

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](http://www.deca.org/compete). Please reference 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 the 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 cluster exam (100 questions). Competitors may use the on-screen calculator within the testing window during the testing portion of the 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; 10 minutes 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

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EXPLANATION OF PRINCIPLES EVENTS

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

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 has 100 questions. Competitors may use the on-screen calculator within the testing window during the testing portion of the 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; 10 minutes to present to a judge.

Principles Events Acronyms

- Principles of Business Management & Administration | PBM
- Principles of Entrepreneurship | PEN
- Principles of Finance | PFN
- Principles of Hospitality and Tourism | PHT
- Principles of Marketing | PMK

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 has 100 questions. Competitors may use the on-screen calculator within the testing window during the testing portion of the 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; 10 minutes to present to a judge.

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EXPLANATION OF VA-ONLY EVENTS

These events are for freshmen DECA members only and are currently DECA members at the state and national levels.

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) participants.

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 an item to sell to the customer in a role-play situation with a judge.

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 a 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 the 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, and 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 is limited to 20 numbered pages.
- The oral presentation may be a maximum of 15 minutes in length, including time for the judge's questions.

2024-2025 TOPIC

The 2024-2025 topic for each career category is the development of a strategic plan to enhance or introduce the use of AI in an existing business or organization. Participants will collaborate with a local business or organization to analyze current AI strategies and practices. Participants will then develop and present a strategic plan for AI usage.

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 is limited to 20 numbered pages.
- The oral presentation may be a maximum of 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 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 is limited to 20 numbered pages.
- The oral presentation may be a maximum of 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 is limited to 20 numbered pages.
- The oral presentation may be a maximum of 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 is limited to 20 numbered pages.
- The oral presentation may be a maximum of 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 is limited to 10 numbered pages.
- The oral presentation may be a maximum of 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 is limited to 20 numbered pages.
- The oral presentation may be a maximum of 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 is limited to 10 numbered pages.
- The oral presentation may be a maximum of 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 is limited to 10 numbered pages.
- The oral presentation may be a maximum of 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.

EXPLANATION OF PROFESSIONAL SELLING AND CONSULTING EVENTS

Professional Selling and Consulting Events allow individual participants to demonstrate the 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 of 15 minutes in length, including time for the judge's questions.

EVENT LIST AND SCENARIOS

FINANCIAL CONSULTING | FCE

For 2024-2025, you will assume the role of a financial consultant who works with student-athletes. A potential new client, a college-level athlete who is receiving money from NIL (name, image, and likeness) deals has scheduled a meeting with you to learn about how to get started with basic investing. The client would like you to explain different investing options to develop and build a financial portfolio.

HOSPITALITY AND TOURISM PROFESSIONAL SELLING | HTPS

For 2024-2025, you will assume the role of a sales representative for a company specializing in sustainable products. The purchasing manager for a local hotel chain has scheduled a meeting with you to learn about sustainable product options that can be integrated into any of their departments.

PROFESSIONAL SELLING | PSE

For 2024-2025 you will assume the role of a sales representative of a customer relationship management (CRM) platform. A local small business owner has scheduled a meeting with you to see the potential benefits of adding a CRM platform to reach current and potential customers. The owner wants to learn how your CRM platform will engage customers to positively influence buyer behavior, build brand loyalty, and meet the business's goals.

Please reference

www.deca.org/compete for the
most up-to-date information.

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 who are interested in starting an SBE but have not been 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 an oral presentation by the participants.
- The oral presentation may be a maximum of 10 minutes in length, including time for the judge's questions.

EVENT KEY COMPONENTS

Please see the 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 2025.
- This group will compete using guidelines for the 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 an oral presentation by the participants.
- The oral presentation may be a maximum of 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 **Market Planning**. The oral presentation should explain how the school-based enterprise achieves the following performance indicators.

- Develop customer profile.
- Conduct market analysis (market size, area, potential, etc.).
- Explain strategies for linking performance measures to financial outcomes.

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 is limited to 10 numbered pages.
- The oral presentation may be a maximum of 15 minutes in length, including time for the judge's questions.

EVENT KEY COMPONENTS

Please see the 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 the school year and recommendations for next year. (5)
- h. Appendix

Presentation Guidelines (40)

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