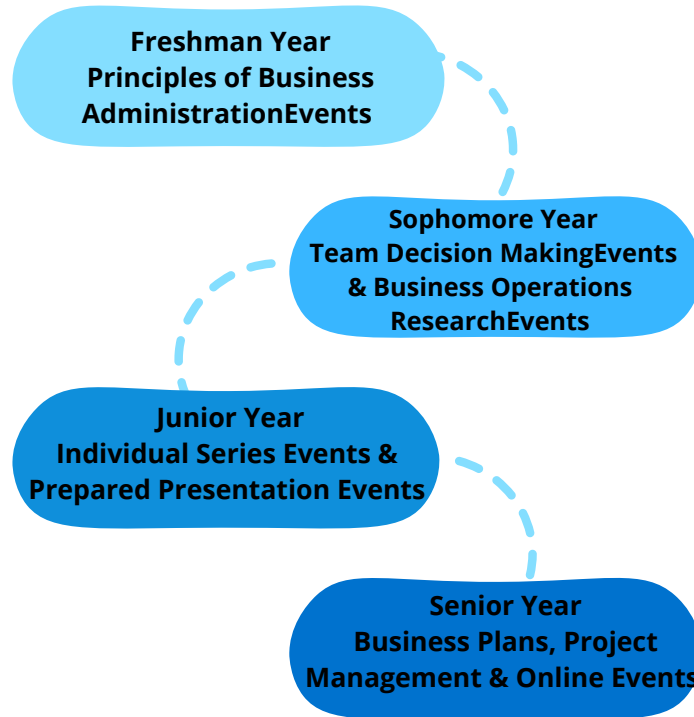


## EXPLANATION OF COMPETENCY BASED COMPETITIVE EVENTS

Current VA DECA student members are eligible for DECA's Competitive Event Program. 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 FOUR YEAR DECA MEMBER

The following model can be used to place students in appropriate competitive events.



## PERFORMANCE INDICATORS

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. The following diagram illustrates where performance indicators are used.



**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

## 2024 VA DECA SLC COMPETITION ELIGIBILITY LIST

### Category 1 - Individual Role Play Events | Begins at District Conference

Individual Series Events  
ACT | AAM | ASM | BFS | BSM | FMS | ENT | HLM | HRM |  
MCS | QSRM | RFSM | RMS | SEM

Principles Events  
\*1st Year DECA Members Only  
PBM | PFN | PHT | PMK

Personal Financial Literacy  
PFL

VA Only Events - Freshmen Only  
VA-J | VA-SEL | VA-SM

1st Place: Districts with 1-225 members  
1st & 2nd Place: Districts with 226-375 members  
1st, 2nd & 3rd Place: Districts with 376-525 members  
1st - 4th: Place Districts with 526+ members

### Category 2 - Team Decision Making Events | Begins at State Conference

\*Some Districts may opt to offer some of these events at DLC.

Team Decision Making Events  
BLTDM | BTDM | FTDM | HTDM | STDM | TTDM

Each chapter is permitted a limited number of entries:

*Based on Total Chapter Membership*  
Chapters with 0 - 10: 2 teams Total  
Chapters with 11 - 30: 3 teams Total  
Chapters with 31 - 40: 4 teams Total  
Chapters with 41 - 50: 6 teams Total  
Chapters with 51 - 70: 8 teams Total  
Chapters with 71 - 100: 10 teams Total

\*\*For every 25 additional members over 100: 1 additional team may be entered  
Chapters may decide where teams may be submitted; multiple entries in a single category are permitted.

### Category 3 - Prepared Events | Begins at State Conference

Business Operations Research Events  
BOR | BMOR | FOR | HTOR | SEOR

Entrepreneurship Events  
ENI | EIB | EBG | IBP | EFB | ESB

Project Management Events  
PMBS | PMCD | PMCA | PMCG | PMFL | PMSP

Integrated Marketing Events  
IMCE | IMCP | IMCS

Professional Selling/Consulting Events  
FCE | HTPS | PSE

*Based on Total Chapter Membership*  
Chapters with 1-50: 2 entries in each event  
Chapters with 51 - 125: 3 entries in each event  
Chapters with 126 - 225: 4 entries in each event  
Chapters with 226 - 350: 5 entries in each event  
Chapters with 350+: 6 entries in each event

### Category 4 - VA Prepared Events | Begins at State Conference

\*These events do not advance to ICDC from SLC. Leadership spots are offered to top performers in SBE-E and ELCP.

SBE-E  
SBE Exploring for chapters with out a current  
School Based Enterprise

(1) Team of 1-2 Members

SBE-C  
SBE Certified for chapters that have submitted  
their SBE Certification for the current year.

(1) Team of 1-2 Members

ELCP  
Emerging Leader Chapter Project

(1) Team of 1-3 Members

**The information on the following page summarizes DECA's competitive event program. VA DECA follows guidelines stated in the DECA Guide and on DECA.org. Please reference [www.deca.org/compete](http://www.deca.org/compete) for the most up-to-date information.**

## **EXPLANATION OF INDIVIDUAL SERIES EVENTS**

### **Description of Event(s)**

Individual Series Events are individual member events that pose business challenges with role-plays set in specialized career areas.

VA DECA's Individual Series Events effectively measure the student's proficiency in the knowledge and skills identified by occupational practitioners as essential to success in a given career. The student is given a description of a specific situation that measures skills, knowledge and attitudes in a given career. Roles in these events could be content area expert, client, customer, employee, supervisor, manager or entrepreneur.

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. Students will be asked to demonstrate and apply knowledge and skills in an occupational area.

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

Students at the district and state level will take the cluster exam associated with their event. The exam is a clusterexam (100 questions). Competitors may use the on screen calculator within the testing window during the testing portion of competition..

### **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; 10minutes to present to a judge.

## **Individual Series Events | Acronyms | Exam**

- Accounting Applications | ACT  
Finance Exam
- Apparel and Accessories Marketing | AAM  
Marketing Exam
- Automotive Services Marketing | ASM  
Marketing Exam
- Business Finance | BFS  
Finance Exam
- Business Services Marketing | BSM  
Marketing Exam
- Food Marketing | FMS  
Marketing Exam
- Entrepreneurship | ENT  
Entrepreneurship Exam
- Hotel and Lodging Management | HLM  
Hospitality and Tourism Exam
- Human Resources Management | HRM  
Business Management & Admin
- Marketing Communications | MCS  
Marketing Exam
- Quick Service Restaurant Management | QSRM  
Hospitality and Tourism Exam
- Restaurant and Food Service Management | RFSM  
Hospitality and Tourism Exam
- Retail Merchandising | RMS  
Marketing Exam
- Sports and Entertainment Marketing | SEM  
Marketing Exam

**The information on the following page summarizes DECA's competitive event program. VA DECA follows guidelines stated in the DECA Guide and on DECA.org. Please reference [www.deca.org/compete](http://www.deca.org/compete) for the most up-to-date information.**

## **EXPLANATION OF PRINCIPLES EVENTS**

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

### **Description of Event(s)**

Principles of Business Administration Events are for individual first-year DECA members. The member is asked to explain several core business concepts.

VA DECA's Principles of Business Administration Events measure the student's proficiency in those knowledge and skills identified by career practitioners as common academic and technical content across marketing, finance, hospitality, and business management and administration.

The Principles of Business Administration Events are designed for first-year DECA members who are enrolled in introductory-level principles of marketing/business courses. Advanced students with multiple course credits in this area are better served in more advanced competitive events. Students who were previously members of DECA are not eligible for these events.

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

Students at the district and state level will take the Business Administration Core Exam. The exam is 100 questions. Competitors may use the on screen calculator within the testing window during the testing portion of competition..

### **The ROLE PLAY:**

Students will perform one role-play situation 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; 10minutes to present to a judge.

## **EXPLANATION OF PERSONAL FINANCIAL LITERACY EVENT PFL**

### **Description of Event(s)**

The Personal Financial Literacy Event measures the personal finance knowledge and skills that K-12 students should possess. The Personal Financial Literacy Event is designed to measure the participant's ability to apply reliable information and systematic decision making to personal financial decisions.

VA DECA's Personal Financial Literacy Event measures the personal finance knowledge and skills that K-12 students should possess. The Personal Financial Literacy Event is designed to measure the student's ability to apply reliable information and systematic decision making to personal financial decisions.

The Personal Financial Literacy Event is designed for DECA members who are enrolled in personal finance and financial literacy courses.

Many organizations have defined "personal finance" and "financial literacy." The following, a distillation of the views of several sources, are the definitions underlying the National Standards:

*Personal finance describes the principles and methods that individuals use to acquire and manage income and assets.*

*Financial literacy is the ability to use knowledge and skills to manage one's financial resources effectively for lifetime financial security.*

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

Students at the district and state level will take the Financial Literacy Exam. The exam is 100 questions. Competitors may use the on screen calculator within the testing window during the testing portion of competition..

### **The ROLE PLAY:**

Students will perform one role-play situation 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; 10minutes to present to a judge.

**The information on the following page summarizes DECA's competitive event program. VA DECA follows guidelines stated in the DECA Guide and on DECA.org. Please reference [www.deca.org/compete](http://www.deca.org/compete) for the most up-to-date information.**

## **EXPLANATION OF VA ONLY EVENTS**

**These events are for freshmen DECA members only 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 - third place state level winners in each category may attend the International Career and Development Conference (ICDC) as Leadership Development Academy (LDA) participant.

### **EVENT DESCRIPTIONS**

**Job Interview:** Students complete a job application online and complete a job interview with a business professional (judge).

**Selling:** Students are given information about a prospective customer and item to sell to the customer in a role play situation with a judge.

**Social Media:** Students develop a social media campaign and present to a judge in a role play setting.

### **THE ROLE PLAY:**

Students will perform one role-play situation 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.

## **EXPLANATION OF TEAM DECISION MAKING EVENTS**

Team Decision Making Events challenge a team of two participants to analyze a case study in a specific career area and develop a solution.

### **Description of Event(s)**

VA DECA's Team Decision Making Events measure students' ability to analyze one or a combination of elements essential to the effective operation of a business in the specific career area. The business situation to be analyzed will be presented as a case study.

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

Each team member will be given a 100-question, multiple-choice, cluster exam. The scores will be averaged to produce a single team score.

Competitors may use the on screen calculator within the testing window during the testing portion of competition..

### **The ROLE PLAY:**

Team members will be given a decision-making case study situation involving a problem in a business in the career area.

Teams have 30 minutes to review the case study and prepare; 15 minutes to present to a judge.

### **Team Decision Events | Acronyms | Exam**

- 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

## EXPLANATION OF WRITTEN EVENTS AND PREPARED EVENTS

VA DECA's prepared events require a written project as well as a prepared presentation, and some require participants to take a career cluster exam. All of these events should be started early in the school year because of the preparation involved. See the DECA Guide for exact offerings and guidelines.

### EXPLANATION OF BUSINESS OPERATIONS

#### RESEARCH EVENTS

Business Operations Research Events challenge members to design and conduct research to present findings and a strategic plan on a topic that changes annually.

#### EVENT DETAILS

- Consists of two major parts: the written document and the oral presentation by the participants.
- Teams will be composed of one to three members of the DECA chapter.
- The body of the written entry limited to 20 numbered pages.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.

#### 2023-2024 TOPIC

The 2023-2024 topic for each career category is the development of a strategy to combat the talent challenge.

Businesses today are facing labor shortages across all industries. Participants will collaborate with a local business or organization to analyze the current process for recruiting, hiring, onboarding and retaining employees. Participants will then create and present a strategic plan to attract and retain employees.

#### EVENT LIST

##### **BUSINESS SERVICES | BOR**

Providing services to businesses on a fee or contract basis or providing services to consumers.

##### **BUYING AND MERCHANDISING | BMOR**

Getting the product into the hands of the customer through forecasting, planning, buying, displaying, selling and providing customer service.

##### **FINANCE | FOR**

Providing financial services to commercial and retail customers.

##### **HOSPITALITY AND TOURISM | HTOR**

Providing products and services related to event management, lodging, restaurant management and travel and tourism industries.

##### **SPORTS AND ENTERTAINMENT | SEOR**

Providing products, services or experiences relating 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 or products and services related to hobbies, leisure or cultural events.

### EXPLANATION OF PROJECT MANAGEMENT EVENTS

Project Management Events encourage members to use project management skills to initiate, plan, execute, monitor and control, and close a project.

#### EVENT DETAILS

- Consists of two major parts: the written document and the oral presentation by the participants.
- Teams will be composed of one to three members of the DECA chapter. All participants must present the project to the judges.
- The body of the written entry limited to 20 numbered pages.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.

#### EVENT LIST

##### **BUSINESS SOLUTIONS | PMBS**

Uses the project management process to work with a local business or organization to identify a specific problem with the current business operations and implement a solution.

##### **CAREER DEVELOPMENT | PMCD**

Uses the project management process to promote/educate the knowledge and skills needed for careers in marketing, finance, hospitality, management and entrepreneurship.

##### **COMMUNITY AWARENESS | PMCA**

Uses the project management process to raise awareness for a community issue or cause.

##### **COMMUNITY GIVING | PMCG**

Uses the project management process to raise funds or collect donations to be given to a cause/charity.

##### **FINANCIAL LITERACY | PMFL**

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.

##### **SALES PROJECT | PMSP**

Uses the project management process to raise funds for the local DECA chapter.

Please reference  
[www.deca.org/compete](http://www.deca.org/compete) for the  
most up-to-date information.

## EXPLANATION OF ENTREPRENEURSHIP EVENTS

Entrepreneurship Events allow members to explore entrepreneurship at a variety of stages.

### ***BUSINESS GROWTH PLAN | EBG***

The Business Growth Plan involves the idea generation and strategy development needed to grow an existing business. Participants in the Business Growth Plan will analyze their current business operations and identify opportunities to grow and expand the business

- All participants must be documented owners/operators of the business.
- Consists of two major parts: the written document and the oral presentation by the participants.
- Teams will be composed of one to three members of the DECA chapter. All participants must present the project to the judges.
- The body of the written entry limited to 20 numbered pages.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.

### ***FRANCHISE BUSINESS PLAN | EFB***

The purpose of the Franchise Business Plan Event is designed for participants to present a comprehensive business plan proposal to buy into an existing franchise. The participant seeks to become a franchisee.

- Consists of two major parts: the written document and the oral presentation by the participants.
- Teams will be composed of one to three members of the DECA chapter. All participants must present the project to the judges.
- The body of the written entry limited to 20 numbered pages.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.

### ***INDEPENDENT BUSINESS PLAN | EIB***

The Independent Business Plan Event involves the development of a comprehensive proposal to start a new business. Any type of business may be used.

- Consists of two major parts: the written document and the oral presentation by the participants.
- Teams will be composed of one to three members of the DECA chapter. All participants must present the project to the judges.
- The body of the written entry limited to 20 numbered pages.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.

### ***INNOVATION PLAN | EIP***

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.

- Consists of two major parts: the concept paper and the oral presentation by the participants.
- Teams will be composed of one to three members of the DECA chapter. All participants must present the project to the judges.
- The body of the written entry limited to 10 numbered pages.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.

### ***INTERNATIONAL BUSINESS PLAN | IBP***

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.

- Consists of two major parts: the written document and the oral presentation by the participants.
- Teams will be composed of one to three members of the DECA chapter. All participants must present the project to the judges.
- The body of the written entry limited to 20 numbered pages.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.

### ***START-UP BUSINESS PLAN | ESB***

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.

- Consists of two major parts: the business plan proposal and the oral presentation by the participants.
- Teams will be composed of one to three members of the DECA chapter. All participants must present the project to the judges.
- The body of the written entry limited to 10 numbered pages.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.

## EXPLANATION OF INTEGRATED MARKETING CAMPAIGN EVENTS

Integrated Marketing Campaign Events challenge members to develop an integrated marketing campaign in a specific category.

### EVENT DETAILS

- Consists of the written document, the cluster exam and the oral presentation by the participants.
- Teams will be composed of one to three members of the DECA chapter.
- Each participant will be given a 100-question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the Marketing Cluster performance indicators. In the case of team entries, the scores of each participant will be averaged to produce a single team score.
- The body of the written entry limited to 10 numbered pages.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.
- Develop an integrated marketing campaign of no more than 45 days in length for a real event, product, or service

### EVENT LIST

#### **INTEGRATED MARKETING CAMPAIGN-EVENT | IMCE**

Includes a campaign that is related to any sports and entertainment event and/or company event.

#### **INTEGRATED MARKETING CAMPAIGN-PRODUCT | IMCP**

Includes a campaign that is related to any hard/soft line retail products including e-commerce.

#### **INTEGRATED MARKETING CAMPAIGN-SERVICE | IMCS**

Includes a campaign that is related to any service or intangible product.

**Please reference  
[www.deca.org/compete](http://www.deca.org/compete) for the  
most up-to-date information.**

## EXPLANATION OF PROFESSIONAL SELLING AND CONSULTING EVENTS

Professional Selling and Consulting Events allow individual participants to demonstrate knowledge and skills needed for a career in sales or consulting.

### EVENT DETAILS

- Consists of two major parts: the cluster exam and the oral presentation.
- These events are for individual participants only.
- The participant will be given a 100-question, multiple-choice, cluster exam.
  - \*Financial Consulting Event | Finance Cluster Exam.
  - \*Hospitality and Tourism Professional Selling Event | Hospitality and Tourism Cluster Exam.
  - \*Professional Selling Event | Marketing Cluster Exam.
- The participant will organize appropriate information and present a sales presentation or provide consultation to a potential buyer or client.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.

### EVENT LIST AND SCENARIOS

#### **FINANCIAL CONSULTING | FCE**

For 2023-2024, you will assume the role of a financial consultant. A small-business client has scheduled a meeting with you because they would like to add a peer-to-peer payment platform option for their customers. The client would like you to share and explain different peer-to-peer platforms and make a recommendation that will have a positive financial impact.

#### **HOSPITALITY AND TOURISM PROFESSIONAL SELLING | HTPS**

For 2023-2024, you will assume the role of a sales manager for a glamping resort. You are meeting with the CEO of a company that is hosting a retreat for its 12 employees and their immediate families. During the meeting, you should discuss, at a minimum, the setting, accommodations, dining and activities. This meeting is very important to the CEO, who is also wanting to host an annual kick-off meeting during the retreat in a creative meeting space for only the 12 employees.

#### **PROFESSIONAL SELLING | PSE**

For 2023-2024, you will assume the role of a sales representative for a company that specializes in assisting clients with social media selling strategies. Social selling is a sales method that practices incorporating social networks into every stage of the sales process. A large part of the customer experience now takes place on social media and in more casual communication channels. You have a meeting scheduled with the owner of a local retail boutique to present the services your company can provide for expanding their company's social media selling strategies.



## EXPLANATION OF VA PREPARED EVENTS

The following events are offered by VA DECA for all chapters in the state.

### **SCHOOL BASED ENTERPRISE-EXPLORING | SBE-E**

- Intended for: Chapters 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.
- Teams will be composed of one to two members of the DECA chapter. All participants must present the project to the judges.
- Consists of the oral presentation by the participants.
- The oral presentation may be a maximum 10 minutes in length, including time for the judge's questions.

#### **EVENT KEY COMPONENTS**

*Please see guidelines for detailed information.*

- I. BUSINESS/PRODUCT/SERVICE
- II. RATIONALE AND FEASIBILITY
- III. CONCLUSION Steps to start the SBE and summary of key points

### **SCHOOL BASED ENTERPRISE-CERTIFIED | SBE-C**

- Intended for: Chapters that have certified SBEs.
- These teams will compete against each other in preparation for ICDC 2024.
- This group will compete using guidelines for ICDC competition.
- Teams will be composed of one to two members of the DECA chapter. All participants must present the project to the judges.
- Consists of the oral presentation by the participants.
- The oral presentation may be a maximum 10 minutes in length, including time for the judge's questions.

#### **EVENT TOPIC**

The topic of competition rotates each year and is based on one of the 10 business standards in the written chapter certification project. This year's topic is **Product/Service Management**. The oral presentation should explain how the school-based enterprise achieves the following performance indicators.

- Identify components of a retail image.
- Choose vendors.
- Plan merchandise assortment (e.g., styling, sizes, quantities, colors).
- Determine stock turnover.
- Plan reductions (e.g., anticipated markdowns, employee/other discounts, stock shortages).

### **EMERGING LEADER CHAPTER PROJECT | ELCP**

The Emerging Leader Chapter project provides an opportunity for VA DECA Chapters to demonstrate how their program of leadership plans and chapter activities support DECA's Guiding Principles.

Participants will demonstrate how their chapter has created opportunities for chapter members to be:

- Academically Prepared
  - Community Oriented
  - Professionally Responsible
  - Experienced Leaders
- Consists of two major parts: the concept paper and the oral presentation by the participants.
- Teams will be composed of one to three members of the DECA chapter. All participants must present the project to the judges.
  - The body of the written entry limited to 10 numbered pages.
  - The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.

#### **EVENT KEY COMPONENTS**

*Please see guidelines for detailed information.*

Written Guidelines (60)

- a. Executive Summary (10)
- b. Description of the DECA Chapter and School Community (5)
- c. Describe how chapter members demonstrated being Academically Prepared (10)
- d. Describe how chapter members demonstrate being community oriented.(10)
- e. Describe how chapter members demonstrate being professionally responsible.(10)
- f. Describe how chapter members demonstrate being experienced leaders. (10)
- g. Evaluation of school year and recommendations for next year. (5)
- h. Appendix

Presentation Guidelines (40)

- a. Opening presentation (10)
- b. Explain how chapter is academically prepared (6)
- c. Explain how chapter is community oriented (6)
- d. Explain how chapter is professionally responsible (6)
- e. Explain how chapter has experienced leaders (6)
- f. Professional Standards (appearance, poise, confidence), presentation technique, effective use of visuals, and participation of all. (6)