**2021-2022 Competitive Event Overview**

**PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS - 1ST YEAR DECA MEMBERS ONLY -**

 **INDIVIDUAL EVENT - 10 MINUTE PREP AND 10 MINUTE ROLE PLAY**

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| **Event** | **Event Code** | **Cluster Exam** | **Summary** |
| Principles of Business Management and Administration | PBM | Business Admin Core | The business situation will use language associated with careers in Administrative Services, Business Information Management, General Management, Human Resources Management and Operations Management. |
| Principles of Finance | PFN | Business Admin Core | The business situation will use language associated with careers in Accounting, Banking Services, Business Finance, Insurance and Securities, and Investments. |
| Principles of Hospitality and Tourism | PHT | Business Admin Core | The business situation will use language associated with careers in Hotels, Restaurants, and Tourism and Travel. |
| Principles of Marketing | PMK | Business Admin Core | The business situation will use language associated with careers in Marketing Communications, Marketing Management, Marketing Research, Merchandising and Professional Selling. |

**FOR FRESHMAN ONLY - INDIVIDUAL EVENT - VIRGINIA ONLY EVENTS INCLUDE JOB INTERVIEW, SELLING, AND SOCIAL MEDIA,**

**10 MINUTE PREP & 10 MINUTE ROLE PLAY - NO EXAM. SIGN UP FOR THIS EVENT FOR DISTRICT LEADERSHIP CONFERENCE.**

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| **Event** | **Event Code** | **Cluster Exam** | **Summary** |
| Job Interview | JOB | Online Application | The business situation is a mock interview for a position as presented in the role play. |
| Selling | SELL | No Exam | The business situation involves the Seven Steps of Selling. Competitor will be asked to role play selling a particular product to the judge in a setting as outline in the role play. |
| Social Media | SM | No Exam | The business situation involves the promotion of an event/activity/business/idea using social media that would reach the target market as described in the role play. |

**TEAM DECISION MAKING EVENTS - CASE STUDY ANALYSIS IN TEAMS OF TWO - 30 MINUTE PREP AND 15 MINUTE ROLE PLAY**

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| **Event** | **Event Code** | **Cluster Exam** | **Summary** |
| Business Law and Ethics Team Decision Making | BLTDM | Business Mgmt and Administration | For the purposes of this event, 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. |
| Buying and Merchandising Team Decision Making | BTDM | Marketing | Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service. |
| Entrepreneurship Team Decision Making | ETDM | 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. |
| Financial Services Team Decision Making | FTDM | Finance | Financial services refers 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 Team Decision Making | HTDM | Hospitality and Tourism | Hospitality services include marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services. |
| Marketing Management Team Decision Making | MTDM | Marketing | Marketing management includes marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment. |
| Sports and Entertainment Marketing Team Decision Making | STDM | 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, 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. |
| Travel and Tourism Team Decision Making | TTDM | Hospitality 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. |

**INDIVIDUAL SERIES EVENTS - INTERACTIVE ROLE PLAY SITUATION - 10 MINUTE PREP AND 10 MINUTE ROLE PLAY**

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| **Event** | **Event Code** | **Cluster Exam** | **Summary** |
| Accounting Applications Series | ACT | Finance | 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 purposes. |
| Apparel and Accessories Marketing Series | AAM | Marketing | 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 Series | ASM | Marketing | 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 Finance Series | BFS | Finance | 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 purposes. |
| Business Services Marketing Series | BSM | Marketing | 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. |
| Entrepreneurship Series | ENT | 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. |
| Food Marketing Series | FMS | Marketing | Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing forms resulting in the sale of food. |
| Hotel and Lodging Management Series | HLM | Hospitality and Tourism | Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services. |
| Human Resources Management Series | HRM | Business Mgmt and Administration | Students will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training. |
| Marketing Communications Series | MCS | Marketing | Students will be challenged to perform marketing communications and functions and tasks that inform, persuade, or remind a target marketing of ideas, experiences, goods or services. |
| Quick Serve Restaurant Management Series | QSRM | Hospitality and Tourism | 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 Series | RFSM | Hospitality and Tourism | Students will be challenged to perform marketing and management functions and tasks in a full-service restaurant or a food-service business. |
| Retail Merchandising Series | RMS | Marketing | Students will be challenged to perform marketing and management functions and tasks that can be applied in any retail establishment. |
| Sports and Entertainment Marketing Series | SEM | Marketing | 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. |

**PERSONAL FINANCIAL LITERACY EVENT - ROLE PLAYS ARE BASED AROUND MAKING PERSONAL FINANCIAL DECISIONS**

**INDIVIDUAL EVENT - 10 MINUTE PREP AND 10 MINUTE ROLE PLAY**

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| **Event** | **Event Code** | **Cluster Exam** | **Summary** |
| Personal Financial Literacy | PFL | Personal Financial Literacy | 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, and saving and investing. |

**BUSINESS OPERATIONS RESEARCH EVENTS - STUDENTS CONDUCT RESEARCH STUDIES - 20 PAGE PAPER WITH 15 MINUTE PRESENTATION**

**TEAMS OF 1-3 MEMBERS**

\*The 2021-2022 topic for each career category is the development of a strategy to improve the employee experience. As a result of the pandemic, many businesses adapted to work-at-home or hybrid models, conducting virtual onboarding, provided additional mental health initiatives, promoting upskilling, downsized and more. As we continue to emerge from the pandemic, companies must chart a course for the future of their workplace culture based on the experiences from the past year. Participants will collaborate with a local business or organization to assess and analyze current perceptions and practices of the employee experience within the company or organization. Participants will then present a strategic plan to improve and enhance the organization’s employee experience.

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| **Event** | **Event Code** | **Cluster Exam** | **Summary** |
| Business Services Operations Research | BOR | No Exam | Business Services includes human resources, information technology and personal and contracted services businesses. |
| Buying and Merchandising Operations Research | BMOR | No Exam | Buying and Merchandising includes retail and wholesale businesses that provide consumer goods. |
| Finance Operations Research | FOR | No Exam | Finance includes banks, credit unions, accounting, investments and other financial businesses. |
| Hospitality and Tourism Operations Research | HTOR | No Exam | Hospitality and Tourism includes hotels, restaurants and tourism-related businesses. |
| Sports and Entertainment Marketing Operations Research | SEOR | No Exam | Sports and Entertainment Marketing includes businesses that conduct sporting and/or entertainment events. |

**PROJECT MANAGEMENT EVENTS - USE PROJECT MANAGEMENT SKILLS TO SUCCESSFULLY COMPLETE A PROJECT.**

**20 PAGE PAPER WITH 15 MINUTE PRESENTATION - TEAMS OF 1-3 MEMBERS**

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| **Event** | **Event Code** | **Cluster Exam** | **Summary** |
| Business Solutions Project | PMBS | No Exam | The Business Solutions Project uses the project management process to work with a local business to identify a specific problem with the current business operations and implement a solution. Examples include talent inquisition, employee on-boarding, policies and procedures, technology integration, customer service improvement, safety operations, marketing and promotion activities, and productivity and output enhancement. |
| Career Development Project | PMCD | No Exam | The Career Development Project 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, resume development workshops, career exploration initiatives, mock interviews, educational paths, workplace re-entry and mentor programs. |
| Community Awareness Project | PMCA | No Exam | The Community Awareness Project 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 illness awareness, drug awareness, ethics, environmental and green issues, and vaping. |
| Community Giving Project | PMCG | No Exam | The Community Giving Project uses the project management process to raise funds or collect donations to be given to a cause/charity. Examples include food bank donations, homeless shelters, 5K’s, sports tournaments, auctions, banquets, item collections, holiday drives, adopt a families, etc. |
| Financial Literacy Project | PMFL | No Exam | The Financial Literacy Project 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 | PMSP | No Exam | The 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. |

**ENTREPRENEURSHIP EVENTS - EXPLORE ENTREPRENEURIAL CONCEPTS FROM IDEA GENERATION TO GROWING A BUSINESS**

**PAPER WITH 15 MINUTE PRESENTATION - TEAMS OF 1-3 MEMBERS**

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| **Event** | **Event Code** | **Cluster Exam** | **Summary** |
| Innovation Plan(10 pages) | EIP | No Exam | The Innovation Plan Event 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. |
| Start-Up Business Plan (10 pages) | ESB | No Exam | The purpose of the Start-Up Business Plan Event is to provide an opportunity for the participant to develop and present a proposal to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity. |
| Independent Business Plan (20 pages) | EIB | No Exam | The Independent Business Plan Event involves the development of a comprehensive proposal to start a new business. Any type of business may be used. |
| International Business Plan (20 pages) | IBP | No Exam | The International Business Plan Event involves the development of a proposal to start a new business venture in an international setting. Any type of business may be used. |
| Business Growth Plan (20 pages) | EBG | No Exam | The Business Growth Plan involves the idea generation and strategy development needed to grow an existing business. Participants in this event will analyze their current business operations and identify opportunities to grow and expand the business. 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. |
| Franchise Business Plan (20 pages) | EFB | No Exam | In the Franchise Business Plan event participants present a comprehensive business plan proposal to buy into an existing franchise, seeking to become a franchisee. This event includes the development and presentation of various aspects of a plan to form a business. It provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan. |

**MARKETING REPRESENTATIVE EVENTS - 10 PAGE INTEGRATED MARKETING CAMPAIGN OUTLINE WITH 15 MINUTE PRESENTATION**

**TEAMS OF 1-3 MEMBERS**

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| **Event** | **Event Code** | **Cluster Exam** | **Summary** |
| Integrated Marketing Campaign - Product | IMCP | Marketing | 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 | IMCS | Marketing | 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. |
| Integrated Marketing Campaign - Event | IMCE | 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. |

**PROFESSIONAL SELLING AND CONSULTING EVENTS - ORGANIZE AND PRESENT A SALES PRESENTATION OR CONSULTATION**

**15 MINUTE PRESENTATION - INDIVIDUAL EVENTS**

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| **Event** | **Event Code** | **Cluster Exam** | **Summary** |
| Financial Consulting | FCE | Finance | For 2021-2022, you will assume the role of a financial consultant. A client has scheduled a meeting with you because he/she is thinking about buying a home, but is not sure if he/she would qualify for a mortgage - and if so, what the amount of the loan would be. The client is single, is 35 years old, has an annual income of $65,000and has a $300/month car payment. The client would like you to explaining the four C’s of qualifying for a mortgage - capacity, credit, cash, and collateral - as it relates to his/her profile |
| Hospitality and Tourism Professional Selling | HTPS | Hospitality and Tourism | For 2021-2022, you will assume the role of a sales representative for a virtual running/race events company. The director of tourism of a city with a population of 150,000 is interested in learning about your company to show off all the city has to offer to potential visitors through a virtual running event. The city is surrounded by many smaller suburbs whose citizens frequent the larger city, which is vibrant, offers many nature and outdoor activities and is perfect for a long weekend getaway. Participants of the previously held in-person annual running event were from within a 50-mile radius. However, with the increasing popularity of virtual running events, the director of tourism wants to use this opportunity to host a virtual 5K that not only attracts its core base but also expands its participant base beyond the typical market. You have a meeting scheduled with the director of tourism to present your ideas and showcase how the city can leverage your company’s virtual running event products and services to bring tourism to the city. |
| Professional Selling | PSE | Marketing | For 2021-2022, you will assume the role of a sales representative for a company providing health and safety auditing and consulting solutions. The owner of a chain of convenience stores has scheduled a meeting with you because he/she is interested in having an independent, third-party verify that proper protocols are in place at all locations, help ensure compliance with local, state, and federal guidelines, and provide insight and guidance on industry best practices. He/she wants to learn about your company’s products and services and how they can contribute to ensuring a healthy and safe experience for its customers and employees. |

**ONLINE EVENTS ARE A SEPARATE CATEGORY AND ARE NOT HELD AT THE DISTRICT OR STATE LEVEL.**