

**EPIC
[COMPETITION]**



**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.

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 program also strongly supports the development of 21st Century Skills and Common Core State Standards.

The official guidelines are included in this section of the DECA Guide. For more information, including competitive events resources, visit www.deca.org.





DECA COMPETITIVE EVENTS FOR 2015-2016

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

1. Principles of Business Management and Administration—PBM
2. Principles of Finance—PFN
3. Principles of Hospitality and Tourism—PHT
4. Principles of Marketing—PMK

TEAM DECISION MAKING EVENTS

1. Business Law and Ethics Team Decision Making—BLTDM
2. Buying and Merchandising Team Decision Making—BTDM
3. Financial Services Team Decision Making—FTDM
4. Hospitality Services Team Decision Making—HTDM
5. Marketing Communications Team Decision Making—MTDM
6. Sports and Entertainment Marketing Team Decision Making—STDM
7. Travel and Tourism Team Decision Making—TTDM

INDIVIDUAL SERIES EVENTS

1. Accounting Applications Series—ACT
2. Apparel and Accessories Marketing Series—AAM
3. Automotive Services Marketing Series—ASM
4. Business Finance Series—BFS
5. Business Services Marketing Series—BSM
6. Food Marketing Series—FMS
7. Hotel and Lodging Management Series—HLM
8. Human Resources Management Series—HRM
9. Marketing Management Series—MMS
10. Quick Serve Restaurant Management Series—QSRM
11. Restaurant and Food Service Management Series—RFSM
12. Retail Merchandising Series—RMS
13. Sports and Entertainment Marketing Series—SEM

PERSONAL FINANCIAL LITERACY EVENT

1. Personal Financial Literacy—PFL

BUSINESS OPERATIONS RESEARCH EVENTS

1. Business Services Operations Research—BOR
2. Buying and Merchandising Operations Research—BMOR
3. Finance Operations Research—FOR
4. Hospitality and Tourism Operations Research—HTOR
5. Sports and Entertainment Marketing Operations Research—SEOR

CHAPTER TEAM EVENTS

1. Community Service Project—CSP
2. Creative Marketing Project—CMP
3. Entrepreneurship Promotion Project—EPP
4. Financial Literacy Promotion Project—FLPP
5. Learn and Earn Project—LEP
6. Public Relations Project—PRP

ENTREPRENEURSHIP EVENTS

1. Innovation Plan—EIP
2. Start-Up Business Plan—ESB
3. Independent Business Plan—EIB
4. International Business Plan—IBP
5. Business Growth Plan—EBG
6. Franchise Business Plan—EFB

MARKETING REPRESENTATIVE EVENTS

1. Advertising Campaign—ADC
2. Fashion Merchandising Promotion Plan—FMP
3. Sports and Entertainment Promotion Plan—SEPP

PROFESSIONAL SELLING AND CONSULTING EVENTS

1. Financial Consulting—FCE
2. Hospitality and Tourism Professional Selling—HTPS
3. Professional Selling—PSE

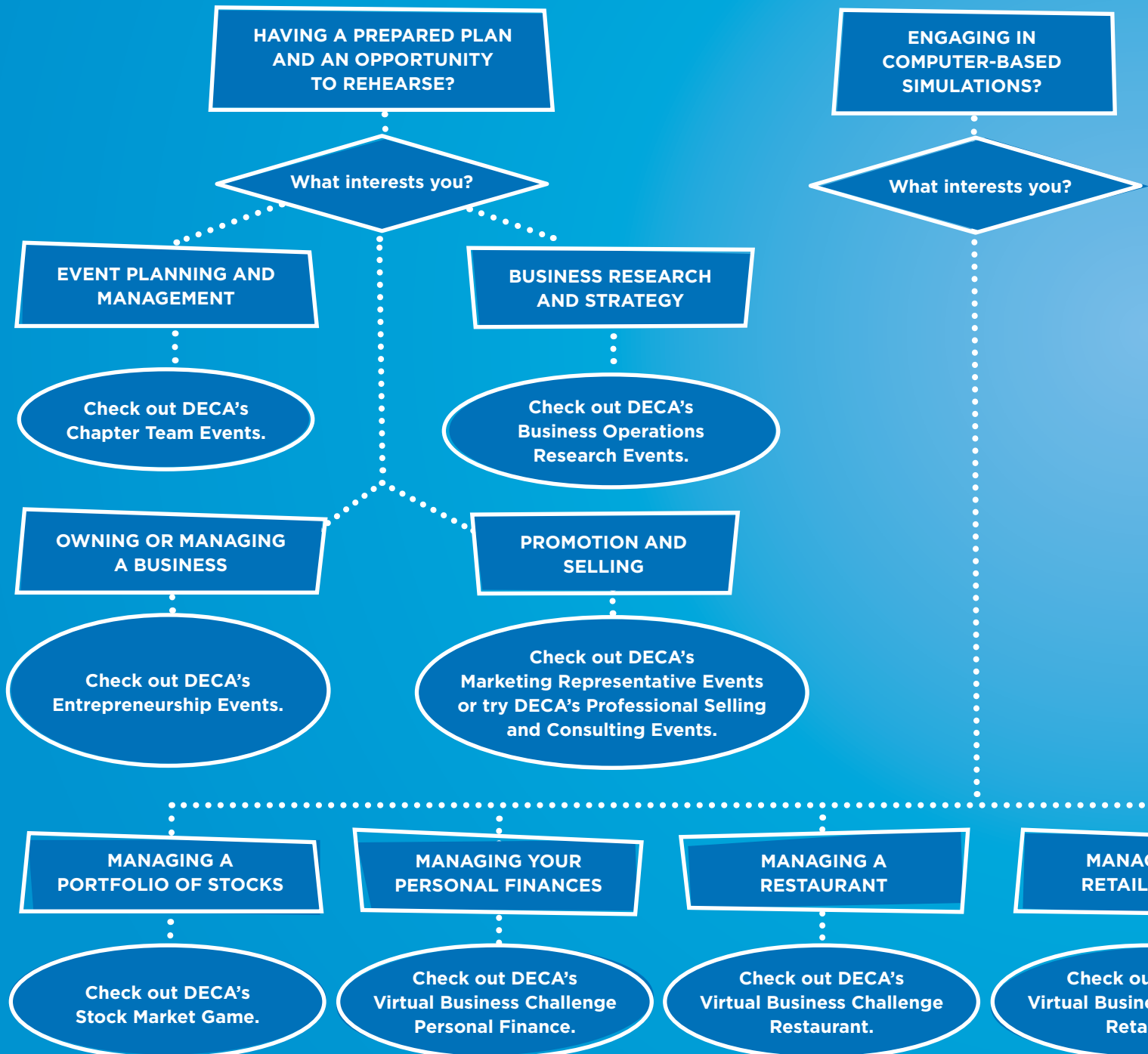
ONLINE EVENTS

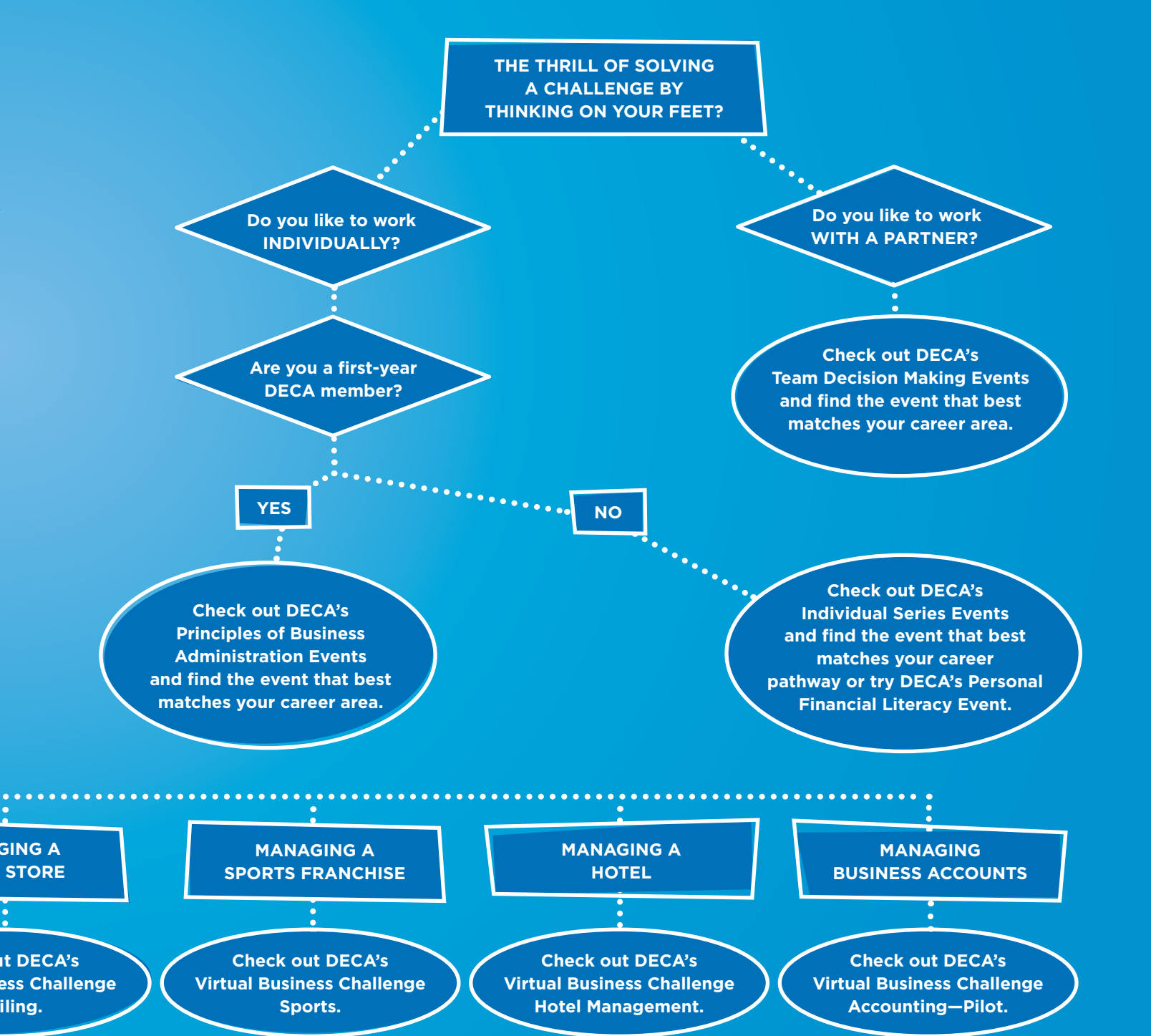
1. Stock Market Game—SMG
2. Virtual Business Challenge Accounting (Pilot)—VBCAC
3. Virtual Business Challenge Hotel Management—VBCHM
4. Virtual Business Challenge Personal Finance—VBCPF
5. Virtual Business Challenge Restaurant—VBCRS
6. Virtual Business Challenge Retail—VBCRT
7. Virtual Business Challenge Sports—VBCSP

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

CHOOSING THE RIGHT EVENT

DECA's competitive events program directly supports your skill development contributing to every student being college and career ready upon graduation from high school. DECA members can compete in a wide variety of events. Use this chart to find your event. What do you like?







Below are highlights of the changes made to DECA's competitive event program.

WRITTEN AND PREPARED EVENTS

The following changes will be made to all written and prepared events (Business Operations Research Events, Chapter Team Events, Entrepreneurship Events, Marketing Representative Events, Professional Selling and Consulting Events and Stock Market Game) effective in the 2015–2016 school year:

- For all 30-page written events, the executive summary may now be up to three pages, either single or double-spaced.
- Presentation times will be 15 minutes, which will include the presentation and time for judges' questions. The guidelines will no longer specify a certain number of minutes for each component.
- The evaluation criteria for oral presentations in the Chapter Team Events will be derived from project management performance indicators. The evaluation criteria for oral presentations in the Entrepreneurship Events will be derived from entrepreneurship performance indicators.

ENTREPRENEURSHIP EVENTS

Beginning with the 2015–2016 school year, the Business Management and Entrepreneurship Events category will now simply be called Entrepreneurship Events. It will feature the following changes:

1. Entrepreneurship Innovation Plan will be the **Innovation Plan** and have new guidelines that follow a portion of the lean start-up model. Learn about the lean start-up model at <http://bit.ly/leanmodelcanvas>.
2. Entrepreneurship Participating—Creating an Independent Business will be the **Start-Up Business Plan** and will have new guidelines that follow the lean start-up model.
3. Entrepreneurship Written will be the **Independent Business Plan** and have new guidelines that follow the lean start-up model and require significant financial projections.
4. Entrepreneurship Participating—Franchising Business will be the **Franchise Business Plan** and have new guidelines that follow the Small Business Administration's business plan model.
5. Entrepreneurship-Growing Your Business will be the **Business Growth Plan** and have modifications to the guidelines.
6. The **International Business Plan** will remain the same but the guidelines will be similar to the Independent Business Plan with a section to discuss the country where the business is to be conducted.

NEW ACCOUNTING VBC TRACK FOR 2015–2016—PILOT EVENT

The 2015–2016 Virtual Business Challenge will feature a pilot competition based on the new Virtual Business Accounting simulation. In the fall qualifying round, students will use forensic accounting to identify fraud and errors in simulated businesses. Their scores will be based on accurate identification of issues and speed. In the winter qualifying round, students will use managerial accounting techniques to maximize profits. In the final competition at ICDC, students will race to correctly identify fraud and accounting errors as quickly as possible.

REVISED PERFORMANCE INDICATOR LISTS

Slightly revised and improved performance indicator lists will be used beginning with the 2015–2016 school year. Be sure to download the newest performance indicators at www.deca.org.



COMPETITIVE EVENTS

INTEGRATE INTO CLASSROOM INSTRUCTION

CAREER CLUSTERS AND PATHWAYS

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

Performance indicators are specific knowledge/skills categorized by **instructional area**. They are the basis of the content of the cluster exams and content interviews, case studies and role-plays.

The **Business Administration Core** has twelve instructional areas with performance indicators. This core is the foundation for all of DECA's competitive events.

As events become more specialized, they are associated with a specific **career cluster** and then possibly a **career pathway**.

At each level, content becomes more specialized. Each career cluster has its own unique instructional areas, each with performance indicators. Each pathway has specific performance indicators that represent groups of careers within a specific career cluster.

The cluster wheel on page 56–57 shows instructional areas in the Business Administration Core, the four career clusters, and career pathways. Please refer to page 58 for the relationship between specific competitive events and the career clusters.



GLOSSARY OF TERMS

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:

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

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.



MARKETING

- Advertising Campaign Event (ADC)
- Apparel and Accessories Marketing Series Event (AAM)
- Automotive Services Marketing Series Event (ASM)
- Business Services Marketing Series Event (BSM)
- Buying and Merchandising Operations Research Event (BMOR)
- Buying and Merchandising Team Decision Making Event (BTDM)
- Community Service Project (CSP)
- Creative Marketing Project (CMP)
- Fashion Merchandising Promotion Plan Event (FMP)
- Food Marketing Series Event (FMS)
- Learn and Earn Project (LEP)
- Marketing Communications Team Decision Making Event (MTDM)
- Marketing Management Series Event (MMS)
- Principles of Marketing Event (PMK)
- Professional Selling Event (PSE)
- Public Relations Project (PRP)
- Retail Merchandising Series Event (RMS)
- Sports and Entertainment Marketing Series Event (SEM)
- Sports and Entertainment Marketing Operations Research Event (SEOR)
- Sports and Entertainment Promotion Plan Event (SEPP)
- Sports and Entertainment Marketing Team Decision Making Event (STDM)
- 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 Law
- Communication Skills
- Customer Relations
- Economics
- Emotional Intelligence
- Financial Analysis
- Human Resources Management

CAREER PATHWAYS

Attractions, Amusements, Travel and Tourism
 Lodging • Recreation, Amusement, Attractions
 Restaurant and Beverage Services • Travel and Tourism

INSTRUCTIONAL AREAS

Channel Management • Marketing-Information Management
 Distribution/Channel Management • Pricing • Product/Service Management
 Promotion • Selling

ENTREPRENEURSHIP • ENTREPRENEURSHIP • 21ST CENTURY EMPLOYMENT SKILLS

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

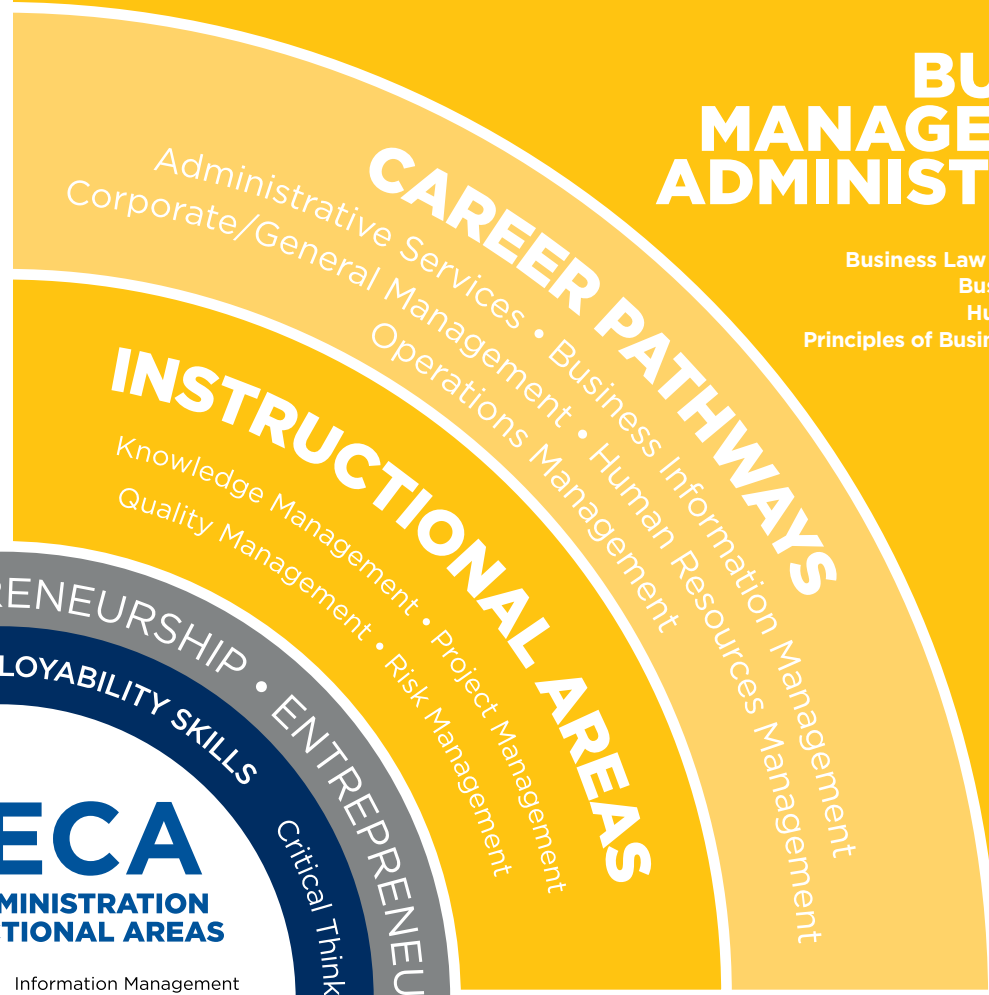


HOSPITALITY + TOURISM

BUSINESS MANAGEMENT + ADMINISTRATION



Business Law and Ethics Team Decision Making Event (BLTDM)
 Business Services Operations Research Event (BOR)
 Human Resources Management Series Event (HRM)
 Principles of Business Management and Administration Event (PBM)



ENTREPRENEURSHIP

- Business Growth Plan Event (EBG)
- Entrepreneurship Promotion Project (EPP)
- Franchise Business Plan Event (EFB)
- Independent Business Plan Event (EIB)
- Innovation Plan Event (EIP)
- International Business Plan Event (IBP)
- Start-Up Business Plan Event (ESB)



Accounting Applications Series Event (ACT)
 Business Finance Series Event (BFS)
 Financial Consulting Event (FCE)
 Financial Literacy Promotion Project (FLPP)
 Finance Operations Research Event (FOR)
 Financial Services Team Decision Making Event (FTDM)
 Personal Financial Literacy (PFL)
 Principles of Finance Event (PFN)
 Stock Market Game (SMG)
 Virtual Business Challenge Accounting—Pilot (VBCAC)
 Virtual Business Challenge Personal Finance (VBCPF)

FINANCE

APPLY LEARNING AND CONNECT TO BUSINESS

DECA's competitive events are industry-validated, use business professionals as evaluators and closely align with current trends in business and industry. As a result, the scenarios in the role-play events and objectives of written events require DECA members to apply learning in a contemporary business setting, thus promoting rigor and relevance.

PERFORMANCE INDICATORS

Performance indicators for **Principles of Business Administration** content interviews 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 appropriate career cluster and the business administration core.

EVENT	BUSINESS ADMIN. CORE	CAREER CLUSTER EXAM	PATHWAY
PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS			
Principles of Business Administration	Exam		
Principles of Finance	Exam		
Principles of Hospitality and Tourism	Exam		
Principles of Marketing	Exam		
TEAM DECISION MAKING EVENTS			
Business Law and Ethics	•	Business Management and Administration	
Buying and Merchandising	•	Marketing	
Financial Services	•	Finance	
Hospitality Services	•	Hospitality and Tourism	
Marketing Communications	•	Marketing	
Sports and Entertainment Marketing	•	Marketing	
Travel and Tourism	•	Hospitality and Tourism	
INDIVIDUAL SERIES EVENTS			
Accounting Applications	•	Finance	Accounting
Apparel and Accessories Marketing	•	Marketing	Merchandising
Automotive Services Marketing	•	Marketing	Marketing Management
Business Finance	•	Finance	Corporate Finance
Business Services Marketing	•	Marketing	Marketing Management
Food Marketing	•	Marketing	Marketing Management
Hotel and Lodging Management	•	Hospitality and Tourism	Lodging
Human Resources Management	•	Business Management and Administration	Human Resources Management
Marketing Management	•	Marketing	Marketing Management
Quick Serve Restaurant Management	•	Hospitality and Tourism	Restaurant and Food and Beverage Service
Restaurant and Food Service Management	•	Hospitality and Tourism	Restaurant and Food and Beverage Service
Retail Merchandising	•	Marketing	Merchandising
Sports and Entertainment Marketing	•	Marketing	Marketing Management
PERSONAL FINANCIAL LITERACY EVENT			
Personal Financial Literacy	•	Financial Literacy	
MARKETING REPRESENTATIVE EVENTS			
Advertising Campaign	•	Marketing	
Fashion Merchandising Promotion Plan	•	Marketing	
Sports and Entertainment Promotion Plan	•	Marketing	
PROFESSIONAL SELLING AND CONSULTING EVENTS			
Financial Consulting	•	Finance	
Hospitality and Tourism Professional Selling	•	Hospitality and Tourism	
Professional Selling	•	Marketing	

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

Performance indicators for the exam and role-plays used for the **Personal Financial Literacy Event** will be selected from the National Standards in K-12 Personal Finance Education, created and maintained by the Jump\$tart Coalition® for Personal Financial Literacy.

Performance indicators for the cluster exams used for **Marketing Representative Events** and **Professional Selling and Consulting Events** will be selected from the appropriate career cluster and the business administration core.

JUDGE SCORING

Role-play Scoring

The judge will become familiar with all of the event guidelines before starting to evaluate the presentation.

A list of performance indicators specific to the scenario is included in the evaluation. These are distinct tasks the participants must accomplish during the content interview, 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 judge will become familiar with all of the event guidelines before starting to evaluate the written entry. Penalty points (see Written Entry Checklist) will have already been assessed. The Written Entry Evaluation Form follows the outline shown in the section entitled Format Guidelines for the Written Entry, which explains in greater detail what should be discussed/included in each section. The judge will complete the Written Entry Evaluation Form.

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 writing 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.

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. 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.

Learn more and order transcripts at www.deca.org.



PROMOTE COMPETITION

RECOGNITION AND AWARDS

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

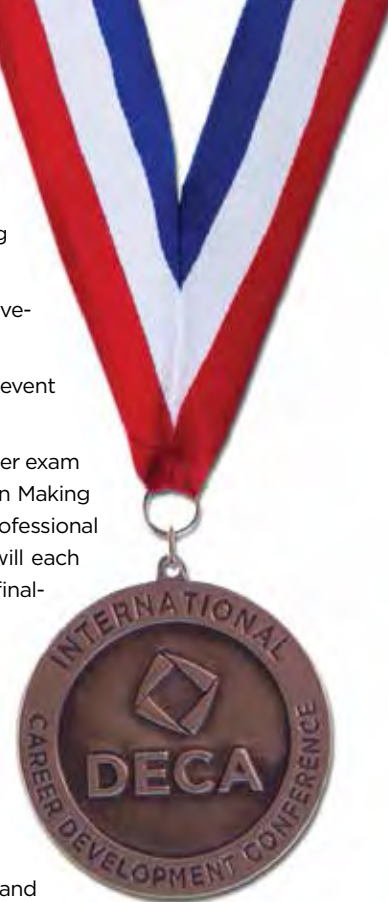
Certificate of Achievement: All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

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

Mini-Awards: For each event with career cluster exams, the highest ten individual scores on the career cluster 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, Marketing Representative Event and Professional Selling and Consulting Event, participants with top scores in each section of the interview 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 with first, second and third places receiving trophies and all ten receiving red-white-blue ribboned medallions.

Cash Awards: All competitive event first place winners will receive a minimum of \$100. Several events provide larger awards based on company sponsorship.



SPONSORED EVENTS

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

Unless otherwise noted, each sponsoring organization provides the following awards for international competitors:

1st Place—\$1,000

2nd Place—\$500

3rd Place—\$250

4th–10th Place—\$100 each

ACCOUNTING APPLICATIONS SERIES

SPONSORED BY



American Institute of CPAs®

APPAREL AND ACCESSORIES MARKETING SERIES

SPONSORED BY

MEN'S WEARHOUSE®

AUTOMOTIVE SERVICES MARKETING SERIES

SPONSORED BY



COMMUNITY SERVICE PROJECT

SPONSORED BY



MDA will conduct a local media and community recognition program for the 1st, 2nd and 3rd Place teams.

FRANCHISE BUSINESS PLAN

SPONSORED BY



FASHION MERCHANDISING PROMOTION PLAN EVENT

SPONSORED BY





EPIC SPONSORS

HOSPITALITY SERVICES TEAM DECISION MAKING EVENT

SPONSORED BY



HOTEL AND LODGING SERIES

SPONSORED BY



PERSONAL FINANCIAL LITERACY EVENT

SPONSORED BY



PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION

SPONSORED BY



PRINCIPLES OF MARKETING

SPONSORED BY



RETAIL MERCHANDISING SERIES

SPONSORED BY



SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT

SPONSORED BY



VIRTUAL BUSINESS CHALLENGE EVENTS

ACCOUNTING, PERSONAL FINANCE, RESTAURANT, RETAIL, SPORTS

SPONSORED BY



AWARDS:

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

HOTEL CHALLENGE

SPONSORED BY



AWARDS:

- 1st Place: \$6,000 per team
- 2nd Place: \$3,000 per team
- 3rd Place: \$1,500 per team
- 4th Place: \$900 per team