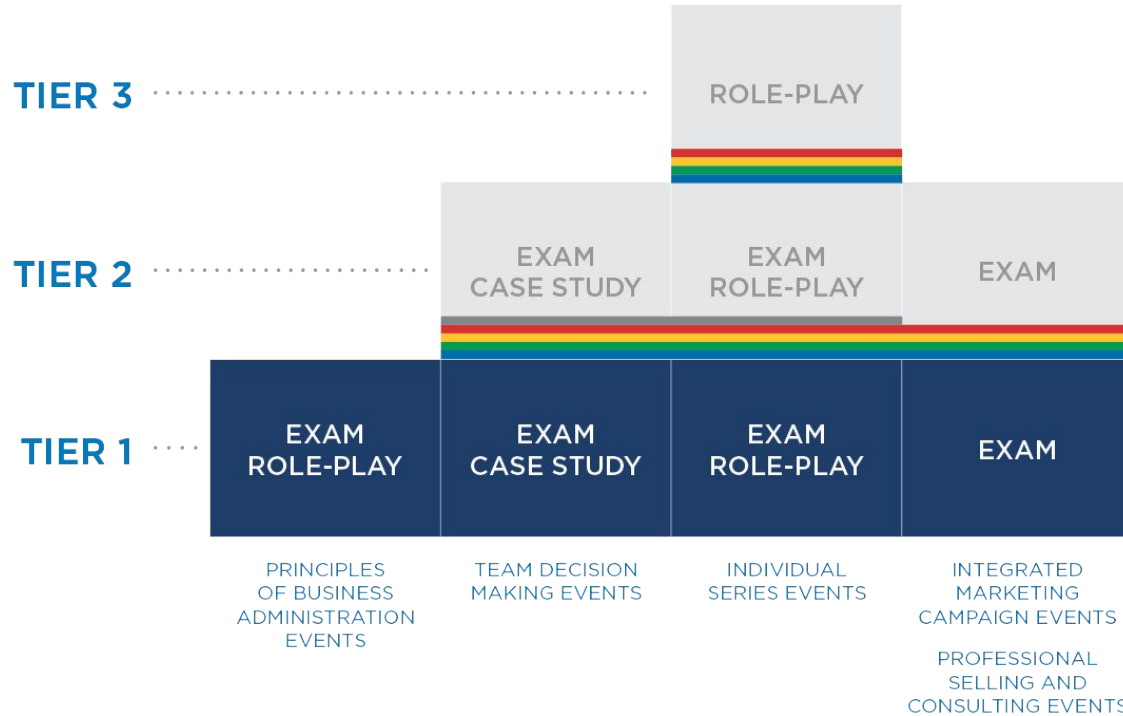
Performance indicators are used to define the parameters of the comprehensive written career cluster exam and other activities that are part of the overall competition.

This list was compiled by MBAResearch and Curriculum Center and DECA Inc. and represents efforts to support all DECA competitive events within the overall framework of the National Business Administration Standards. Individual indicators are based on a review of prior research and an extensive review of available online and print literature—both from industry and education.

For additional information on these Performance Indicators, the National Curriculum Framework, or the National Business Administration Standards, please visit the MBAResearch web site at www.MBAResearch.org. Questions may be e-mailed to betto@MBAResearch.org.

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UNDERSTANDING TIERS



HOW DO YOU HELP MEMBERS SELECT THE RIGHT EVENT?

- Career interests
- Job experience
- Match strengths to event format
 - Are they strong test takers?
 - Are they strong presenters?
 - Do they prefer as much preparedness as possible?
 - Do they work well with others?



A photograph of a woman in a dark blue DECA blazer shaking hands with a man in a grey suit. They are in a trade show booth with blue curtains and a red carpet. The woman has a DECA logo on her blazer. The man is seen from the back/side. The background shows other booths and tables.

COMPETITIVE EVENTS SAMPLE VIDEOS



