



# Chapter Management Guide

## ***SECTION C:*** ***Competitive Event Information***



# EXPLANATION OF COMPETENCY BASED COMPETITIVE EVENTS

## (Individual Series Events)

The Virginia DECA Individual Series Events are designed to assist students in the preparation of potential career areas within Marketing, Management, Finance and Hospitality. DECA members currently affiliated at the state and national level are encouraged to take part in competitive events by beginning competition at the district level.

Individual Series Events consist of two role-play situations and a career cluster examination. Both the role-play situations and exam evaluate information learned in the marketing program or an approved Career Connections course. Students will be asked to demonstrate and apply knowledge and skills in an occupational area.

Individual series events are open to DECA members in any marketing course or an approved Career Connections course; it is suggested that advisors assist students in the selection of an occupational area they believe will provide the most benefit for their students. Competitive events are not restricted to specific courses or to training stations but to student career interest and investigation. Students are limited to participation in one competitive event at each conference.

### **The EXAM at DISTRICT & STATE LEVEL:**

Students at the district level will take the cluster exam associated with their event. The exam is 50 questions and is administered on an online platform. Students competing at the State level will again take a cluster exam (100 questions). **Competitors may use the on screen calculator within the testing window during the testing portion of competition.**

Below you will find the events and the name of the exams that will be given for each event. For an explanation of what these exams cover please visit [www.deca.org](http://www.deca.org). These exams are given online prior to SLC.

### **The ROLE PLAY:**

Students will perform **two role-play situations** where they will be given problems to solve and role-play the situation with a business professional. Students have 10 minutes to review the role play and prepare; 10 minutes to present to a judge.

### **ADVANCEMENT to State & International Conference:**

A minimum overall score of 65 should be obtained to move forward. Students in individual series event competition must be an overall category winner at the district level to advance to the State Leadership Conference based on the following eligibility rule:

1 <sup>st</sup> Place:	Districts with 1-350 members
1 <sup>st</sup> and 2 <sup>nd</sup> Place:	Districts with 351-599 members
1 <sup>st</sup> , 2 <sup>nd</sup> and 3 <sup>rd</sup> Place:	Districts with 600 – 849 members
1 <sup>st</sup> – 4 <sup>th</sup> Place	Districts with 850 + members

**Individual Series events offered in Virginia DECA include the following:**

1. Accounting Applications*	(ACT)	Finance Exam
2. Apparel and Accessories Marketing	(AAM)	Marketing Exam
3. Automotive Services Marketing	(ASM)	Marketing Exam
4. Business Finance	(BFS)	Finance Exam
5. Business Services Marketing	(BSM)	Marketing Exam
6. Food Marketing	(FMS)	Marketing Exam
7. Entrepreneurship	(ENT)	Entrepreneurship Exam
8. Hotel and Lodging Management	(HLM)	Hospitality and Tourism Exam
9. Human Resources Management	(HRM)	Business Management & Admin
10. Marketing Communications	(MCS)	Marketing Exam
11. Quick Service Restaurant Management	(QSRM)	Hospitality and Tourism Exam
12. Restaurant and Food Service Management	(RFSM)	Hospitality and Tourism Exam
13. Retail Merchandising	(RMS)	Marketing Exam
14. Sports and Entertainment Marketing	(SEM)	Marketing Exam

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\*Accounting Applications is offered beginning at SLC. Individual districts will determine how their allotted slots are distributed. Each district is allotted slots based on the following formula:

- 1 Slot: Districts with 1-350 members
- 2 Slots: Districts with 351-599 members
- 3 Slots: Districts with 600 – 849 members
- 4 Slots: Districts with 850 + members

# EXPLANATION OF PRINCIPLES EVENTS

**These events are for first year DECA members only** and are currently DECA members at the state and national level.

These events will take the **Business Administration Core Exam** which can include questions on: business law, communications, customer relations, economics, emotional intelligence, entrepreneurship, financial analysis, human resources management, information management, concept of marketing, professional development, and strategic management. The exam counts as one-third of the competitive score. **Competitors may use the on screen calculator within the testing window during the testing portion of competition.**

The students will also complete a business situation in their area that counts two-thirds of the competitive score. Students have 10 minutes to review the role play and prepare; 10 minutes to present to a judge.

**From DECA Inc:** The performance element will consist of a business situation with opportunity for participant to interact with the judge in different roles. The evaluation will include both performance indicators and the evaluation of 21<sup>st</sup> Century Skills, similar to Team Decision Making Events. Specifically, participant will now be assessed on:

- How effectively they reason and use systems thinking
- How effectively they make judgements and decisions, and solve problems
- How clearly they communicate
- Creativity in addressing the problem or issue at hand

**PBA events offered in Virginia DECA include the following:**

Principles of Business Management and Administration	(PBM)
Principles of Finance	(PFN)
Principles of Hospitality and Tourism	(PHT)
Principles of Marketing	(PMK)

**ADVANCEMENT to State and International Conferences:**

A minimum overall score of 65 should be obtained to move forward. Students in Principles competition must be an overall category winner to advance to the State Leadership Conference based on the following eligibility rule:

1 <sup>st</sup> Place:	Districts with 1-350 members
1 <sup>st</sup> and 2 <sup>nd</sup> Place:	Districts with 351-599 members
1 <sup>st</sup> , 2 <sup>nd</sup> and 3 <sup>rd</sup> Place:	Districts with 600 - 849 members
1 <sup>st</sup> – 4 <sup>th</sup> Place:	Districts with 850+ members

# EXPLANATION OF PERSONAL FINANCIAL LITERACY EVENT

These events are for current DECA members at the state and national level.

The Personal Financial Literacy Event consists of two major parts: a financial literacy exam and a role-play scenario with a business executive. The financial literacy exam items and the content interview situations are selected from a list of performance indicators identified in the National Standards in K–12 Personal Finance Education which were created and are maintained by the Jump\$tart Coalition® for Personal Financial Literacy.

The participant will be given a multiple-choice, **financial literacy exam**. The financial literacy exam will be written by the WISE Foundation. At the district level the exam will consist of 50 questions. At the state level the exam will be 100 questions.

The participant will be given a written assignment to review. In the role-play scenario the student is asked to explain or demonstrate mastery of a selected group of performance indicators in an interview with an industry representative.

The test is 1/3 of the score and the content interview will count twice or 2/3 of the score.

## From DECA Inc:

Participants will demonstrate knowledge and skills described by the National Standards in K–12 Personal Finance Education which were created and are maintained by the Jump\$tart Coalition® for Personal Financial Literacy. Broadly, students will be assessed on their knowledge of areas such as:

Financial responsibility and decision making, Income and careers, Planning and money management, Credit and debt, Risk management and insurance, Saving and investing

The evaluation will include both performance indicators and the evaluation of 21<sup>st</sup> Century Skills. Specifically, participant will now be assessed on:

- How effectively they reason and use systems thinking
- How effectively they make judgements and decisions, and solve problems
- How clearly they communicate
- Creativity in addressing the problem or issue at hand

## Personal Financial Literacy events offered in Virginia DECA include the following:

Personal Financial Literacy (PFL)

### ADVANCEMENT to state and international conferences:

A minimum overall score of 70 (proficiency) should be obtained to move forward. Students in the Personal Financial Literacy competition must be an overall category winner to advance to the State Leadership Conference based on the following eligibility rule:

1 <sup>st</sup> Place:	Districts with 1-350 members
1 <sup>st</sup> and 2 <sup>nd</sup> Place:	Districts with 351-599 members
1 <sup>st</sup> , 2 <sup>nd</sup> and 3 <sup>rd</sup> Place:	Districts with 600 - 849 members
1 <sup>st</sup> – 4 <sup>th</sup> Place:	Districts with 850+ members

# EXPLANATION OF SOCIAL MEDIA, JOB INTERVIEW, and SELLING EVENTS

These events are only open to a Freshmen level students enrolled in any approved Marketing course or related Career Connection course, and are currently DECA members at the state and national level.

These events are offered as a part of the Virginia Competitive Events only and do not advance past the state level. First place state level winners in each category may attend the International Career and Development Conference (ICDC) as Leadership Development Academy (LDA) participant.

## Components of these events include the following:

<u>Event</u>	<u>Competition</u>	<u>Event Code</u>
Social Media:	Role play	(SM)
Job Interview:	Complete Job Application, Job Interview	(JI)
Selling:	Role play	(SE)

Students have 10 minutes to review the role play and prepare; 10 minutes to present to a judge.

## ADVANCEMENT to state conference:

A minimum overall score of 70 (proficiency) should be obtained to move forward. Students in these competitions must be an overall category winner to advance to the State Leadership Conference based on the following eligibility rule:

1 <sup>st</sup> Place:	Districts with 1-350 members
1 <sup>st</sup> and 2 <sup>nd</sup> Place:	Districts with 351-599 members
1 <sup>st</sup> , 2 <sup>nd</sup> and 3 <sup>rd</sup> Place:	Districts with 600 - 849 members
1 <sup>st</sup> – 4 <sup>th</sup> Place:	Districts with 850+ members

# EXPLANATION OF TEAM DECISION MAKING EVENTS (TDM)

The Virginia DECA Team Decision Making Events (TDM) is designed to assist students in the investigation of potential career areas within marketing. Students are encouraged to take part in competitive events by beginning competition at the state level. *Some districts may opt to offer these events at their district leadership conference.*

The TDM program consists of one case study situation and a career cluster examination. Both the case study situation and exam evaluate information learned in the marketing program. Teams of two will be asked to demonstrate and apply knowledge and skills in an occupational area.

TDM events are open to marketing students in any marketing course or related Career Connection courses; and are currently DECA members at the state and national level. It is suggested that advisors assist students in the selection of an occupational area they believe will provide the most benefit for their students.

## **The CASE STUDY:**

Students will select a partner for this competition. Students will have 30 minutes to review a case study where they will be given problems to solve and 15 minutes to role-play the situation with a business professional.

## **The EXAM:**

Students will take a **Career Cluster Exam**, (100 questions at the State and International level) which includes questions on: business law, communications, customer relations, economics, emotional intelligence, entrepreneurship, financial analysis, human resources management, information management, concept of marketing, professional development, and strategic management in addition to topics specific to their career cluster. **Competitors may use the on screen calculator within the testing window during the testing portion of competition.**

Competition in TDM events begins at the State level and advances to the international level. A minimum overall score of 65 should be obtained to move forward. Students in TDM competition must be an overall category winner to advance to the International Career Development Conference.

## **Eligibility for MDM events is based on membership and is as follows:**

0-50 members	2 teams total
51-75 members	3 teams total
76-100 members	4 teams total
101-125 members	5 teams total
126-150 members	6 teams total
151-175 members	7 teams total
176-200 members	8 teams total
201-250 members	9 teams total
251-300 members	10 teams total
301+ members	11 teams total

**TDM events offered in Virginia DECA include the following:**

Business Law and Ethics	(BLTDM)	Business Management & Administration Exam
Buying and Merchandising	(BTDM)	Marketing Exam
Entrepreneurship	(ETDM)	Entrepreneurship Exam
Financial Services	(FTDM)	Finance Exam
Hospitality Services	(HTDM)	Hospitality and Tourism Exam
Marketing Management	(MTDM)	Marketing Exam
Sports and Entertainment Marketing	(STDM)	Marketing Exam
Travel and Tourism	(TTDM)	Hospitality and Tourism Exam

**Instructional Areas in addition to Business**

<b><u>Event</u></b>	<b><u>Career Cluster Exam</u></b>	<b><u>Administration Core Areas</u></b>
BLTDM	Business Management and Administration	Knowledge Management Project Management Quality Management Risk Management
BTDM	Marketing	Channel Management Marketing-Information Mgt. Market Planning Pricing Product/Service Management Promotion Selling
ETDM	Entrepreneurship	
FTDM	Finance	Compliance Financial-Information Management Product/Service Management Risk Management
HTDM	Hospitality and Tourism	Distribution/Channel Management Marketing-Information Mgt. Market Planning Pricing Product/Service Management Promotion Selling
MTDM	Marketing	Please see BTDM
STDM	Marketing	Please see BTDM
TTDM	Hospitality and Tourism	Please see HTDM



## EXPLANATION OF WRITTEN EVENTS AND PREPARED EVENTS

Students have the opportunity to compete on the state level in a variety of written events that combine skills in marketing, written and oral communications, decision-making, and problem solving. State participation is limited as listed. Advisors are encouraged to use each of these competition slots to maximize student participation and learning.

Written events are open to marketing students in any approved marketing course or related Career Connection course; it is suggested that advisors assist students in the selection of an event they believe will provide the most benefit for their students. Competitive events are not restricted to specific courses or to training stations but to student career interest and investigation. **Competitors may use the on screen calculator within the testing window during the testing portion of competition** if it applies to their event.

### **The following written events have an exam as a part of their competitive score:**

Integrated Marketing Campaign - Product (IMCP)	Professional Selling (PSE)
Integrated Marketing Campaign – Event (IMCE)	Hospitality & Tourism Professional Selling (HTPS)
Integrated Marketing Campaign - Service (IMCS)	Financial Consulting (FCE)

### **The EXAM:**

Students will take a **Marketing Cluster Exam except for the HTPS Event which will be given the Hospitality and Tourism Cluster Test and Financial Consulting which will take the Finance Cluster Exam**, (100 questions at the State and International level) which includes questions on: business law, communications, customer relations, economics, emotional intelligence, entrepreneurship, financial analysis, human resources management, information management, concept of marketing, professional development, strategic management, channel management, marketing-information management, market planning, pricing, product/service management, promotion and selling.

### **The WRITTEN PORTION:**

Students will write either a 10 page or 20-page competition document based on their event category topic. Students must submit a Written Statement of Assurances with their document. All events, except Professional Selling, Financial Consulting and Hospitality and Tourism Professional Selling, allow for 1-3 participants for each competitive written event.

Students submit their written portion prior to competition at the State Level; refer to the date on the website. At the International level students bring their written portion to the Briefing Session—it is not sent prior to competition.

### **The PRESENTATION:**

At conference, students have an allotted amount of time to give a presentation and to answer questions from the judge. Presentations often include a PowerPoint presentation and/or presentation boards. Please use the DECA Guide for more specific information and guidelines.

Competition in Written Events begins at the State level and advances to the International level. A minimum overall score of 65 is needed to move forward. Students in Written Event competition must be an overall category winner to advance to the International Career Development Conference.

**Written events offered in Virginia DECA include the following:**

<b>Event</b>	<b>Type</b>	<b>Code</b>
Business Solutions Project	Project Management	(PMBS)
Career Development Project	Project Management	(PMCD)
Community Awareness Project	Project Management	(PMCA)
Community Giving Project	Project Management	(PMCG)
Financial Literacy Project	Project Management	(PMFL)
Sales Project	Project Management	(PMSP)
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)
Entrepreneurship Innovation-Plan	Business Mgt./Entrep.	(ENI)
Independent Business Plan	Business Mgt./Entrep.	(EIB)
Business Growth Plan	Business Mgt./Entrep.	(EBG)
International Business Plan Event	Business Mgt./Entrep.	(IBP)
Franchise Business Plan	Business Mgt./Entrep.	(EFB)
Start Up Business Plan	Business Mgt./Entrep.	(ESP)
Integrated Marketing Campaign - Product *	Integrated Marketing Event	(IMCP)
Integrated Marketing Campaign- Service*	Integrated Marketing Event	(IMCS)
Integrated Marketing Campaign - Event*	Integrated Marketing Event	(IMCE)
Professional Selling*	Professional Selling/Consulting	(PSE)
Hospitality and Tourism Professional Selling*	Professional Selling/Consulting	(HTPS)
Financial Consulting *	Professional Selling/Consulting	(FCE)

*\*Event requires an exam. Please see page 8 for more information on the exam.*

Please see below for Written Events Eligibility.

**Project Management Events**

Each chapter is permitted two entries per category.

**Business Operations Research Events**

Each chapter is permitted two entries per category.

**Business Management and Entrepreneurship Events**

Each chapter is permitted two entries per category.

**Integrated Marketing Events**

Each chapter is permitted two entries per category.

**Professional Selling/Consulting**

Each chapter is permitted two entries per category.

# EXPLANATION OF STATE LEADERSHIP DEVELOPMENT ACADEMY (SLDA)

The State Leadership Development Academy (SLDA) has proven to be a very exciting aspect of our State Leadership Conference. **SLDA is open to any DECA member in good standing.** SLDA is recommended for underclassmen with the potential to lead the chapter in the future. **SLDA participants can also serve as Voting Delegates.**

The SLDA targets 1 – 5 leaders per chapter that has not earned his/her way to SLC through competition. SLDA will provide them with a distinct and productive role at the State Leadership Conference. SLDA is hosted by companies used at the international level.

During these tailored workshops students will select one of two tracks to follow. The tracks will change each year. Help make it an honor for your students to be selected by their advisors to attend SLC in this capacity!

EACH CHAPTER IS PERMITTED **1 – 5** REGISTRANTS. Workshops will be held throughout SLC and also may include voting delegate responsibilities.

The dress code for the SLDA is professional dress:

**Males & Females:** Dress Slacks/Khakis, Skirt, Collared Shirt, Sweater. Blazer (wrist length). No Jeans, Denim, Crop Pants, Overalls, Shorts, T-Shirts, Halters, Pajamas, Slippers.

Students should understand that the professional dress code applies during all SLDA workshops.

## EXPLANATION OF SLC School Based Enterprise Academy (SBE)

The VA DECA SBE Academy is open to every chapter in the state with or without a SBE. Each chapter may send a team of 1-3 chapter members. There will also be a competitive event piece included and students will be awarded trophies on stage.

Who should attend:

- Certified SBE Teams – These teams will compete against each other in preparation for ICDC 2019.
- Chapters that run SBEs or are interested in starting an SBE but have not certified yet – This group will compete with each other on selected topics to be announced from current certification guidelines.

SBE competition guidelines can be found on the VA DECA Website on the SLC Conference Page.

SBE Academy Dress Code:

\*A wrist length blazer is required for the competition portion of the SBE Academy.

**Males & Females:** Dress Slacks/Khakis, Skirts, Collared Shirt, Blouse, Sweater. Blazer (wrist length). No Jeans, Denim, Crop Pants, Overalls, Shorts, T-Shirts, Halters, Pajamas, Slippers.

## 2021 SLC COMPETITION/PARTICIPATION ELIGIBILITY LIST

<b>Category 1</b>																					
Individual Series Events, Principles Events & VA Only Events	1 - 350 district members = 1 <sup>st</sup> Place District overall winners 351 - 599 district members = 1 <sup>st</sup> and 2 <sup>nd</sup> Place District overall winners 600 - 849 district members = 1 <sup>st</sup> - 3 <sup>rd</sup> District overall winners 850 + district members = 1 <sup>st</sup> – 4 <sup>th</sup> Place District overall winners																				
<b>Category 2</b>																					
Business Operations Research	Each chapter is permitted two entries per category.																				
<b>Category 3</b>																					
Project Management Events	Each chapter is permitted two entries per category.																				
<b>Category 4</b>																					
Team Decision Making Events:	Each chapter is permitted a limited number of entries based on the following formula:																				
	<table border="1"> <tr> <td>0-50 members</td> <td>2 teams total</td> </tr> <tr> <td>51-75 members</td> <td>3 teams total</td> </tr> <tr> <td>76-100 members</td> <td>4 teams total</td> </tr> <tr> <td>101-125 members</td> <td>5 teams total</td> </tr> <tr> <td>126-150 members</td> <td>6 teams total</td> </tr> <tr> <td>151-175 members</td> <td>7 teams total</td> </tr> <tr> <td>176-200 members</td> <td>8 teams total</td> </tr> <tr> <td>201-250 members</td> <td>9 teams total</td> </tr> <tr> <td>251-300 members</td> <td>10 teams total</td> </tr> <tr> <td>301+ members</td> <td>11 teams total</td> </tr> </table>	0-50 members	2 teams total	51-75 members	3 teams total	76-100 members	4 teams total	101-125 members	5 teams total	126-150 members	6 teams total	151-175 members	7 teams total	176-200 members	8 teams total	201-250 members	9 teams total	251-300 members	10 teams total	301+ members	11 teams total
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	Chapters may decide where teams may be submitted; multiple entries in a single category are permitted.																				
<b>Category 5</b>																					
Entrepreneurship Events:	Each chapter is permitted two entries per category.																				
<b>Category 6</b>																					
Integrated Marketing Events:	Each chapter is permitted two entries per category.																				
<b>Category 7</b>																					
Professional Selling/Consulting Events	Each chapter is permitted two entries per category.																				
<b>Category 8</b>																					
SLDA:	Open to any DECA member in good standing (future chapter leaders preferred) <b>1 – 5 members from each chapter</b>																				
<b>Category 9</b>																					
SBE Academy	Each chapter may enter one team of 1-3 members.																				

## Who Can Compete in VA?

- Students in an approved Marketing Course or related Career Connections course
- Students enrolled in Personal Finance/Economics (stipulations apply; please check with the VA DECA office for the most current information on eligibility).
- Students enrolled in a related Career Connections Course taught by a Marketing Teacher
  - Career Interpretation Phases
  - Education for Employment
  - Entrepreneurship
  - Leadership Development

## The Four Year DECA Member ...

Please use this model DECA Inc has provided to help place students in appropriate competitive events.



## Performance Indicators



**Business Administration Core:** Used in all exams; Used in content interviews for PBA Events; Used in case studies for Team Decision Making Events; Used in role-plays for Individual Series Events.

**Cluster Core:** Used only in the cluster exams (not used for PBA Events exam); Used in case studies for Team Decision Making Events; Used in role-plays for Individual Series Events.

**Pathways:** Not used in any exams; Used only in role-plays for Individual Series Events

Get complete lists of Performance Indicators at [www.deca.org](http://www.deca.org).