

**Training Plan**



30-45-minute presentation



Are you looking for an overview of DECA’s competitive events offerings? This session provides

an introduction to DECA’s competitive events, performance indicators and where to find more resources.



DECA Advisors



At the conclusion of this session, you will be able to:

* Describe DECA’s competitive events’ connection to curriculum.
* Identify categories of DECA’s competitive events.
* Locate and utilize DECA competitive events resources.



**Slide # 4 – Competitive Events Connection**

DECA’s Competitive Events Program is based on National Curriculum Standards and the Career Clusters® model. All of DECA’s competitive events also integrate 21st century skills.

National Curriculum Standards:

The National Curriculum Standards for Business Administration provide insight into what business leaders view as important to the success of employees at various levels and in various specialties. These standards define the content for the respective Career Cluster®. They inform teachers, administrators, and curriculum developers as to what should be taught. Educators, then, take the standards and determine how to deliver the content (instructional strategies) and how to design the programs and courses.

DECA’s Competitive Events Program also directly aligns with Career Clusters® and National Curriculum Standards. Each role-play and case study are developed using performance indicators which directly link to the knowledge and skill statements that comprise the Career Clusters® and National Curriculum Standards frameworks.

21st Century Skills are a series of skills and abilities that employers seek in their employees. The framework presents a holistic view of 21st century teaching and learning that combines a discrete focus on 21st century student outcomes (a blending of specific skills, content knowledge, expertise and literacies) with innovative support systems to help students master the multi-dimensional abilities required of them in the 21st century.

To succeed in today’s workplace, employees must excel in the 4Cs:

1. Critical thinking and problem solving
2. Communication
3. Collaboration
4. Creativity and innovation

DECA understands that 21st century skills are important to college and career success. DECA members develop 21st century skills through their participation in DECA activities, such as competitive events, educational conferences, corporate partner challenges, educational publications, school-based enterprises and more. Because DECA activities are usually project-based and problem-based, DECA members use high order thinking skills and develop key competencies in the areas of critical thinking and problem solving, communication, collaboration and creativity and innovation.

All DECA competitive events support the development of 21st century skills. For example, role-play events require students to be problem solvers and effective communicators. Written and prepared events require students to collaborate with local businesses and team members, identify and solve complex problems, and then clearly communicate the project to others.

DECA’s Competitive Events Program is a model for assessing 21st century skills and abilities. DECA’s team decision making and individual series events evaluate items, as judged by business professionals, specific to 21st century skills.

More Information on 21st Century Skills is available at [www.p21.org](http://www.p21.org).

**Slide # 5 – Career Cluster Diagram**

This graphic represents the Career Clusters® and National Curriculum Standards model. Provide attendees with the handout that looks similar.

Identify the following for the audience:

* The four quadrants represent the four career clusters our events fall into.
* The center of the diagram is the Business Administration Core and these performance indicators are applicable across all of DECA’s events.
* 21st Century skills are the next layer in the center of the diagram. 21st Century Skills are assessed in all of DECA’s competitive events.
* Entrepreneurship is also in the center. Entrepreneurship spans each of the four career clusters.
* Within each Career Cluster instructional areas, career pathways and applicable events are listed.

**Slide # 6 – Categories of Competitive Events**

DECA’s competitive events can be categorized as one of three different types of events:

* **Role-Play Events** – These events include a multiple-choice career cluster exam and role-play or case study with a judge. They are classified by industry and career cluster.
	+ Principles of Business Administration Events
	+ Team Decision Making Events
	+ Individual Series Events
	+ Personal Financial Literacy
* **Written and Prepared Events** – Most of DECA’s written events require a written project report submitted in an official DECA folio, as well as a prepared presentation. The Integrated Marketing Campaign and Professional Selling and Consulting Events also require participants to take a career cluster exam.
	+ Business Operations Research Events
	+ Chapter Team Events
	+ Entrepreneurship Events
	+ Integrated Marketing Campaign Events
	+ Professional Selling and Consulting Events
* **Online Events** – DECA’s online events challenge members in online business simulations. Using an online program, members compete against other members in their region from their seats in the classroom to earn an opportunity to compete at the international level.
	+ Stock Market Game
	+ Virtual Business Challenge

The following slides will cover the different types of events in each category.

**Slide # 7 – Principles of Business Administration Events**

The Principles of Business Administration Events are designed for first-year DECA members in an introductory business/marketing course.

* 1 Participant
* Business Administration Core Exam
* 1 Role-Play
* 10-minute preparation time
* 10-minute presentation time
* 4 Events
	+ Principles of Business Management and Administration
	+ Principles of Finance
	+ Principles of Hospitality and Tourism
	+ Principle of Marketing

**Slide # 8 – Team Decision Making Events**

The Team Decision Making Events are designed for teams to analyze a case study.

* 2 Participants
* Cluster Specific Exam
* 1 Case-Study
* 30-minute preparation time
* 15-minute presentation time
* 8 Events
	+ Business Law and Ethics
	+ Buying and Merchandising
	+ Entrepreneurship
	+ Financial Services
	+ Hospitality Services
	+ Marketing Management
	+ Sports and Entertainment Marketing
	+ Travel and Tourism

**Slide # 9 – Individual Series Events**

The Individual Series Events are designed for members with substantial knowledge/experience in the career area.

* 1 Participant
* Cluster Specific Exam
* 2 Role-Plays
* 10-minute preparation time
* 10-minute presentation time
* 14 Events
	+ Accounting Applications
	+ Apparel and Accessories Marketing
	+ Automotive Services Marketing
	+ Business Finance
	+ Business Services Marketing
	+ Entrepreneurship
	+ Food Marketing
	+ Hotel and Lodging Management
	+ Human Resources Management
	+ Marketing Communications
	+ Quick Serve Restaurant Management
	+ Restaurant and Food Service Management
	+ Retail Merchandising
	+ Sports and Entertainment Marketing

**Slide # 10 – Personal Financial Literacy Event**

The Personal Financial Literacy Event is designed to measure the personal finance knowledge and skills and measure the member’s ability to apply decision making to personal financial decisions.

* 1 Participant
* Financial Literacy Exam
* 1 Role-Play
* 10-minute preparation time
* 10-minute presentation time
* 1 Event
	+ Personal Financial Literacy

**Slide # 11 – Business Operations Research Events**

The Business Operations Research Events provide an opportunity for participants to demonstrate knowledge and skills needed by management personnel through the preparation of a detailed written strategic plan and presentation based on the results of a research study.

**Note:** A new topic is provided each year in the DECA Guide.

* 1-3 Participants
* 20 pages allowed
* 15-minute presentation time
* 5 Events
	+ Business Services Operations
	+ Buying and Merchandising Operations
	+ Finance Operations
	+ Hospitality and Tourism Operations
	+ Sports and Entertainment Marketing Operations

**Slide # 12 – Chapter Team Events**

The Chapter Team Events are designed as opportunities for participants to engage all chapter members in large events/projects. The events require members to plan, implement and evaluate a project in your school/community.

* 1-3 Participants
* 20 pages allowed
* 15-minute presentation time
* 6 Events
	+ Community Service Project
	+ Creative Marketing Project
	+ Entrepreneurship Promotion Project
	+ Financial Literacy Promotion Project
	+ Learn and Earn Project
	+ Public Relations Project

**Slide # 13 – Entrepreneurship Events**

The Entrepreneurship Events are designed for members interested in owning/operating their own business. The Entrepreneurship Events provide a continuum from innovation to start-up to growing an existing business.

* 1-3 Participants
* 10 or 20 pages allowed, depending on event
* 15-minute presentation time
* 6 Events
	+ Innovation Plan
	+ Start-Up Business Plan
	+ Franchising Business Plan
	+ Independent Business Plan
	+ Business Growth Plan
	+ International Business Plan

**Slide # 14 – Integrated Marketing Campaign Events**

The Integrated Marketing Campaign Events are designed to allow members to develop an integrated marketing campaign of no more than 45 days in length for a real event, product or service and present the campaign in a role-play situation.

* 1-3 Participants
* Marketing Cluster Exam
* 10 pages allowed
* 15-minute presentation time
* 3 Events
	+ Integrated Marketing Campaign—Event
	+ Integrated Marketing Campaign—Product
	+ Integrated Marketing Campaign—Service

**Slide # 15 – Professional Selling and Consulting Events**

The Professional Selling and Consulting Events are designed for members to demonstrate their selling or consulting abilities.

**Note:** New products or services are provided each year in the DECA Guide.

* 1 Participant
* Cluster Specific Exam
* 15-minute presentation time
* 3 Events
	+ Financial Consulting
	+ Hospitality and Tourism Professional Selling
	+ Professional Selling

**Slide # 16 – Online Events**

**Stock Market Game**

The Stock Market Game is designed for members to develop and manage a virtual investment portfolio of stocks, bonds and mutual funds.

**Note:** Teams qualify for ICDC through the online simulation in the fall. Teams advancing to ICDC will submit a written entry and prepare a presentation.

* 1-3 Participants
* Online Simulation
* 10 pages allowed (ICDC qualifying teams)
* 15-minute presentation time (ICDC qualifying teams)

**Virtual Business Challenge**

The Virtual Business Challenges are designed for members to operate a web-based business simulation utilizing a competition version of the Virtual Business software.

**Note:** Two qualifying rounds are offered; one in the fall and one in the winter.

* 1-3 Participants
* Online Simulation
* Events
	+ Virtual Business Challenge Accounting
	+ Virtual Business Challenge Fashion
	+ Virtual Business Challenge Hotel Management
	+ Virtual Business Challenge Personal Finance
	+ Virtual Business Challenge Restaurant
	+ Virtual Business Challenge Retail
	+ Virtual Business Challenge Sports

**Slide # 17 – Performance Indicator Lists**

* DECA’s performance indicators relate to the National Curriculum Standard Framework.
* The performance indicator lists used by DECA derive from the Business Administration Core and the four career clusters to which DECA is aligned.
* Performance indicator lists are updated annually and are available on <https://www.deca.org/high-school-programs/high-school-competitive-events/>

**Slide # 18 – DECA Exams**

DECA uses seven different cluster exams. The exams are designed with test discrimination in mind.  Tests are created for the district/regional, state/provincial, and ICDC level conferences. The DECA Exam Blueprint is available each year with a breakdown of number of questions from each instructional area.

**Slide # 19 – Understanding Tiers**

Tier 1 Business Administration Core Performance Indicators are found in PRINCIPLES OF BUSINESS ADMINISTRATION role-plays and exams, TEAM DECISION MAKING case studies and exams, INDIVIDUAL SERIES role-plays and exams, and INTEGRATED MARKETING CAMPAIGN EVENTS and PROFESSIONAL SELLING AND CONSULTING EVENTS exams.

Tier 2 Career Cluster Performance Indicators are found in TEAM DECISION MAKING case studies and exams, INDIVIDUAL SERIES role-plays and exams, and INTEGRATED MARKETING CAMPAIGN EVENTS and PROFESSIONAL SELLING AND CONSULTING EVENTS exams.

Tier 3 Pathway Performance Indicators are found in INDIVIDUAL SERIES role-plays.

**Slide # 20 – How Do You Help Members Select the Right Event?**

When assisting members in selecting the right event consider the following items:

* Career interests
* Job experience
* Match strengths to event format
	+ Are they strong test takers?
	+ Are they strong presenters?
	+ Do they prefer as much preparedness as possible?
	+ Do they work well with others?

Participants can find a flow chart to help students identify the events that are “right” on the competitive events poster sent in the chapter packet at the beginning of the school year.

**Slide # 20 – Competitive Events Sample Videos and other Resources**

Resources are available to help prepare students for competition. The DECA website provides free resources (<https://www.deca.org/high-school-programs/high-school-competitive-events/> ) including sample videos, performance indicator lists, sample written events and sample role-plays. Additional resources are available for sale through Shop DECA.



After reviewing the above information, distribute the learning activity, **Event Choice**. Break the room into groups. Allows the groups to work through the scenarios and come up with solutions. Select a different group to present an analysis of each scenario.



At the conclusion of the activity, the facilitator should:

* Remind participants DECA has a competitive event program that addresses different learning styles, learning models and interests.
* Encourage participants to continue to identify new resources that can be used to prepare for competitive events.
* Administer the module evaluation to assess understanding.



* DECA Guide
* Career Cluster Diagram
* Competitive Events Program Poster
* Sample Events
* PowerPoint and LCD Projector