

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: 1-350 members</p> <p>1st & 2nd Place: 351-599 members</p> <p>1st, 2nd and 3rd Place: 600 – 849 members</p> <p>1st – 4th Place: 850 + 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: 1-350 members</p> <p>1st & 2nd Place: 351-599 members</p> <p>1st, 2nd and 3rd Place: 600 – 849 members</p> <p>1st – 4th Place: 850 + 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"> Jl 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: 1-350 members 1st & 2nd Place: 351-599 members 1st, 2nd and 3rd Place: 600 – 849 members 1st – 4th Place: 850 + 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><tr><td>0-50 members</td><td>2 teams total</td></tr><tr><td>51-75 members</td><td>3 teams total</td></tr><tr><td>76-100 members</td><td>4 teams total</td></tr><tr><td>101-125 members</td><td>5 teams total</td></tr><tr><td>126-150 members</td><td>6 teams total</td></tr><tr><td>151-175 members</td><td>7 teams total</td></tr><tr><td>176-200 members</td><td>8 teams total</td></tr><tr><td>201-250 members</td><td>9 teams total</td></tr><tr><td>251-300 members</td><td>10 teams total</td></tr><tr><td>301+ 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	0-50 members	2 teams total	51-75 members	3 teams total	76-100 members	4 teams total	101-125 members	5 teams total	126-150 members	6 teams total	151-175 members	7 teams total	176-200 members	8 teams total	201-250 members	9 teams total	251-300 members	10 teams total	301+ 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 1-2 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 1-5 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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