

DECA QUICK REFERENCE GUIDE

Principles of Business Administration Events - 1 Role Play & Test (All take Business Administration Core Exam (except PFL))

<ul style="list-style-type: none"> • Individuals • Only 1st year members • May use non-programmable calculator for the exam 	<ul style="list-style-type: none"> • PBM Principles of Business Management & Administration • PFN Principles of Finance • PHT Principles of Hospitality & Tourism • PMK Principles of Marketing • PFL Personal Financial Literacy –exam Personal Financial Literacy 	<p>Advancement to State Leadership Conf. (based on total District Membership)</p> <p>1st Place: 1-175 members 1st & 2nd Place: 176-300 members 1st, 2nd and 3rd Place: 301-425 members 1st – 4th Place: 426 + members</p>
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Individual Series Events - 2 Role Plays and Exam

<ul style="list-style-type: none"> • Individuals • May use non-programmable calculator for the exam 	<ul style="list-style-type: none"> • ACT Accounting Applications Series <ul style="list-style-type: none"> ○ Exam – Finance • AAM Apparel & Accessories Marketing Series <ul style="list-style-type: none"> ○ Exam – Marketing • ASM Automotive Services Marketing Series <ul style="list-style-type: none"> ○ Exam – Marketing • BFS Business Finance Series <ul style="list-style-type: none"> ○ Exam – Finance • BSM Business Services Marketing Series <ul style="list-style-type: none"> ○ Exam – Marketing • FMS Food Marketing Series <ul style="list-style-type: none"> ○ Exam – Marketing • ENT Entrepreneurship <ul style="list-style-type: none"> ○ Exam - Entrepreneurship • HLM Hotel & Lodging Management Series <ul style="list-style-type: none"> ○ Exam – Hospitality & Tourism • HRM Human Resources Management Series <ul style="list-style-type: none"> ○ Exam – Business Management & Administration • MCS Marketing Communications Series <ul style="list-style-type: none"> ○ Exam – Marketing • QSRM Quick Serve Restaurant Management Series <ul style="list-style-type: none"> ○ Exam – Hospitality & Tourism • RFSM Restaurant & Food Service Management Series <ul style="list-style-type: none"> ○ Exam – Hospitality & Tourism • RMS Retail Merchandising Series <ul style="list-style-type: none"> ○ Exam – Marketing • SEM Sports & Entertainment Series <ul style="list-style-type: none"> ○ Exam – Marketing 	<p>Advancement to State Leadership Conf. (based on total District Membership)</p> <p>1st Place: 1-175 members 1st & 2nd Place: 176-300 members 1st, 2nd and 3rd Place: 301-425 members 1st – 4th Place: 426 + members</p>
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VA Only Events – 1 role play

<ul style="list-style-type: none"> • Individual • Freshmen ONLY 	<ul style="list-style-type: none"> • JI Job Interview – Job application & Role Play • SEL Selling • SM Social Media – may use electronics to demonstrate social media during role play 	<p>Advancement to State Leadership Conf. (based on total District Membership)</p> <p>1st Place: 1-175 members 1st & 2nd Place: 176-300 members 1st, 2nd and 3rd Place: 301-425 members 1st – 4th Place: 426 + members</p>
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Team Decision Making Events – 1 Case Study and Exam

<ul style="list-style-type: none"> • Teams of two • May use non-programmable calculator for the exam • See CMG for instructional areas in each event 	<ul style="list-style-type: none"> • BLTDM Business Law & Ethics Team Decision Making <ul style="list-style-type: none"> ○ Exam – Business Management & Administration • BTDM Buying & Merchandising Team Decision Making <ul style="list-style-type: none"> ○ Exam – Marketing • ENDM Entrepreneurship Team Decision Making <ul style="list-style-type: none"> ○ Exam - Entrepreneurship • FTDM Financial Services Team Decision Making <ul style="list-style-type: none"> ○ Exam – Finance • HTDM Hospitality Services Team Decision Making <ul style="list-style-type: none"> ○ Exam – Hospitality & Tourism • MTDM Marketing Management Team Decision Making <ul style="list-style-type: none"> ○ Exam – Marketing • STDM Sports & Entertainment Team Decision Making <ul style="list-style-type: none"> ○ Exam – Marketing • TTDM Travel & Tourism Team Decision Making <ul style="list-style-type: none"> ○ Exam – Hospitality & Tourism 	<p>Eligibility for SLC is based on chapter membership:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">0-25 members</td> <td style="width: 50%;">2 teams total</td> </tr> <tr> <td>26-37 members</td> <td>3 teams total</td> </tr> <tr> <td>38-50 members</td> <td>4 teams total</td> </tr> <tr> <td>51-62 members</td> <td>5 teams total</td> </tr> <tr> <td>63-75 members</td> <td>6 teams total</td> </tr> <tr> <td>76-87 members</td> <td>7 teams total</td> </tr> <tr> <td>88-100 members</td> <td>8 teams total</td> </tr> <tr> <td>101-125 members</td> <td>9 teams total</td> </tr> <tr> <td>126-150 members</td> <td>10 teams total</td> </tr> <tr> <td>151+ members</td> <td>11 teams total</td> </tr> </table> <ul style="list-style-type: none"> • The TEAM qualifies for ICDC – this event not subject to substitute moving forward 	0-25 members	2 teams total	26-37 members	3 teams total	38-50 members	4 teams total	51-62 members	5 teams total	63-75 members	6 teams total	76-87 members	7 teams total	88-100 members	8 teams total	101-125 members	9 teams total	126-150 members	10 teams total	151+ members	11 teams total
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Business Operations Research Events – 20-page written paper and presentation

<ul style="list-style-type: none"> • Team of 1-3 members 	<ul style="list-style-type: none"> • BOR Business Services Operations Research • BMOR Buying & Merchandising Operations Research • FOR Finance Operations Research • HTOR Hospitality & Tourism Operations Research • SEOR Sports & Entertainment Marketing Operations Research 	<p>Eligibility for SLC:</p> <p>Each chapter is permitted two entries per event</p> <ul style="list-style-type: none"> • SLC team qualifies to advance to ICDC – members may drop but may not add substitutes
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Project Management Events – 20-page written paper and presentation

<ul style="list-style-type: none"> • Team of 1-3 members 	<ul style="list-style-type: none"> • PMBS Business Solutions Project • PMCD Career Development Project • PMCA Community Awareness Project • PMCG Community Giving Project • PMFL Financial Literacy Project • PMSP Sales Project 	<p>Eligibility for SLC: Each chapter is permitted two entries per event</p> <ul style="list-style-type: none"> • SLC team qualifies to advance to ICDC – members may drop but may not add substitutes
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Entrepreneurship Events – all written paper and presentation – specific event requirements vary

<ul style="list-style-type: none"> • Team of 1-3 members 	<ul style="list-style-type: none"> • EIP Innovation Plan (10-page paper) • ESB Start-Up Business Plan (10-page paper) • EIB Independent Business Plan (20-page paper) • IBP International Business Plan (20-page paper) • EBG Business Growth Plan (ALL owners, 20-page paper) • EFB Franchise Business Plan (20-page paper) 	<p>Eligibility for SLC: Each chapter is permitted two entries per event</p> <ul style="list-style-type: none"> • SLC team qualifies to advance to ICDC – members may drop but may not add substitutes
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Marketing Representative Events – written paper, exam & presentation

<ul style="list-style-type: none"> • Team of 1-3 members 	<ul style="list-style-type: none"> • IMCP Integrated Marketing Campaign - Product <ul style="list-style-type: none"> ○ Exam -Marketing • IMCS Integrated Marketing Campaign - Service <ul style="list-style-type: none"> ○ Exam - Marketing • IMCE Integrated Marketing Campaign - Event <ul style="list-style-type: none"> ○ Exam - Marketing 	<p>Eligibility for SLC: Each chapter is permitted two entries per event</p> <ul style="list-style-type: none"> • SLC team qualifies to advance to ICDC – members may drop but may not add substitutes
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Professional Selling & Consulting Events – prepared sales presentation & exam

<ul style="list-style-type: none"> • Individuals • May use non-programmable calculator for the exam 	<ul style="list-style-type: none"> • FCE Financial Consulting <ul style="list-style-type: none"> ○ Exam - Finance • HTPS Hospitality & Tourism Professional Selling <ul style="list-style-type: none"> ○ Exam – Hospitality & Tourism • PSE Professional Selling <ul style="list-style-type: none"> ○ Exam - Marketing 	<p>Eligibility for SLC: Each chapter is permitted two entries per event</p>
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School Based Enterprise (SBE)

<ul style="list-style-type: none"> Teams 1-3 members SLC & ICDC include academy participation and prepared presentation 	<p>State Level Events:</p> <ul style="list-style-type: none"> Certified SBE Run SBE but not Certified Exploring SBE <p>International Level Events (for Gold Certified Chapters):</p> <ul style="list-style-type: none"> SBE – Retailing SBE – Food Operations 	<p>Eligibility:</p> <ul style="list-style-type: none"> SLC: Each chapter may send a team ICDC: Chapters that certify Gold Level <p>NOTE: Qualification for ICDC is based on certification NOT placement at SLC. First place teams at SLC may be offered leadership slots for ICDC</p>
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State Leadership Development Academy (SLDA)

<ul style="list-style-type: none"> Individuals 	<p>SLDA is recommended for underclassmen with the potential to lead the chapter in the future.</p> <p>During these tailored workshops students will select one of two tracks to follow</p>	<ul style="list-style-type: none"> Each chapter may send 1-10 members May also serve as voting delegates
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ICDC Academies – which is right for your students?

<ul style="list-style-type: none"> Individuals 	<p>Ignite (formerly Leadership Development)</p> <ul style="list-style-type: none"> Develop emerging leadership skills & ignite passion for DECA <p>Elevate (formerly Chapter Management)</p> <ul style="list-style-type: none"> Develop chapter leadership & management skills <p>Aspire (formerly Senior Management)</p> <ul style="list-style-type: none"> Leverage DECA experience for college & career – Seniors Only <p>Thrive (DECA Inc. Chapter Campaign Recognized chapters only)</p> <ul style="list-style-type: none"> Develop collaboration, communications, critical thinking skills with other high achieving chapters. 	<ul style="list-style-type: none"> All Slots in academies are by invite from VA DECA or DECA Inc. Requests can be made – see website for link to form
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