

AVHS

DECA

Competitive

Events

Handbook

2016-2017

Overview of DECA Competition

Table of Contents: Overview of DECA Competition

What is DECA?.....	3
Overview.....	3
CA State Officer Team.....	3
Amador DECA Officer Team.....	3
Competitive Event Overview.....	5
2016-2017 Conference dates.....	5
Choosing Events.....	5
What is a role play?.....	5
What is a written?.....	6
What is the test?.....	6
List of Events.....	6
Role Play Events.....	6
Written Events.....	7
Online Events.....	8

What is DECA?

Overview

DECA is a career technical student organization that connects classroom education, such as the Marketing and Economics of Business Ownership classes, to the real world, such as internships. Today, the organization focuses on entrepreneurship, marketing, hospitality, finance, management, and leadership.

DECA provides a unique learning and social experience that no other organization on campus can match. DECA isn't just a club, it is an organization. There is a long list of events covering many business topics where members can apply their knowledge, develop real business plans, learn to think impromptu, and communicate their ideas. Because DECA is an international organization, we travel around the country (LA, Atlanta, Orlando, Nashville) for competitions.

Amador DECA has recently been named the most successful chapter in California, due to members' competitive achievement at the regional, state, and international level. The success you have with DECA is just the beginning... your success will open doors to new opportunities and provide the tools you need to "be epic"!

CA State Officer Team

Position	Name	Chapter
State Advisor	Brycen Woodley	
State President	Moksh Jawa	Washington
VP of Northern California	Yash Desai	American
VP of Southern California	Christopher Carlsen	Valencia
VP of Communications	Lenexa Gonsalves	American
VP of Public Relations	Joel Beckwith	Valencia

Amador DECA Officer Team

Here are your 2016-2017 AV DECA officers! We have also listed the events that they have experience in. Your officers can also be found at www.avhsdeca.com/about-av-deca.html.

Position	Name	Event Specialties
<i>Upper-Level Team</i>		
Co-President	Tejasvi Desai	FLPP**, FOR*, BOR*, BSM*, PMK*
Co-President	Amanda Deng	FLPP**, FOR*, BOR*, AAM*
CFO	Jainam Giaimo	
VP of Public Relations	Alvin Chung	
Co-VP Competitive Events	Brendan Englert	
Co-VP of Competitive Events	Jennifer Zhu	FMP**, MMS, ENW, BTDM

Co-VP of Business Academy	Valerie Low	
Co-VP of Business Academy	Nitish Padavala	FOR**, BMOR, BLTDM,
Co-VP of Student Store	Grace Yu	EIP, HTPS, QSRM
Co-VP of Student Store	Gabby Oh	
VP of Administration	Anisha Dhawan	
VP of Communications	Sandhya Kalavacherla	
VP of Information Technology	Ayushi Singh	ENI, MMS, BLTDM, HTOR
<i>Student Store Officers</i>		
Operations	Gabby Oh	
Human Resources	Shanta Kurapati	
Accounting	Justin Shih	
Marketing	Aryan Barik	PMK
Advisor	Ms. Naomi Siu	

*This officer qualified for ICDC in this event

**This officer was a finalist in ICDC for this event

Competitive Event Overview

Competitors learn marketing, finance, hospitality, entrepreneurial skills in real business situations through various event formats during DECA conferences. Competitors are **required** to compete in one written and one role play event for NorCal CDC and State CDC.

2016-2017 Conference dates

Each year, we compete and participate in three major conferences.

Conference	Date	Location
NorCal Career Development Conference (NorCal CDC)	January 13-15	San Ramon
State Career Development Conference (State CDC)	March 2-5	Santa Clara
International Career Development Conference (ICDC)	April 25-30	Anaheim

Choosing Events

Some questions to think about while choosing an event.

- Would you rather work in a team event or individual event, or one of each (written/role play)?
- Is there a specific business or idea that you want to focus on? Do you have connections with any specific business? (parents working there, alumni members, customer at the business)
- Is there a particular industry or particular skills that you own which could help you stand out against competitors?

- Did I do well last year and do I want to beat your competitive success? Or did I just not click with the event and need to try something completely different. Don't give up!

Talk to an officer/manager during workshops or meetings, and ask for advice. You **MUST** compete in two events, provided that the guidelines below are followed:

Event Type	Event Category	NorCal CDC/State CDC	ICDC
Role Play Events	Principles of Business Administration Individual Series Team Decision Making	One event from each, preferably stick with the same events you competed as in Nor Cal while moving on to state.	In order to compete in ICDC in a specific event, you must place top 4 in the event at state. If you placed top 4 in both, then you will have to choose one!
Written Events	Entrepreneurship Business Operations Research Marketing Representative Professional Selling Chapter Team Events		
Online Events (Contact Anisha Dhawan if you have questions)	Stock Market Game Virtual Business Challenge	You will continue working on these. You will find out if you qualified for ICDC at state.	

What is a Role Play?

A role play is an impromptu event. You will be given a business problem or situation correlating with the industry/event you choose. You will come up with a solution in 10 (individual) or 30 minutes (team) and present this solution to the judge, and make sure you hit all roleplay PI's whether you know what they mean or not. . You will be evaluated on whether or not you hit the specific performance indicators indicated on the prompt and your answers to the questions.

What is a Written?

A written is a prepared report and presentation that details a situation and proposes a plan for a specific business or idea. You may work on a written in a team or individually depending on the event. Choose a new business, existing business, or made-up business, conduct research, and design a business plan. Most writtens have a written and a speaking component—a few also include a testing component.

What is the Test?

These tests focus on the 4 main business clusters: Marketing, Finance, Hospitality, Business Management and Administration, as well as the Business Administration Core exam which contains more general business knowledge. Many events (all role plays, few writtens) calculate the test score into your overall score. Almost all tests incorporate aspects from each cluster, so it is recommended to study all clusters. These are 100 questions and the testing period is 90 minutes. Take at least 5 practice tests before each competition, and many many more before ICDC.

There are many different types of each event—look in the “Guide to Role Plays” and “Guide to Writtens” section of the handbook to learn more about the different events and tips for competition.

List of Events

Role Play Events

Event Category	Event Name	Acronym	Participants	Test	Presentation
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Principles of Business Administration (ONLY FIRST YEAR MEMBERS)	Principles of Marketing	PMK	1	Business Administration Core Test	1 role play 10 minutes of prep time 10 minutes of presentation time
	Principles of Finance	PFN			
	Principles of Hospitality	PHT			
	Principles of Business Management and Administration	PBM			
Individual Series	Apparel and Accessories Marketing	AAM	1	Marketing Test	2 role plays 10 minutes of prep time each 10 minutes of presentation time each
	Automotive Services Marketing	ASM			
	Business Services Marketing	BSM			
	Food Marketing	FMS			
	Marketing Management	MMS			
	Retail Merchandising	RMS			
	Sports and Entertainment Marketing	SEM			
	Accounting Applications	ACT			
	Business Finance	BFS	1	Finance Test	
	Hotel and Lodging Management	HLM			
	Quick Serve Restaurant Management	QSRM			
	Restaurant and Food Service Management	RFSM			
	Human Resources Management	HRM			
					2
Buying and Merchandising	BTDM				
Marketing Communications	MTDM				
Sports and Entertainment Marketing	STDM				
	Financial Services	FTDM		Finance Test	

	Hospitality Services	HTDM		Hospitality Test	
	Travel and Tourism	TTDM		Management Test	
	Business Law and Ethics	BLTDM			

Written Events

Event Category	Event Name	Acronym	Participants	Written Entry	Presentation
Entrepreneurship	Innovation Plan Event	EIP	1-3	5 pages	15 minute presentation
	Independent Business Plan	EIB		30 pages	
	Business Growth Plan	EBG			
	International Business Plan	IBP			
	Start-Up business plan	ESB	1	11 pages	
	Franchise Business Plan	EFB		30 pages	
Business Operations Research	Business Services	BOR	1-3	30 pages	15 minute presentation
	Buying and Merchandising	BMOR			
	Finance	FOR			
	Hospitality and Tourism	HTOR			
	Sports and Entertainment	SEOR			
Chapter Team Events	Community Service Project*	CSP	1-3	30 pages	15 minute presentation
	Creative Marketing Project*	CMP			
	Entrepreneurship Promotion Project*	EPP			
	Financial Literacy Promotion Project*	FLPP			
	Learn and Earn Project*	LEP			
	Public Relations Project*	PRP			
Marketing Representative Events	Advertising Campaign	ADC	1-3	11 pages	15 minute presentation
	Fashion Merchandising Promotion Plan	FMP			
	Sports and Entertainment	SEPP			

Professional Selling Events	Professional Selling Event	PSE	1	Marketing Test	15 minute presentation
	Hospitality and Tourism Professional Selling	HTPS		Hospitality Test	
	Financial Consulting Event	FCE		Finance Test	

Online Events (Contact Anisha Dhawan for questions)

Event	Participants	Description	Dates
Virtual Business Challenge: Retail	1-3	A virtual online simulation (12 months) of running a business of your choice.	Round 1: 10/19-11/13 Round 2: 1/11-2/5
Virtual Business Challenge: Personal Finance			
Virtual Business Challenge: Sports			
Virtual Business Challenge: Restaurant			
Stock Market Game		A stock market simulation where you invest in stocks and mutual funds.	9/8-12/18

Guide

To

ROLE PLAYS

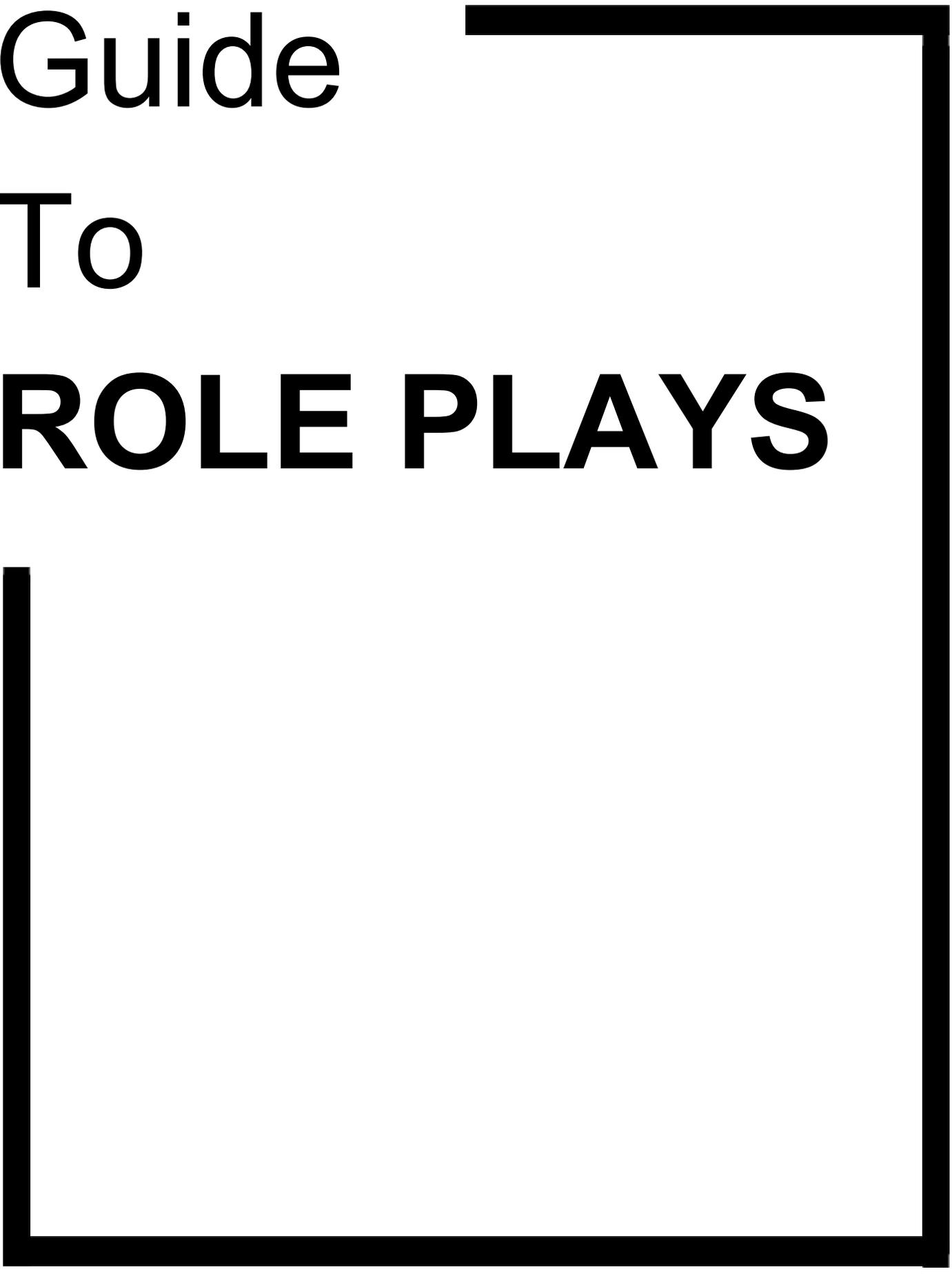


Table of Contents: Guide to Role Plays

What is a Role Play?.....	11
General Guidelines.....	11
Types of Events.....	11
Principles Events.....	11
What is a principles event?.....	11
You Should Do Principles If.....	12
List of Principles Events.....	12
Individual Series Events.....	14
What is are Individual Series Events.....	14
You Should Do Individual Series If.....	14
List of Individual Series Events.....	14
Team Decision Making Events.....	18
What is a Team Decision Making Event?.....	18
You Should Do Team Decision Making if.....	19
List of Team Decision Making Events.....	19
Personal Financial Literacy Event.....	21
What is the Personal Financial Literacy Event?.....	21
You Should do Personal Financial Literacy If.....	21
Common Topics for PFL.....	21
How to Prepare + Role Play Strategies.....	22
Before the Competition.....	22
In the Prep Room.....	22
During the Role Play.....	24
Visuals.....	25
Teamwork.....	26
How to Stand Out.....	26

What is a Role Play?

A role play is an event that requires you to think on your feet. You are given a situation in which you and the judge take on roles: you will generally be an interviewee, employee, or consultant, and the judge will be a manager or owner of a company. After a limited preparation period, you must present your solution to a judge and demonstrate your business knowledge.

Guidelines

- You are playing a role—make sure you know what positions you and your judge are acting as. Try to remain in character throughout the whole role play, unless your judge breaks character at the end to talk to you.
- The judge’s rubric consists of a series of Performance Indicators (PIs) that you are required to discuss during your role play. In addition, they will judge you on your responses to their questions and your overall professionalism and speaking skills.
- Keep track of your time with a watch—cellphones are not allowed. Try to fill up your time, but don’t go over. Usually, there will be proctors that will stop you when you go overtime, so try to conclude before they cut you off.
- Take only your id and lanyard into the room. You will be given paper and pencils. Make sure you know if you need to bring a calculator for finance role plays.
- *Arrive early and check in at least 15 minutes ahead of time*—DECA time. Make sure you know what event you are schedule for and where it is being held. Most of the time, the events will be ahead or behind schedule. Take only your ID and lanyard into the room and silence your cell phone. You will be given paper and pencils, but you will need to bring your own calculator for finance role plays.

Types of Events

There are three types of events: Principles of Business Administration Events, Individual series events, and team decision making events. The specifics of each category, as well as the events under each category are detailed below.

Principles Events

What is a Principles Event?

The Principles of Business Administration Events are entry level role play events for **first-year members only**. Competitors get the opportunity to compete in the four clusters: business management and administration, finance, hospitality and tourism, and marketing. Most Principles are interview situations, where you are an applicant to an internship/job, so perfect your introduction, conclusion, and speaking skills.

Criteria		Notes
Members	1	Must be first-year members of DECA.
Written Exam	Yes	100 question multiple-choice exam: Business Admin Cluster. 90 minutes.
Written Plan	No	
Presentation	Yes	1 role play. 10 minutes preparation time and 10 minute presentation.

If you are a first-year member who is unsure about pursuing a team-decision making event or individual series, then principles events are perfect for you! While principles events generally have lots of competitors, don't let this intimidate you, many of them are not as well prepared as you are. In a Principles role-play, you will be competing against new members just like yourself, thus making them great events for beginners.

During the preparation period, you will be given a prompt booklet with a situation, four performance indicators, a pencil, and several pieces of paper. During the this time, you are encouraged to write down all that you know about the performance indicators on the given paper and make appealing visuals that are relevant to the prompt. When finished with the preparation, you will be escorted to a judge where the interview portion of the role play will be conducted. It is important to make a good first impression with the judge by giving him or her a firm handshake and by introducing yourself. Your ability to impress the judge during the role-play will result in a high score and give you the possibility of winning.

You Should Do Principles If:

- This is your first year in DECA (you cannot compete if you have done DECA for more than one year).
- You are an effective impromptu speaker.
- You want to prepare for Series events in the future.
- You can think of answers to questions quickly.

List of Principles Events

Principles of Business Management and Administration (PBM)

The Principles of Business Management and Administration event focuses on management activities within a business such as administrative services, business information management, general management, human resources management, and operations management. In management, basic knowledge of directing a workplace and planning activities is essential. Don't be afraid to dive into the role play—even if you are unsure of the information you are saying, being confident and having an authoritative air will help you assume your given role.

Exam Core: Business Administration

Sample Content Interview:

You are to assume the role of a candidate for a position with the human resource department at Lucky Customer Service, a large customer service call center that employs over 1,000 people. In a personal interview with the director of human resources, demonstrate your understanding of human resources and effective communication skills.

Principles of Finance (PFN)

The Principles of Finance event focuses on accounting, banking services, business finance, insurance and securities, and investments. This event tends to be more technical, so it is important to have solid knowledge of financial terminology and processes. Many performance indicators can seem confusing, but don't fret—just recall what you know or use context to help address harder ones. Make sure you know the financial practices, regulations, statements, and accounting practices. Here are some frequently used financial performance indicators:

- Exchange of money: currency, function, forms of transaction, cash flow
- Financial needs: personal budget, financial records, tax
- Financial services: insurance, investment, risk management, accounting
- Legal and ethical considerations of finance

Exam Core: Business Administration

Sample Content Interview:

You are to assume the role of an applicant for a part time position in the accounting department at the Capital City School District. In a personal interview with the director of finance, demonstrate your knowledge of the role of finance in business and the importance of accounting standards.

Principles of Hospitality and Tourism (PHT)

The Principles of Hospitality and Tourism focuses on managing, operating and marketing hotels, restaurants, tourism, and travel. With hospitality, making the customer happy is necessary; make sure to emphasize this within your role play. Hospitality is all based on customer service, so your prompt will mostly be focused on communicating with customers. In the case of a customer, remember to stay cordial and professional—do not break out of your role!

Exam Core: Business Administration

Sample Content Interview:

You are to assume the role of a candidate for a position at the front desk of Top Hotel, a hotel property located on the beachfront of a busy vacation town. In a personal interview with the general manager, demonstrate your knowledge of economics, and how supply and demand affects the hotel's occupancy rate and profits.

Principles of Marketing (PMK)

The Principles of Marketing event focuses on marketing communications, marketing management, marketing research, merchandising, and professional selling. This event has a broad focus and could ask you to work with many different types of businesses. Show off your marketing knowledge and be creative! If appropriate, try to throw in some marketing terms to impress your judge. Talk about target market, develop a fake marketing plan, and consider some of these factors:

- Where is the business now?
- Where does it want to be?
- What opportunities exist in the environment?
- How will it get there?
- Who will do what?
- How will it know when it has arrived?

Exam Core: Business Administration

Sample Content Interview:

You are to assume the role of candidate for the marketing specialist position at Gear Shoes, an emerging brand of athletic footwear targeted at serious athletes. In a personal interview with the marketing director demonstrate your understanding of emotional intelligence, which personality traits are important when working in a team, and how they can create positive working relationships.

Individual Series Events

What is are Individual Series Events

Individual Series events are individual role plays that all DECA members can compete in. They go into more detail than Principles events and focus on specific industries, so it requires more in-depth knowledge about the industry and performance indicators. In these role plays, competitors are given a situation/problem which they are supposed to solve within their preparation time and present to a judge immediately afterwards. These events evaluate a competitor's ability to think creatively on the spot and communicate your ideas. They will also test your speaking skills—if you sound confident, then you will sound like you know what you are doing.

Criteria		Notes
Members	1	Based on specific industries, choose the best fit for you.
Written Exam	Yes	100 question multiple-choice exam based on specific career cluster. 90 minutes.
Written Plan	No	
Presentation	Yes	2 role plays. 10 minute preparation and 10 minute presentation for each.

You Should Do Individual Series If:

- You are a second year competitor.
- You are an effective impromptu speaker.
- You can think of answers to questions quickly.
- You are interested in one a specific industry (fashion, automobiles, etc.).

List of Individual Series Events

Accounting Applications (ACT)

In Accounting Applications, you will be asked to perform management functions and tasks focusing on the application of financial data to business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. You will need to understand the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes. Make sure you know how to calculate financial ratios.

Exam Cluster: Finance

Example Situation:

You are to assume the role of a restaurant owner in a beachside location called, ROCKING RIBS. Your partner (judge) has invested startup funds for ROCKING RIBS but knows very little about the daily operations of running a restaurant or cost accounting. Now that high season has ended and low season is starting, your partner (judge) has asked you to explain how you determine the following for low season: Appropriate number of employees using data mining, Potential risks of overscheduling employees, Potential risks of food surplus, fixed vs Variable costs. (Make sure you know how to calculate different rates using formulas)

Apparel and Accessories Marketing (AAM)

Apparel and Accessories Marketing is a good event if you are interested in the fashion industry and marketing management. You will be asked to perform marketing and management functions in retail establishments, wholesale establishments, and manufacturing firms. This simulation will revolve around the clothing and accessories industry, so you'll need to learn the basics of how these items are marketed and sold.

Exam Cluster: Marketing**Example Situation:**

You are to assume the role of marketing manager at Suzanne's Bridal, a regional chain of stores that specialize in bridal gowns, prom dresses, and other formalwear. The owner has asked you to decide what changes should be made to store mannequins so that they better represent real customers and makes them marketable to more people. Devise a plan and present your proposed changes to the owner.

Automotive Services Marketing (ASM)

Automotive Services Marketing involves marketing and management in car-related businesses like auto dealers, service stations, repair shops, and auto parts stores. Learning how these items are handled during transport and in inventory is important and you will also need a good grasp on marketing and management. If you are interested in automobile and motors, this is the event for you.

Exam Cluster: Marketing**Example Situation:**

You are to assume the role of general manager at Mac Motors, a local car dealership in a large city. With no promise of a high commission to be made, the owner has seen the sales staff grow lax and unmotivated when making sales. The owner has asked you to devise a new policy on how to compensate and motivate salespeople if the dealership eliminates commissions.

Business Finance

In the Business Finance event, you will be challenged to perform management functions and tasks focusing on high-level financial and business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for corporate planning purposes.

Exam Cluster: Finance**Example Situation:**

You are to assume the role of financial consultant for our Pictures You Walls, a photography company. The owner has asked for your analysis and recommendation regarding a customer payment method. The business accepts cash, debit or credit cards, but recently credit card merchant fees have increased. Present to the judge an analysis and recommendation concerning the costs of continuing to accept credit cards and introducing new methods of payment like PayPal and GoPayment.

Business Services Marketing (BSM)

In Business Services Marketing, you will be asked to perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis or providing services to customers. You will have to adapt to different situations and your ability handle customers and employees will be tested; sound personable and make yourself adapt to customer complaints and such.

Exam Core: Marketing

Example Situation:

You are to assume the role of a marketing consultant hired by Solutions, a company that helps small businesses with internet marketing and search engine optimization. The owner has hired you to create a market research survey to help determine current technology-based problems and challenges facing small businesses owners in the market at this time. Design the questions to be asked, data-collection methods, and techniques to track survey respondents, to figure out if clients are more interested in e-commerce advances, marketing techniques, social media, and other technology based services.

Food Marketing (FMS)

Food Marketing requires you to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms resulting in the sale of food. Know your management and marketing terms because it is based on how food relates to marketing and management, not just on food.

Exam Core: Marketing

Example Situation:

You are to assume the role of brand manager at Big Time Foods, a regional chain of supermarkets. The vice president of merchandising has decided to add a premium brand of products to be marketed as a step above the national brand. Design a name for the new premium brand, ideas for package design, three products to use in premium brand introduction, and simple in-store marketing ideas.

Hotel and Lodging Management (HLM)

Hotel and Lodging Management focuses on marketing and management functions and tasks in hotels, motels, lodging services, convention services (ex. trade shows and exhibitions), and food and beverage services. Make sure you know information and statistics about hotels and how they are run. Most are about how to deal with restaurants in a hotel or how to deal with spontaneous situations to increase stars for a hotel.

Exam Core: Hospitality and Tourism

Example Situation:

You are to assume the role of front desk manager for Capital City Suites, a locally owned and managed hotel property in a large metropolitan area. Oftentimes travelers take early flights to reach their destination and guests are left with hours until the official check-in time. The general manager has asked you to create a list of services that the hotel could provide to waiting guests to go above and beyond normal customer service.

Human Resources Management (HRM)

Human Resources Management focuses on management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training. This cluster requires a broader knowledge of business and generally deals with communication and resolving workplace conflict.

Exam core: Business Management and Administration

Example Situation:

You are to assume the role of human resources manager at Unlimited, a large advertising firm. The staffing situation is unique in that there are teams and team managers from multiple generations. The company president has asked you to put together a presentation for team managers that details the diverse work environment, how to recognize and reconcile differences and how to make diversity more valuable to the team.

Marketing Management (MMS)

Marketing Management focuses on marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment. It is usually a general business situation where you can be anything from a client to an employee, supervisor, manager, or entrepreneur. This is a competitive event, and if you plan to do this event, know your marketing terms very well.

Exam Core: Marketing

Example Situation:

You are to assume the role of marketing specialist at Cut Away, a chain of discount hair salons. The marketing director has received approval from the CEO to adjust the prices for services. The judge has asked you to decide new pricing for Cut Away services, keeping in mind that the economy is currently unsteady. The director also wants you to consider how often prices should be analyzed and increased, as well as a brief outline on how a frequent customer rewards program would work.

Quick Serve Restaurant Management (QSRM)

Quick Serve Restaurant Management deals with marketing and management functions in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the fast food restaurants. Since people generally have knowledge about food, make sure you know specifics to dealing with restaurants and stats relating to general restaurants as well.

Exam Core: Hospitality and Tourism

Example Situation:

You are to assume the role of general manager of a local Coffee Break, a coffeehouse chain. As a part of a promotion, when a customer reaches 50 points, a free drink is awarded. You have noticed that certain employees have not been following the promotion rules and have been giving a large size rather than a medium to loyal, regular customers and friends. You have asked to meet with an employee (judge) who is guilty of awarding upgraded drinks and provide a response to the infraction, remind him of the rules, and give suggestions on how to communicate the promotion rules to customers.

Restaurant and Food Service management (RFSM)

Food Service Management involves full-service restaurants instead of fast food restaurants. Know the unique differences among these types of restaurants as well as marketing and management knowledge.

Exam Core: Hospitality and Tourism

Example Situation:

You are to assume the role of general manager for Antonio & Sons, a locally owned upscale restaurant in a large city. Mother's Day is fast approaching, which means an increase in dining traffic. The owner has asked you to recommend changes or modifications that would need to be made to ensure success and impress new guests. Design a plan addressing hours of operation, additions to the menu for family dining, and putting the focus on mothers.

Retail Merchandising (RMS)

Retail Merchandising involves marketing and management functions that can be applied in any retail establishment. It is important to know different components of merchandising: how goods are bought and sold, how to determine pricing, how market to an audience, and how products are presented in retail outlets.

Exam Core: Marketing**Example Situation:**

You are to assume the role of public relations manager at Forward, the third largest discount retailer in the United States. Last night, it was discovered that hackers stole credit card data and personal information from Forward store credit card holders using a malicious computer code. In the last five days, millions of dollars have been taken from their personal accounts. The CEO has asked you to determine the immediate steps that need to be taken to inform Forward credit card users of the security breach and determine what steps can be taken to demonstrate superior customer relations management.

Sports and Entertainment Marketing (SEM)

Sports and Entertainment Marketing focuses on marketing and management functions related to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses focused on satisfying the desire to make productive or enjoyable use of leisure time.

Exam Core: Marketing**Example Situation:**

You are to assume the role of the producer of the hit television sitcom *Relativity*. Recently, the network manager was approached by the advertising executives for TechKing. In exchange for product placement, TechKing would triple their advertising dollars, an extremely lucrative deal. The network manager feels the money would help the show improve, but could negatively impact the integrity of the show. He has asked you to analyze the pros and cons of incorporating product placement into the television show and make a recommendation.

Team Decision Making Events*What is a Team Decision Making Event?*

In a Team Decision Making Event, you are given a business situation in which you have to develop a plan or solution. You and a partner will take on the roles detailed in the role play, and present to a judge who generally represents your boss. This event requires you to think on your feet, be creative, and work well with a partner. Make sure you keep track of your partner and that they are constantly studying for tests because their score gets averaged with yours.

Criteria		Notes
Members	2	Make sure you work with a partner who is just as dedicated as you are.
Written Exam	Yes	100 question multiple-choice exam on your cluster core. 90 minutes.
Written Plan	No	
Presentation	Yes	1 case study. 30 minute preparation time and 15 minute presentation.

You Should Do Team Decision Making if:

- You like to work in a team.
- You have a partner you work well with.
- You are interested in a specific industry.
- You need more prep time to develop your ideas and visuals.

List of Team Decision Making Events**Business Law and Ethics (BLTDM)**

Business Law and Ethics focuses on US laws, contracts, product liability, employment, and types of business ownership. The ethics component involves evaluating competing social values that may reasonably be argued from either side. You will need to be able to recognize and devise a solution for unethical business practices.

Exam Core: Business Management and Administration

Example Situation:

You are to assume the roles of public relations managers at the central office of Bubba's Auto Repair and Service. Bubba's wants all of their customers to be treated with respect, so the director of marketing has asked your team to develop an easy to understand presentation about branding that provides a full understanding of business ethics, and to propose a plan on how they can evaluate their individual stores to ensure the company standards are followed.

Buying and Merchandising (BTDM)

Buying and Merchandising deals with getting the product into the hands of the customer, and focuses on forecasting, planning, buying displaying, selling, and providing customer service. You will be working with different businesses and covering different steps in the merchandising process.

Exam Core: Marketing

Example Situation:

You are to assume the roles of directors of merchandising at Navigate, an American motorcycle manufacturer. The CEO would like to add merchandise that will bring customers in, even if not buying a motorcycle. Create a presentation detailing three products that they can sell in showrooms, how the merchandise targets customers, ideas for marketing strategies, and how the merchandise will build brand loyalty.

Financial Services (FTDM)

Financial Services focuses on services offered in the finance industry and by financial institutions. Concepts include understanding the source and purpose of financial statements, the impact of management decision on statements, and the analysis and interpretation of data for planning purposes.

Exam Core: Finance

Example Situation:

You are to assume the roles of training specialists for LOVE FINANCIAL CREDIT UNION. The company has decided to hire ten bank tellers who have recently graduated from a local high school finance academy. The training manager (judge) has asked you to put together an overview of finance before conducting the actual training.

Hospitality Services (HTDM)

Hospitality Services focuses on marketing and management functions that can be applied in hotels, lodging services, convention services, and food and beverage services. This event has more emphasis on service rather than products, so the key is customer satisfaction.

Exam Core: Hospitality and Tourism

Example Situation:

You are to assume the roles of directors of marketing at Crosswire Incorporated, a company that manages hotel properties across the country. The theme for its international travel campaign is “Discover America”. The CEO has asked your team to develop a social media promotion plan that will attract international tourists to Crosswire properties.

Marketing Communications (MTDM)

If you are planning to do this event, focus on your confidence and how well you SELL a product. Marketing Communications are marketing functions that inform, remind, and persuade a target market of ideas, experiences, goods, services, and images. It is all about how well you can solve a public image or advertising problem.

Exam Core: Marketing

Example Situation:

You are to assume the roles of marketing specialists for Five Banners Amusement Park, a corporation that manages amusement parks around the country. The CEO has asked you to create a new marketing communications promotional campaign that will calm the public’s fear after three injuries at the parks.

Sports and Entertainment (STDM)

Sports and entertainment marketing includes marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment used for recreational or sporting purposes, and products and services related to cultural events.

Exam Core: Marketing

Example Situation:

You are to assume the roles of assistant managers at GATEWAY THEATER, a franchised movie theater located in a city of 125,000. The general manager (judge) has asked you to determine which movies to show and the number of screens to use during the theater’s first week of operation.

Travel and Tourism (TTDM)

Travel and Tourism deals with marketing and management functions that can be applied in enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours, or acting as independent ticket agencies. It often involves creating a marketing plan for a travel business.

Exam Core: Hospitality and Tourism

Example Situation:

You are to assume the roles of directors of marketing at City Regional Airport, a city-owned public use airport. The executive director has asked you to create a promotional plan for the airport, including target market, marketing tools/strategies, communication channels, and length of promotion.

Personal Financial Literacy Event

What is the Personal Financial Literacy Event?

The Personal Financial Literacy Event measures your ability to apply reliable information and systematic decision making to personal financial decisions. Personal finance is defined as the principles and methods that individuals use to acquire and manage income and assets, and financial literacy is the ability to use knowledge and skills to manage one's financial resources effectively for lifetime financial security.

Criteria		Notes
Members	1	Mini-awards will be presented for individual test scores.
Written Exam	Yes	100 question multiple-choice finance core exam. 90 minutes.
Written Plan	No	
Presentation	Yes	1 interview. 10 minute preparation, 10 minute presentation.

You Should do Personal Financial Literacy If:

- You know a lot of information about finance.
- You are good at speaking on the spot and answering questions.
- You work well as an individual.

Common Topics for PFL:

- Spending and saving
- credit and ebt
- employment and income
- investing
- risk and insurance
- financial decision making

Sample Event:

You are to assume the role of a college student moving out of the dormitories and into your first apartment off-campus. The rent at the apartment is too expensive for you to afford on your own, so you have decided to advertise for a roommate through the campus website. A potential roommate (judge) will be meeting with you to discuss the rent and other financial expectations for the living arrangement.

How to Prepare + Role Play Strategies

Before the Competition

How to Prepare

- Study for the test. The test is 1/3 of your score, so it is extremely important. It is enough to help you qualify, even if you did not have a great role play. Refer to the testing section of the handbook for specific strategies on how to prepare for the test.
- Study performance indicators. It is not enough to just be good speaker—you also need to know the information. Practice explaining each one. The performance indicators for your event can be found online, but not all of these are relevant to your event. In the performance indicators section of the handbook, we have compiled the most common performance indicators for each event/cluster.
- Study your industry. In your role play, it is good to know specific facts such as pricing, specific businesses in your industry, specific statistics, and current events. Referring to these in your role play will show a deeper understanding of the business.
- Practice! Schedule regular sessions to practice taking tests or performing role plays. Practice will help you develop speaking fluency and on the spot thinking. Practice with your friends, your officers, and other people that have knowledge of DECA or the business industry.

For individual events you have 10 minutes, and for team events, you have 30 minutes. Make sure you use your time wisely! If you have a partner, split up the work. Read the full situation first, then work on preparing your notes. Write keywords and brief notes to save time, not long sentences. During this time, you can also make any visuals that you need. Think outside the box and try to find a unique solution to the problem. Don't be afraid to take risks in your proposal.

Setting Up Your Notes

There are many formats to set up your notes. Remember, you are not allowed to bring the situation sheet into your presentation. The important information to note down includes:

- Your role
- Judge's role
- Business's name and purpose
- Introduction: opening statement, summary of the situation
- Performance indicators
- Other important information/statistics
- Concluding statements: final summary of the situation, conclusion, closing the sale
- In a team role play, label who is saying what part. Practice transitions, check for understanding, and make sure both of you are speaking an equal amount of time.

One template is shown: box method

<p>Your role:</p> <p>The judge's role:</p> <p>Company name:</p> <p>Product/service:</p> <p>Other important information/names</p>	<p>Introduction:</p> <p>Greet the judge, ask to sit down, and thank them for their time.</p> <p>Background info, description of the business, SWOT analysis, demographics, target market, important facts, numbers, and other info about the situation.</p> <p>Remember, role plays go from general to specific. Start with a quick overview of your presentation.</p>
<p>Performance indicator #1:</p> <p>Make sure you are clear about what PI you are currently discussing, as it will be easier for the judge to follow. It is a good idea to use the exact wording.</p> <p>Remember for each PI:</p> <ol style="list-style-type: none"> 1) Define 2) Example 3) Connect to the situation 	<p>Performance indicator #2:</p> <p>Use visuals whenever you can. It makes it easier for the judge to understand what you are saying</p> <p>Examples:</p> <ol style="list-style-type: none"> 1) Charts 2) Graphs 3) Flow charts 4) Diagrams 5) Outlines
<p>Performance indicator #3:</p> <p>Your judge may get bored, so it is imperative that you keep the presentation interesting and engaging.</p> <p>Some ideas:</p> <ol style="list-style-type: none"> 1) Discuss real companies/current events 2) Use statistics and survey results 3) Ask your judge questions 4) Use interesting visuals and acronyms 5) Lean in and speak with enthusiasm 	<p>Performance indicator #4:</p> <p>Different types of role plays will have different numbers of performance indicators. Adjust the outline accordingly, and DO NOT skip a performance indicator. If you do not know what a performance indicator means, just keep talking and act confident. Just do the best you can to define it and tie in related concepts—if you're lucky, your judge won't listen too carefully.</p>
<p>Performance indicator #5:</p> <p>Remember, there is a 10 minute time limit. Divide your time up well and work efficiently. Do practice role plays to get a feel for the time restraint.</p> <p>Even though you are rushed, remember to write neatly. Your notes are useless if they are illegible. It is better to write just a few key phrases—you want to maintain eye contact with the judge.</p>	<p>Conclusion:</p> <p>Brief summary of plan, the long and short term effects of the plan, and a memorable conclusion, if possible.</p> <p>Don't forget to ask the judge if they have any questions and to close the sale as you are leaving!</p>

During the Role Play

Introduction

- Give a strong handshake but not too strong with two pumps. Make sure your intro runs smooth. “Hi my name is _____, and I am the _____ of this company.” Knowing your role going into the roleplay will help you make a good first impression and boost your confidence
- Have good posture by using the 2 inch rule, always be 2 inches near your chair, but make sure it is comfortable for you also.
- Smile, but also control your emotions according to situation throughout roleplay. Make eye contact with your judge immediately, but throughout make sure it is not awkward. If you have a team mate nod and listen.
- Tell them you are excited to meet them and share ideas. Treat them like a real person but also stay in character. The judge is told to stay in their own roles.

Situation Analysis

- Start off your presentation with a brief summary of the situation, the business, and the problem.
- One way to do this is using a SWOT analysis (strengths, weaknesses, opportunities, and threats).

Solutions

- Be creative with your solutions. This is where you can stand out.
- Take the first idea that pops into your head, then throw it out. Chances are everyone else thought of that too.
- Use slogans, acronyms, and other materials to make your plan interesting and easy to understand.
- Interact with your judge. Try to get responses or reactions from them. It makes you stand out.
- Be enthusiastic, show energy, and commit to your role. Sell your ideas!

Performance Indicators (PIs)

Performance Indicators are on the rubric of your role play. You are scored based on how well the judge thinks you defined, created an example, connected, and went above and beyond on your roleplay. There are four steps that you should follow in addressing each PI:

DEFINE THE PI > EXAMPLE > CONNECT > ABOVE AND BEYOND

- They are listed on the role play sheet. Individual role plays usually have about 5, and team role plays usually have 6 or 7, principles have 4
- Make sure you address all of them in your presentation. Even if you don't know what it means, make sure you read the PI and try to explain it.
- It's always better to explain too much than not enough, and use keywords to make it obvious which
- For the connect component, connect the PI back to the roleplay and situation. Your roleplay will make NO SENSE if you do not do this step.
- To go above and beyond, connect the PI/prompt to the real business world. You can use current events, statistics, surveys, and reference specific businesses/business professionals.
- You can make up statistics, as long as they sound reasonable.
- The more knowledgeable and professional you seem in general, the higher your PI scores often are.

Conclusion

- Summarize and repeat the main points of your solution and performance indicators. The judge will know you hit the PIs if you do this step.
- Make sure to mention the effect of your plan. Include short-term and long-term effects but be realistic also. Judges know if some effects may seem reasonable.
- Thank the judge for listening to your ideas, and some judges may ask questions or say they have none. However if they do not, ask if they have any questions.

Answering Questions

The role play doesn't end when you finish your presentation—questions are also very important.

- Make sure you understand the question, and if you don't, don't be afraid to ask the judge to repeat the question.
- Repeat or rephrase the question while answering to directly answer the question. Judges find a big problem when members don't answer the question. However, if you really don't know the answer, chances are you are on the right path so speak confidently.
- As with PIs, connect the question back to the prompt.
- Ask for clarification if you need it.

Closing the Sale

This is your chance to make a good lasting impression on your judge.

- After questions, close the sale by handing the judge a business card and asking for a follow up meeting, and maintain business composure.
- Example: "Thank you so much for meeting with me today. I would love to discuss these ideas further—could we set up a follow up meeting next Tuesday at 9?"
- Smile, give a firm handshake, and leave your prep materials with the judge. it's not over until you completely leave the room.
- Leave all prep room materials with the judge.
- Remember, you are playing a role. Sell it!

Visuals

Visuals can really enhance a presentation and make you stand out. Some examples are:

- A presentation outline
- Powerpoint slides for each performance indicator
- Flyers, logos, and slogans for the business
- Pamphlets, booklets, contracts
- Diagrams of the product/service
- Graphs and charts to illustrate trends
- Acronyms
- Infographics
- Business cards

Remember, the information you put on your visuals doesn't necessarily have to be true, it just has to seem realistic. When it comes to visuals, don't make visuals just for the sake of having visuals. Make sure they are useful, not overwhelming, and flow with the presentation. Nevertheless, try to incorporate at least a few visuals because that automatically sets you apart from the competitors that didn't.

Teamwork

Plan out your teamwork with your partner before the competition. Remember, you should both be speaking for similar amounts of time. Switch off talking about performance indicators and questions. Be patient and listen to your partner so you don't interrupt them and you can add on to their ideas. You want it to seem natural, as if you had days to prepare this presentation.

How to Stand Out

As the competition gets tougher with every single year, sometimes being the most knowledgeable about your subject and saying everything you know about your PIs during your role plays aren't enough to win. Your judge is probably listening to over 20 role plays a day, which may get monotonous after a while. If your ideas are similar to another's who presented before you, it is unlikely that you are going to stand out and score higher. Therefore, it is important to think outside of the box to solve the problems presented to you. To win, you have to be strong all around: good test score, solid business knowledge and terminology, creative ideas, confident speaking skills, and a memorable presentation.

Here are ways to differentiate yourself:

- Draw plenty of diagrams, graphs, and tables for the judge
- Exude personality and confidence
- Interact with your judge
- Use creative, innovative solutions
- Incorporate relevant, real-world business knowledge

Go to the Testing and Performance Indicators study guides for more detailed information on how to master these two important components of the role play!

Guide

To

WRITTENS

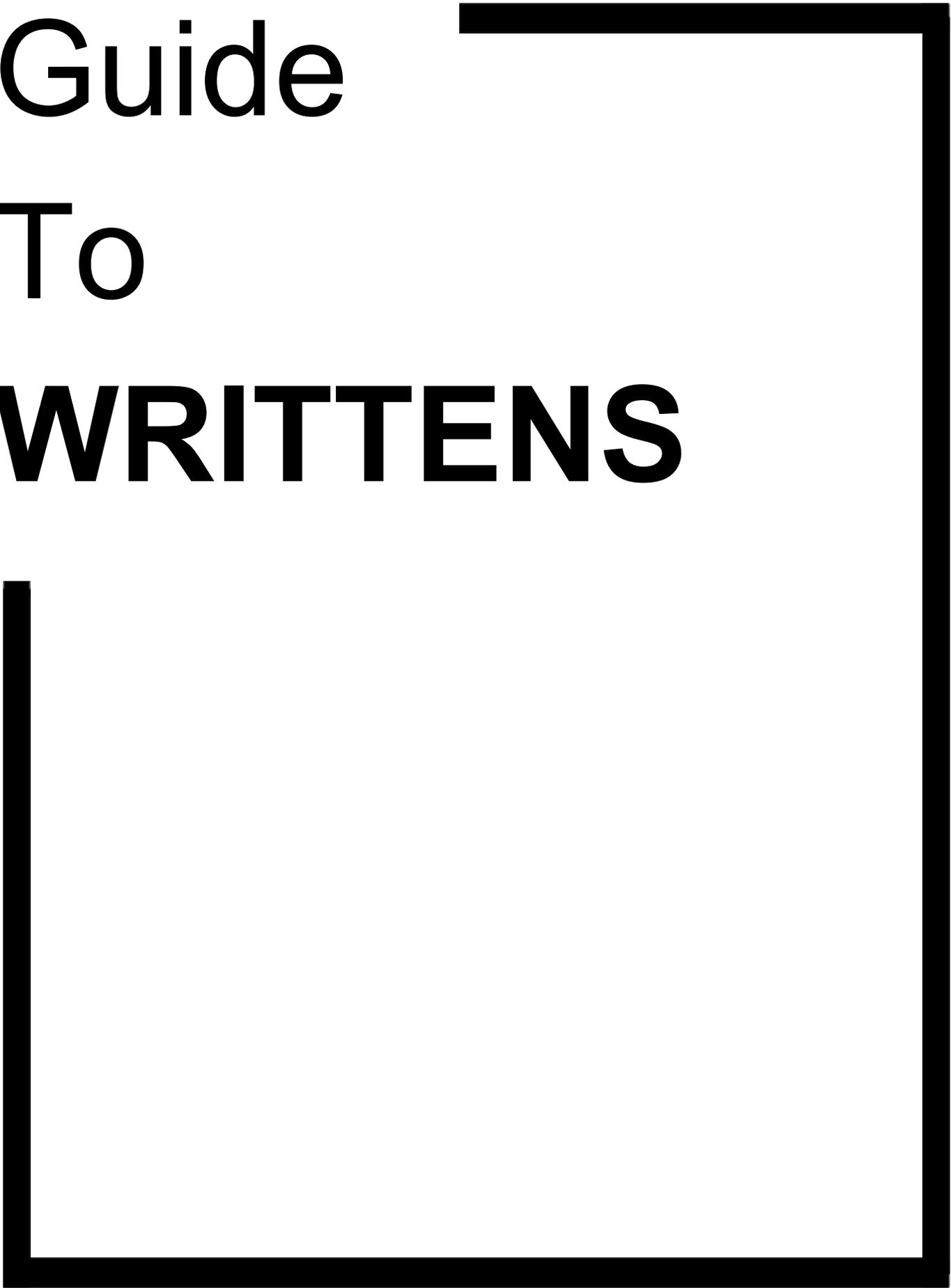


Table of Contents: Guide to Writtens

What is a Written?.....	29
Types of Events.....	29
General Strategies for Writtens.....	29
The Business Idea.....	29
Business Plan Guidelines.....	30
Business Presentation Guidelines.....	30
Operations Research Events.....	30
What are Operations Research Events?.....	30
2016-2017 Operations Research Theme.....	31
The Different Events.....	31
Getting Started.....	31
Written Plan Structure.....	32
Tips for Conducting Research.....	34
Entrepreneurship Events.....	35
What are Entrepreneurship Events?.....	35
The Different Events.....	35
Event Specifics.....	35
Written Plan Structure.....	37
Marketing Representative Events.....	38
What are Marketing Representative Events?.....	38
The Different Events.....	38
Written Plan Structure.....	38
Professional Selling and Consulting Events.....	42
What are Professional Selling and Consulting Events?.....	42
Is Professional Selling Right for you?.....	42
2016-2017 Event Topics.....	43
Professional Selling and Consulting Event Tips.....	43

What is a Written?

DECA's written events all include a written entry component, which makes them different from role play events. Additionally, the written business plan, visual, and presentation are prepared before competition. These events allow you lots of time to be creative and detailed with your plans. In general, the judge is an owner/investor and you are selling them in your business plan.

Types of Events

Event type	Description
Operations Research Events	These events require you to research a business and then propose a plan to address a theme that is announced every year. There is a 30 page written and a 15 minute presentation.
Entrepreneurship Events	These events deal with many different types of entrepreneurship. Each event has different requirements but they include a written and presentation portion.
Marketing Representative Events	These events require you to choose a company then create a promotion plan for that company. There is an 11 page written, 15 minute presentation, and the marketing cluster exam.
Professional Selling and Consulting Events	These events ask you to sell a product to your judge, according to the theme which changes yearly. There is not written portion, but they still require preparation in the form of a 15 minute presentation and props.

General Strategies for Writtens

BUSINESS IDEA > BUSINESS PLAN > BUSINESS PRESENTATION

Work in this order to develop a cohesive written.

The Business Idea

When developing a business idea, ask yourself these questions:

- Is it realistic?
- Is it viable?
- Is there a need/market for my product?
- How will it improve the existing company?
- Why does it separate the company from competitors?
- Does it fully solve all issues brought up by the prompt?
- How can it be implemented?
- Who will buy my product/service?
- What is the budget? Is the time period practical?
- How am I gaining revenue from it?
- How can I make my product trademarked?
- What is the before and after from obtaining the product/plan?
- Is it creative yet professional?

To help you during the creative process, look for new technological advancements in current events and news and figure out ways to implement such into personal problems. Jot down anything that comes to mind for many days and cross out weaker ideas to see what you can work with.

Business Plan Guidelines

- Don't procrastinate, start ASAP and create a project calendar with personal due dates.
- Research and ask for advice from the internet, close family, and even industry professionals (email).
- Make sure the layout of the plan is easy to follow and looks professional with plenty of visuals
- Be clear and concise using industry terms where appropriate, not where they sound fancy
- The executive summary is the main section the judge looks at. It should be clear, concise, yet detailed.
- Make sure you have solid research to back up your plan, from primary and secondary sources.
- Use reliable and believable statistics. These can then be translated into charts and graphs, which makes it easier for your judge to visualize and understand your analysis.
- Be creative and think outside of the box, but make sure your plan is still reasonable.
- Have a theme that ties your whole presentation together. This can be represented with a motto, slogan, a graphic, or acronym.
- Your plan should emphasize your UVP, or unique value proposition. This is a statement that highlights the primary reason someone should buy from you. It should: explain how it solves customers' problems, delivers specific benefits, and tells them why they should buy from you and not the competition.
- Remember to consider the long and short term effects of your plan. The ultimate goal is to improve your business and to sell the idea to your judge. Ask yourself: How does this improve the business?
- Follow all official guidelines put out by DECA! Penalty points are a quick way from 1st to last place.
- Make your plan look sleek in terms of graphics, text, organization, tables, etc, to appeal to your judges. Be sure to be consistent—pick a color scheme and stick with it!
- Use formal language that can still be understood.

Business Presentation Guidelines

- Do not make your presentation on the spot. Create one early on and practice, adjusting as you go.
- Your presentation should be sleek and unique (stand out from competitors and bring extra info not possible to write in report).
 - Do not use the regular, boring PPT template. Make your own or find one on Google.
 - A visual means using visuals and not words. It allows you to show trends and convey the plan beyond plain text.
- Tie your plan under a cohesive theme, including similar colors and visual graphics.
- When the judge asks questions, make sure last slide links to any slide so it will be easy to go back.
- Directly interact with your judge as you would any person (jokes, smile, questions).
- Rehearse until you can present even without the help of a PowerPoint but don't memorize word for word. Stay within the time limit, and if you are in a team, make the flow of the speech even and smooth. Judges do grade you on coordination. Take turns—it shows more coordination and flexibility.
- Think of any future consequences and anticipate your judges questions.
- Let everyone talk for an equal amount of time and make sure everyone answers the judge's questions.
- Be enthusiastic and believable: the judges want to hear YOUR passion for YOUR idea
- Based on your plan, make sure there is something unique that allows the judge to remember you.

Operations Research Events

What are Operations Research Events?

In an Operations Research event, you pick a business, research the business environment and the business specifically, analyze the research to draw conclusions, then create a business plan and a budget to address the yearly theme and the problems identified in the research study.

# Participants	Written Plan	Presentation	Testing
1-3	30 pages; 60% of final score	Presentation and questions: 15 min 40% of final score	No test

2017 Operations Research Theme

The 2017 topic for each career category is the development or enhancement of a social, local, mobile (SoLoMo) strategy. Participants will collaborate with a local business or organization to analyze current promotional strategies and practices and then develop and present a strategic plan to improve or implement social, local, mobile strategies and practices.

The Different Events

Note: Each event has its own specific guidelines which can be found on the official DECA website.

Name	Acronym	Content	Notes
Business Services	BOR	human resources, information technology, and/or personal and contracted business services	1-3 people
Buying and Merchandising	BMOR	retail or wholesale businesses that provide consumer goods	1-3 people
Finance	FOR	banks, credit unions, accounting firms, investment-related companies, and other financial businesses	1-3 people
Hospitality and Tourism	HTOR	hotels, restaurants, and other tourism-related businesses	1-3 people
Sports and Entertainment Marketing	SEOR	businesses that provide sporting and/or entertainment events, including sports teams.	1-3 people

Getting Started:

- 1) When choosing a business, make sure there are problems within the theme of the year to fix before conducting full-on research and analysis. You want to choose a business you can improve.
- 1) Survey the customers to understand more insight from many perspectives on the main problem you are targeting.
- 2) Find a target market with which to conduct surveys and create promotion plans.
- 3) Research similar companies to see what plans they are using. You want to be creative, but they can serve as a source of inspiration and can boost your plan.

- 4) Check to see if ideas meet the criteria of the theme
 - Does it increase the amount of customers?
 - Is it creative yet not too much that it is not feasible?
 - Does it work?
 - Do you have factual statistics to support such claims?
 - Would the changes garner a positive response, how to implement in a streamlined approach?
- 5) Ask the officers for feedback.

Written Plan Structure

Here is an outline you can follow to write your written, make sure you follow the official guidelines exactly and carefully. For examples, look on the sample next to your event on www.deca.org.

- The Title Page

This page should be visually appealing, yet professional. It catches the judge's attention. For examples:

Required	Optional
Name of competitive event	One relevant graphic to your plan
Name of your high school	Email (create an email relevant to your company)
Name of participants	Fax and Phone numbers (don't need to be real)
School Address: 1155 Santa Rita Rd, Pleasanton, CA	Address (actual company address if possible)
Name of your DECA Chapter: Amador Valley DECA	
Date: use the date you arrive at the conference	

- Table of Contents

Use the TOC given in the guidelines. Remember to match page numbers to avoid penalty points.

- The Executive Summary

This is the page that will have the greatest impact on your judges, so make it as professional as possible because it summarizes what your whole plan is about. It gives the judge a first impression of your plan, professionalism, and ideas to the judge. Your executive summary should give a brief overview of the parts of the plan including the budget, target market, key promotional components and research methods, and some rationale behind it all. This is a three-page summary of the who, what, when, where, why, and how of your plan. Separate each section with a heading and make it organized for easy reading, making sure all is single-spaced.

Write this last! Cover everything else in your plan before coming back to write this. The maximum length is 3 pages.

- Introduction

This section allows you to introduce the key basics of the business and main points of your business plan. The introduction should not be too long and should focus on the business details that closely affect the theme. The general introduction should include: economic, demographic, geographic, and socioeconomic factors. Make sure to add the competitive advantage/specialty and the brand image in the area. You also need to describe the community, including economic, demographic, geographic, and socioeconomic factors. In addition, identify the business's primary and secondary target markets.

This year, you will observe the business's current employee engagement programs. Have a good understanding of the nature of their current program, and compare it to other competitors. Do not focus on unimportant details (i.e. colors and decor of the office) and pay close attention to details that affect the theme (amount of employees, type of company)

- **Research Methods**

The basis of a research event is the culmination of methods utilized to create a comprehensive business plan. Your methods should target different perspectives that affect the business (customer, business owner, employee, general public who do not know business). Also, note the goals and the steps taken to research, and include a reason and rationale behind each of them. Research methods should typically include both secondary research (e.g. searching online for reports, statements, similar studies conducted, customer comments, etc.) and primary research (e.g. surveying customers, interviewing employees, etc.). Ask the business owner for help reaching the clientele as well as the employees. Usually, a good number of responses from customers should be at least 100. Start early to get more responses. Do not fake your data as the judge can tell, especially if they are in the industry or from the same company.

- **Findings and Conclusions of the Study**

In this section, you will describe the current employee engagement programs in both structure and effectiveness. Here is the place to summarize how the responses of the research methods can help the company. The data may take a lot of words to write out, so use charts and data to show trends and shorten data. The general rule is: at least one visual per page. Remember to stay on track with employee engagement and make sure all findings are on the topic. Include a SWOT analysis to help you organize your conclusions. Also, address all the problems that were stated earlier.

- **Proposed Strategic Plan**

The plan is taking all your research and findings to the final step. It allows you to show your creativity and logically problem solving skills to create a solution that is not only different, yet viable for the company. Organize your plan under a catchy slogan/acronym/theme. It also makes a great impression on the judges if you mention employees you actually interacted with and any business relations you had with the company. Remember to incorporate this year's theme because the judges really want to see how creative you can be with it. Also, be sure to show how this new plan helps to solve the problems from before.

- **Bibliography**

When creating the mandatory bibliography for your written, remember to use MLA formatting. There are websites online that you can utilize, such as EasyBib to make creating the bibliography easier. What many competitors sometimes forget citing the companies their projects are based on. Make sure to keep this in mind when creating your bibliography. This bibliography can be single-spaced and any sensible font size

- **Appendix (optional)**

The appendix is your chance to add a wide range of graphics, charts, tables, flyers, posters, that help enhance your project and delve into details of your project that don't seem to fit under any of the categories designated in the event guideline's outline. Arrange them in the correct chronological order. If your appendix is lengthy, make sure to organize it in a way that makes it easy for the judge to comprehend (bolded titles, table of contents, etc.)

Tips for Conducting Research

Start by identifying your primary and secondary target markets, because this is who you will focus your research on. Make sure you use a combination of primary and secondary sources. You can find information through online searches, through surveys and focus groups, and in person. You want to use diverse research methods to show that you researched the business thoroughly. Make sure to contact the company early on.

Tips for Surveys:

- Use Google Docs as a means to conduct surveys, if appropriate, put it in places your consumers/customers will see.
- Try getting a teacher to help you distribute the survey.
- Post your surveys on the facebook page. Try to get at least 200-300 responses.
- Make sure your survey is comprehensive and objective.
- Do not use bias in your questions because you don't want your results to be skewed. So try to frame your response without bias. Try not to use short answer questions, because they are too subjective, will not give you accurate consistency in data.
- Use rating systems like the one on google surveys, since you will get objective responses making it easier for usable data Keep it short and simple, and research should primarily be toward your target market.

Be creative with your research methods. Many people focus on the proposed plan and neglect research—it is an essential part to the operations **research** event and is another section where you can stand out in. Try to interview current customers/clients as well as reach out to your business's potential target market(s). You can conduct online surveys, in-person questionnaires, focus groups, etc. You can even talk to experts, the owner(s) of your business, the employees, etc. and cite them as a research method. Online research is any easy research source to use. Make sure you clearly identify the purpose and results of all your research methods. Try to vary your research methods (in terms of who you talk to, how you get information from them, and what kind of information you get) so your plan is as fully thought-out as possible. Maybe even look up creative research ideas online.

Entrepreneurship Events

What are Entrepreneurship Events?

Entrepreneurship events give competitors the opportunity to develop the framework of their own business. Competitors are able to combine their skills in the fields of finance, marketing, legislation, product development, distribution, and management in order to create a profitable business that helps solve a prevalent problem. Each entrepreneurship project is broken up into two parts—the idea and the method of execution. The idea is essentially what you are selling and what you elaborate on in your whole business plan, so make sure the idea is well-thought out! There are 6 entrepreneurship events. Each event consists of a written report and an oral presentation. Financial knowledge is highly recommended.

The Different Events

Event	Acronym	Pages	Presentation	Participants	Content
Innovation plan	EIP	5	15 minutes for presentation and questions	1-3	A team or individual creates a business idea that solves a problem
Independent Business Plan	EIB	30			A team or individual creates a business plan and presentation for a business
Business Growth Plan	EBG	30			A team or individual creates a plan to improve their own existing business
International Business Plan	IBP	30			A team or individual creates a business that operates on a unique feature/need of a foreign country
Start-up Business Plan	ESB	11		1	An individual develops a proposal to form a business.
Franchise Business Plan	EFB	30			An individual creates a business plan proposal to buy into an existing franchise.

Event Specifics:

In entrepreneurship events, you can create a business plan for almost any type of business. because of this variety in business type, you have to convince the judge that your product/service effectively solves a common problem, and that by investing in your business, they are making the best use of their money.

The following section details the requirements for each event, and offers suggestions and guidelines for each. Each event has its own specific instructions, which can be found on the DECA website.

Innovation Plan Event (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. The focus of the event lies on the idea. In this event, you will be required to know your idea and explain it thoroughly to judges; you will need to research the potential of your idea in more depth than the other events. It is considered one of the most competitive events because it has a short written component and allows you to act as true entrepreneurs. Here are a few questions to keep in mind if you chose to participate in EIP:

- Are you tackling a problem, or is it just a new innovation. What is your proposed idea or business, and how does it work?
- How big is the market? What is the market trend? Is there a market?
- What is the growth and earning potential for this product? What are you going to do with the earning? Expand the business?
- How is it different from the competition? Does it already exist in the market? Do you have paths in your idea?

Independent Business Plan (EIB)

The Independent Business Plan is a general full length business plan that involves the development of a comprehensive proposal to start a new business. Any type of business may be used. In this written, you will be requesting financing for the proposal in a role-playing interview with a bank or venture capital official, so remember to sell them on the idea and conclude by asking for money. If you do EIB, focus on:

- Differentiating both your business and yourself.
- Being as creative as you can possibly be.
- Doing your research: what problem are you solving, how, and how much impact will it have?

Business Growth Plan (EGB)

The Business Growth Plan involves the idea generation and strategy development needed to grow an existing business. You must own and provide sufficient documentation of your own business. The goal of this event is to create a plan to foster growth in your business. You will be required to analyze your business and market in an unbiased manner. If you choose this event, keep these methods for these types of growth in mind: Expansion (franchising, opening new location, expanding to new markets), corporate relations (licensing agreements, merger/acquisition, strategic alliances w/ businesses), promotion (expanding to internet, diversifying product lines, new technologies).

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. You will need to conduct research into the workings of the country you plan to establish in, including its culture, customs, and laws. Make sure to ask:

- Why did you choose the specific company? Is your target market unique there? Are there any laws in that country which will hurt or help your business or inhibit the competition?
- What are the costs? Can the proposed operation be based in the United States and still work?
- Are there any obstacles in the country, such as culture, language, social standards?

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. In this event, you will need to be able to recognize and analyze a potential business opportunity. This event is similar to EIB in that you have to sell your proposal to the judge.

Franchise Business Plan (EFB)

The purpose of the Franchise Business Plan Event is for participants to present a comprehensive business plan proposal to buy into an existing franchise. The participant seeks to become a franchisee. It includes the development and presentation of various aspects of a plan to form a business. You should know how franchises work, the steps to acquire your own franchise, how to manage a franchise, and the financial costs.

Written Plan Structure

Each event has its own specific guidelines which can be found on the DECA website.

- Executive Summary

This is the most important part of your business plan. It is the first thing your judge reads, and they will look it over right before you present. Make it clear and concise. Even if the judge does not read your entire plan, they should be able to get the main idea from your executive summary. First impressions are vital and an excellent executive summary will lead judges to award more points for the rest of your business plan. After your plan is completed, come back and write your executive summary.

- Introduction

In this section, you will introduce your company, give background information about your business and the community, and give a basic outline of how your business works. Specific details can go in later sections; keep the introduction fairly general.

- Analysis of Business Situation

The basis to any good written plan is the research. Make sure to analyze your own business, the market, and any competition. In addition, make sure you identify the problem, or the opportunity in the market, and the target markets. Connect these topics together and draw conclusions to show a thorough understanding of your business in relation to others. Every element in your plan should be backed by research.

- Planned Operation of Business

The more detailed you are in this section, the more structured your plan will be. You should have the organization of the business such as the type of business, possible legal problems, ownership stakes of employees, management team including you if you are the CEO, and a board of advisors. Also you must have a proposed product or service, and say how everything will be accomplished. You should also include your marketing strategies. We have discussed lots about marketing strategies in workshops and class. Focus on forming a brand image, promotion, and solve the problem which is the key reason you are starting up the business.

- Planned Financing

Finance is the most difficult part and make sure it is proof read by parents, someone in the finance industry, as well as looked over by an officer. Sometimes, this will be the reason that will help you place. Be detailed but also accurate, since judges will know if you just put random numbers.

Financial statements:

- Include components discussed in the finance section of this handbook: income statements, balance sheets, and cash flow statements if appropriate for your business. Below your budget make sure you explain your numbers.

Key Financial Figures:

- Make sure you include operating costs and ratios, profit margins, growth rates, and market share in relation to competition. Also make sure you include where you got the money. Through crowdfunding? or by friends, family, loans or venture capital funding. It wouldn't make sense to say you started your business completely off of loans, because that would be unreasonable in the long run.

Exit strategy:

- Talk about an exit strategy, and include ROI number. As well as explain the company's Initial

- Conclusion

In your conclusion, restate the problem, summarize all the important aspects of your business, remind them of the main points of your proposed plan, discuss how you will use their money to solve the problem, and emphasize why your investors should feel confident about investing in your business. Tell them how you are going to effectively use their cash to grow the company. Inspire your investors to invest in you, and make them confident in your abilities.

Marketing Representative Events

What are Marketing Representative Events?

In the Marketing Representative Events, you will be creating a marketing plan to benefit a particular product, service, company, or business. FMP & SEPP plans are seasonal promotional plans, and Advertising Campaign can be for any desired length-- make a compelling case

The Different Events

Name	Acronym	Subject	Written Plan	Testing	Presentation
Advertising Campaign	ADC	Any company	11 pgs	Marketing cluster exam, 100 questions for 90 minutes.	15 minutes including presentation & questions
Sports and Entertainment Promotional Plan	SEPP	Sports and entertainment companies			
Fashion Merchandising Promotion Plan	FMP	Clothing Retailers			

ADC Written Plan Structure

Check the DECA website for more information.

The ADC written plan consists of eleven different sections that are explained below. All are required except the appendix

- How to Pick a Business

ADC stands for "Advertising Campaign." From promoting to financing, it is an event that largely revolves around the concept of marketing. To pick a business/company/product/service, first decide whether you want to go nationwide or local. Picking a business as large as, for example, Starbucks, will allow you some freedom to have wider approach and more options when it comes to making your advertising campaign. However, going local and choosing a business/product/etc. that is only known in few locations and in a small area will be more difficult to promote due to publicity and needing to spend more and do more for your plan/idea. Don't be afraid to go local because it will show to the judges that you are flexible in trying to promote a small business/product/etc. and are willing to take risks, which gives you an unprecedented edge against your competitors. If you are confident and feel that your advertising campaign is bold and sharp, go for it.

- **Tips for Conducting Research**

In your research, it is good to do a SWOT analysis of the business/product/etc. SWOT stands for the strengths, weaknesses, opportunities, and threats of a company/product/business/service. Finding these bits of information about your selected business/product/etc. will help you make your advertising campaign. Keep track of all your websites and make sure that your sources are reliable. Make sure your research is diverse, going to different websites and gathering different pieces of information to support your advertising campaign. Things you don't end up using the body of your written can be added to the appendix section of your written and used as the cherry on top of your presentation. The judges like to see that you are analyzing this project at every angle.

- **Executive Summary**

This is a 1 page single spaced summary covering the main ideas of the plan. This is extremely important because the judge may not have time to read your whole report, but they will definitely read your executive summary. They will also look it over right before you present. Since it is a recap of the entire plan, make sure to do it last. SInclude objectives, short descriptions of store/product, overview of advertising/promo events, quick overview of budget. Make it visually appealing.

- **Description of Product, Service, Company, or Business Selected.**

Include a SWOT analysis, analyzing the strengths, weaknesses, opportunities, and threats of the business.

- **Objectives of the Campaign**

In this section, start by researching your company to find its problems. From there, you can build your goals and list realistic and measurable objectives. Few general goals to keep in mind while creating your advertising campaign: generate more money for the company, promote brand awareness, grow customer base, increase market share, improve advertising/public image. Take into account if it is a small or large business.

- **Identification of Target Market**

It is important to identify both the primary and secondary target markets for your campaign. These are the potential buyers of your product/service, so you must cater towards their needs and wants. Describe demographics (level of education, ethnicity, income, age, and gender), geographics (location), psychographics (attitudes, values, lifestyles, and opinions)

- **List of Advertising Media Selection Necessary for the Campaign**

Here, you will describe how you plan to promote your product or service. Research well to identify how you can best reach your target market and explain why. You can also include the reasoning for your sales promotions. Start by listing the broad types of advertising you are using, and in a subsection, state each specific method. It is important to use a wide variety of advertising media.

- **Schedules of All Advertising Planned**

Here, you will need to decide if certain activities are year-round or seasonal, continuous or periodic. Create a table or timeline listing all your advertising methods and when they will occur. Also, make sure to specify the length of the campaign.

- **Schedules of All Sales Promotion Activities Planned**

Similar to the previous section, make a table or timeline for all of your promotional activities.

- **Budget**

Judges will be evaluating your estimated expenses for the advertising campaign and will likely ask you a lot of questions about it in your presentation. To help make sure your estimations are on point, do well to research how much each part of your plan will cost to the very bone. You also must take into consideration the current financial status of the company as well. There are also several sources that you can use among our chapter (like contacting the officers and attending some guest speaker meetings in which real professionals who specialize in business come to Amador to discuss and speak to our chapter) to help and check over your finances. Show the costs of your whole campaign including detailed breakdown for all your advertising and promotional events. Use a table to make it easy for the judge to understand

- **Statement of Benefits**

Here, you want to sell the client on your advertising campaign. State clearly what you client will gain from the campaign and calculate the ROI (return on investment). The ROI is extremely crucial because no investor is going to give you money unless you show them they are going to get it back plus more.

- **Bibliography**

Cite your sources. Use MLA formatting. You may shrink the font and single space to save space as long as it is reasonable. A good website to use is www.easybib.com.

- **Appendix (optional)**

The appendix is a great place to put extensive graphics, charts, tables, marketing devices (flyers, posters, etc.) that clutter your plan. Arrange them in the same order that you refer to them in the plan. It is a great idea to have a small table of contents for the appendix itself if it is over a page.

FMP/SEPP Written Plan Structure

FMP is a promotional plan for a fashion related retail establishment, and SEP is a promotional plan for a sports and entertainment company. Both the FMP and SEPP written plans consist of nine different sections that come after the unnumbered title page and table of contents. All are required except the appendix.

- **How to Pick a Business**

FMP stands for “Fashion Merchandising Promotion Plan.” In this event, you will have the opportunity to develop a seasonal sales promotion plan, using apparel and accessory items only, for a retail store. You will be assuming the role of management trainees and presenting to the judge, who is assuming the role of your store manager. FMP emphasizes on promotional plans for your specific retail store, and SEPP deals with a sports and entertainment company. While picking a business, keep in mind how you can make your promotional plans unique to the specific store. It is also beneficial to pick a store that is nationwide because you will have a realistic budget and more leeway with your promotional plans.

The Sports and Entertainment Promotion Plan is a great opportunity for people that are interested in sports and entertainment companies. When picking a business for SEPP, it is important to pick whether you want an entertainment business or a sports company. If you were to go the entertainment route, you could pick a business like Dave and Busters and emphasize how you would want to include seasonal promotional plans. The only tricky part with entertainment would be coming up with ideas that are unique to that certain business. For example, at Dave and Busters, half priced Tuesdays already exists, so you would need to come up with something that will not coincide with that. However, while picking a sports company, you can pick any retail store and discuss how each promotion plan will be seasonal. For example, you can discuss how during the winter time you will make bundles for snow gear. Whichever route you choose to go, make sure to have a clear distinction between what you want to do and what already exists.

- **Tips for Conducting Research/Executive Summary/ Description of the Store/ Objectives**

See corresponding ADC section

- **Schedule of Events**

In this section, you need to write out your schedule for any promotional events and explain the reasoning behind the schedule of events. You can organize this in a table or timeline. You must have events in all the following categories: special events (fashion shows, contests)-- promotional events and how they will help you reach the objectives set, Advertising (TV, magazines, online ads), Display (interior and exterior of stores-- how are you going to change external and internal design to make it more modern or toward a theme, publicity--will you use press releases, TV, website, instagram, twitter, in-store activities for FMP

- **Responsibility Sheet**

Describe what each employee will be responsible for in your plan.

- **Budget/ Statement of Benefits to the Retail Establishment (FMP)/Company (SEPP)/ Bibliography/ Appendix (optional)**

See corresponding ADC section

Refer to the “Guide to Testing” for tips on how to do well on the test. Remember, the test is $\frac{1}{3}$ of the total score, and if you are working in a team, the test scores will be averaged. Even if you do not do well on your presentation, having solid test scores is enough to bump you into the top 3!

Professional Selling and Consulting Events

What are Professional Selling and Consulting Events?

In the Professional Selling and Consulting Events, you will assume the role of a seller of a product or service. You will be attempting to convince the judge to buy your products. To do this, you will need to research the company and product you represent as well as the organization or individual you are selling the product to, and understand everything back to front.

Name	Acronym	Written Plan	Testing	Presentation
Professional Selling Event	PSE	None	100 question marketing cluster exam	15 minutes for presentation and questions
Hospitality and Tourism professional Selling event	HTPS		100 question hospitality cluster exam	
Financial Consulting Event	FCE		100 question finance cluster exam	

Is Professional Selling Right for you?

- This event doesn't require a written. Instead, you take a test. The test is $\frac{1}{3}$ of your score and your presentation is $\frac{2}{3}$. Your presentation really matters! This event is solo, and you have 15 minutes to make your sales pitch to the judge.
- This event is all about providing a two way transaction; you provide good customer service and the product/service and the customer provides something of monetary value. You have to figure out ways to gain a customer's trust. Think about it: if your company sells teddy bears, how are you going to set yourself apart from the 10 other companies that sell teddy bears? So be creative and communicate your excitement to actually help the customer out. Provide a great customer experience, because customers like to feel special
- Your speaking skills are really important! To be honest, your customer (judge) isn't going to remember the complex features or your product or the price of a 5 night stay at your hotel. They WILL remember your presentation skills, the questions you ask them, your enthusiasm, and the genuine help you provide.
- This event requires a lot of enthusiasm, creativity, a really thorough knowledge of the industry, and an accurate judging of character of the customer. You need to know how to think on your feet; during your presentation, you need to figure out what the customer values and spend a lot of time talking about what they want to hear.
- You want flexibility in your presentation. For professional selling, it's important to have a general outline of your presentation (meet everything on the rubric). Then, at competition, ask the judge questions to get a general idea of what they are looking for. Once you get the idea of what the customer (judge) is interested in, tailor your presentation to them. Emphasize some things over others, BUT still mention everything in your outline.

2016-2017 Event Topics

Professional Selling Event Topic

New products, services, and target market customers (prospects) will be identified annually. The participant will research an actual company he/she represents and real product(s)/services(s) to be presented. The participant will also research the target customer that the product/service will be presented to. Then the participant will present the product(s)/service(s) using the steps in the selling/consulting process to meet the needs of the customer (prospect).

Hospitality and Tourism Professional Selling Event Topic

You will assume the role of a salesperson for a destination management company (DMC). A non-profit meeting manager is planning a four-day meeting for its 25 person board of directors in a downtown hotel. However, the meeting manager has asked your DMC to arrange for VIP airport transfers and three nights of entertainment that takes advantage of the city's unique culture.

Financial Consulting Event Topic

You will assume the role of a financial consultant. A client has scheduled a meeting with you because he/she is looking to purchase or lease a new car. The client would like for you to share the pros and cons of both purchasing and leasing and make a recommendation that will have the most positive financial impact.

Marketing

You will assume the role of a sales representative of a drone technologies firm. A local real estate agent has scheduled a meeting with you because he/she has a desire to utilize drones to help his/her real estate business and wants to learn how your firm's products and services can be beneficial to his/her business.

Professional Selling and Consulting Event Tips

- How to Choose a Business

Try finding businesses that are reputable. Put yourself in a customer's shoes and think about what a customer would want to see when researching businesses. Find USP's for each business. (A USP = unique selling point). Also, don't just copy a company's work in your presentation. (For example, the HTPS topic for last year was selling travelling packages to Costa Rica...come up with your own packages rather than using a company's packages)

- Finances

The ability to finance is really important and it can help you set yourself apart from your other competitors. Find the factors that influence cost (time of day, season, demand, etc.) and research the costs for all the components that make up your product/service. So for a package to Costa Rica, you need to account for airfare, food, time of year, transportation, etc.

Go above and beyond and research more complex finance indicators. Apart from the usual ROI and budget breakdown, make sure you make your finances section creative. Try adding the return on constraining resource, or the internal rate of return (IRR). Being able to properly explain complex terms will surely impress your judge. However, make sure you fully understand what you are talking about.

Be sure to keep in mind that at the end of day, all that really matter is how the judge and business will profit from your plan. Thus, you should plan to allot a significant portion of your speech to the budget. Do research to make it realistic! This is an easy way to make a favorable impression on your judge.

- **Tips for Conducting Research**

Research every business in your industry and your customers business. See what type of products/services they both provide. You need to choose a business to represent, but you can change some things about the business as well—make it your own!

- **Presentation Strategies**

The presentation is probably the most important part of your event (it is $\frac{2}{3}$ of your overall score)! An important aspect of selling is to make your products and services relatable and to make your customer (aka judge) feel at ease. Explain the target market of the product and address any possible concerns. Think of the sales associates at any store and how they are able to make the customers feel comfortable.

In my experience, the judges really loved tangible items and representations of your plan. For example, if you conducted a survey, print out a couple of surveys and fill them out as customers would. Judges were also really impressed with contracts. Normally, after selling a service of product, the buyer and seller sign a contract. Creating a contract and presenting it to the judge at the close of your presentation can make you stand out.

- Make sure you address all components of the rubric.
- Exude personality—it will make you more memorable
- Ask for the sale!

Remember, no successful sales presentation is boring. If you are enthusiastic about your plan, your judge will be too. Treat your judge like a customer.

- **Testing Strategies**

Refer to the “Guide to Testing” for tips on how to do well on the test. Remember, the test is $\frac{1}{3}$ of the total score. Even if you do not do well on your presentation, having solid test scores is enough to bump you into the top 3!

Remember to use the resources available to you:

- Check your event guidelines on <http://www.deca.org/high-school-programs/high-school-competitive-events/>
- Look at the old writings in the study center.
- Google any concepts that are unfamiliar to you.
- Research to see what real businesses are doing.
- Ask your mentor and the officers!

Guide To **ONLINE EVENTS**

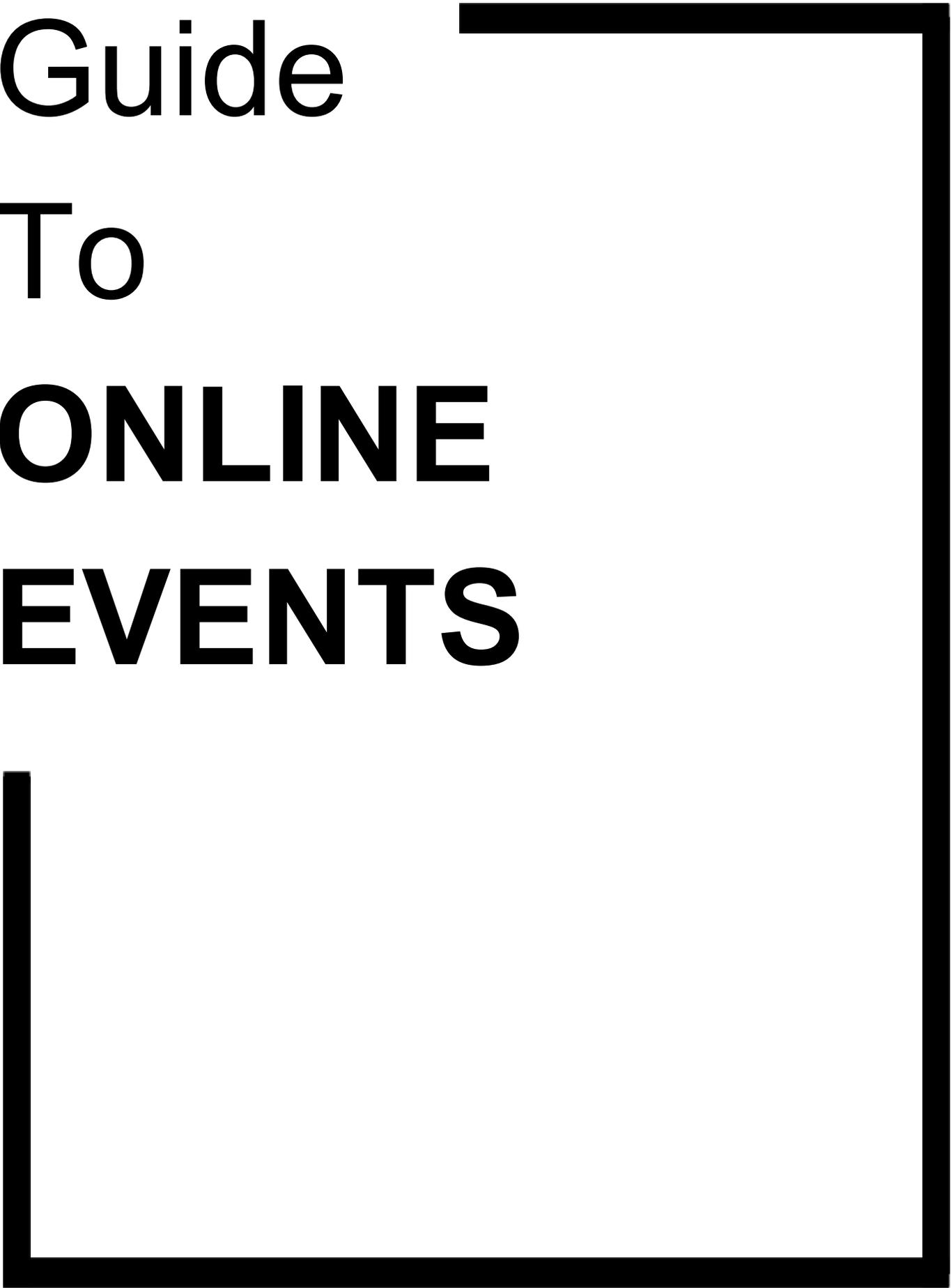


Table of Contents: Guide to Online Events

What are Online Events?.....	47
Overview.....	47
Types of Events.....	47
Virtual Business Challenge.....	47
Overview of VBC.....	47
Rules and Regulations.....	47
Tips for Competitive Success.....	47
Stock Market Game.....	48
Overview of SMG.....	48
Rules and Regulations.....	48
Tips for Competitive Success.....	48

What are Online Events?

Overview

Online events are a category of events that are all conducted online. These events begin in the fall, and allow you to qualify for ICDC if you are the top within your region.

Types of Events

Event	Description	Dates
Virtual Business Challenge (1-3 participants)	Manage a virtual business: retail, personal finance, sports, or a restaurant.	VBC round 1: 10/19-11/13 VBC round 2: 1/11-2/5
Stock Market Game (1-3 participants)	A stock market simulation where you invest in stocks and mutual funds.	9/8-12/18

Virtual Business Challenge

Overview of VBC:

There are four categories of VBC events that competitors can compete in. The four categories are Retail, Personal Finance, Sports, and Restaurant. Remember, these events do not count towards the two-event limit that Deca enforces at the regional, state, and national conferences. Competition at regionals and at states is done at home at your own convenience, however competition at ICDC is done at the conference center itself. VBC Practice Software is available outside the competition. All events require the software from Knowledge Matters, Inc. on a Windows computer. Registration for the event for the 2016-2017 DECA year is required to be submitted by October 5, 2015, so make sure you let us know by then if you want to compete in this event!

Rules and Regulations in VBC:

- Competitors for any VBC event can consist of teams of up to three members from a DECA chapter (no additional members may be added as participants in the event once the team has been registered)
- In one of the two qualification rounds, you **MUST** rank 1st (or 2nd in Personal Finance) in the Western Region to qualify for the International Career Development Conference (ICDC)
- Members can compete in multiple VBC events; however, members can participate in **ONLY ONE** VBC event at ICDC
- Have the most money by the end of the simulation to win the event
- Save file sharing is **PROHIBITED** and will lead to the disqualification of the competitor from the competition
- Winners will be asked to email their save files from the end of each round to the officials at Knowledge Matters

Tips for Competitive Success in VBC:

- You have an unlimited number of tries to upload new, better scores. Winning teams often win by a small margin, so make sure to try out different strategies
- Each round of competition last about a month. That means, you have a lot of time to improve your strategies and upload higher scores.
- **PARTICIPATE IN THE EVENT!** You can compete in this event alongside your other two events. Also, it gives you the opportunity to go to ICDC even if you don't qualify in your other events.

Stock Market Game

Overview of SMG:

The stock market game is a competitive DECA event that simulates participation in the stock market. Competitors, in teams of up to three members, are required to invest \$100,000 (virtual) in stocks and mutual funds. The objective of SMG is to essentially have the highest percentage gain of the S&P 500 index before the end of the game. The top 25 teams from the Western Region will then proceed to ICDC where they will present their written report of their progress to the judges.

Rules and Regulations of SMG:

- SMG begins in early September and ends in early December. The amount you are ahead of the S&P 500 index is based off the day **YOU LOGIN**, not the date the official competition starts (exact date TBA).
- You must purchase at least 3 **different stocks (from 3 different businesses)** by around mid-October (exact date TBA)
- Every transaction made in SMG has a 2% transaction fee
- Each transaction must be a **MINIMUM** of 100 shares
- Transactions are done with the market price of the stocks at the end of the day. If you complete the transaction after 4 PM EST (1 PM PST) — the closing time — then the transactions will be completed the next day.
- The report must be **NO MORE THAN** 11 pages & the oral presentation **NO MORE THAN** 15 minutes

Tips for Competitive Success in SMG:

- **PARTICIPATE IN THE EVENT!** Like VBC events, you can compete in this event alongside your other two events. It also gives you the opportunity to go to ICDC even if you don't qualify in your other events.
- Start keeping track of the stock market **AS SOON AS POSSIBLE** and keep a lookout for trends in the businesses you plan on investing in
- Buy stocks early to increase your possibility of winning
- Don't make too many transactions, as the transaction fee is huge! Do only what is necessary to ensure a large percentage gain of the S&P 500 index
- Utilize Google Finance throughout the process
- Most importantly, remember to **TAKE RISKS**. However, the risks should be well thought out and have a chance of success!

Guide To **TESTING**

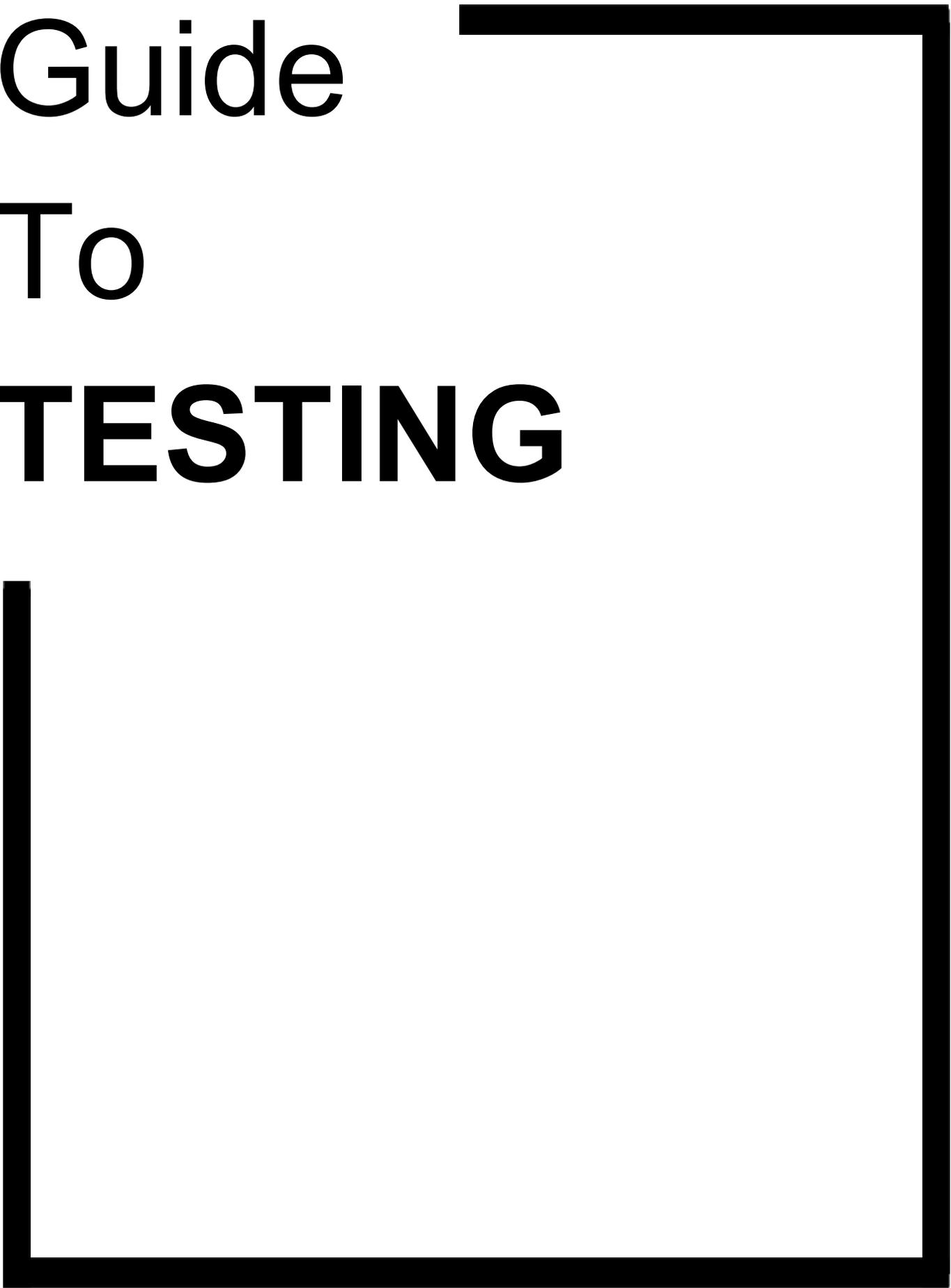


Table of Contents: Guide to Testing

What is the Test?.....	51
Importance of the Test.....	51
Types of Tests.....	51
Testing Breakdown by Subject.....	51
Testing Strategies.....	52
Before the Test.....	52
The Night Before the Test.....	52
During the Test.....	53
Materials to Bring.....	53
Test-taking Strategies.....	53
After the Test.....	53

What is the Test?

All role plays and many writtens involve a testing component that factors into the total score. There are 5 different test types that correlate to the cluster of the role play or written. Generally, you take the test on the first day of competition, before any role plays or writtens. All tests are 100 questions, multiple choice, and last 90 minutes.

Importance of the Test

Tests are extremely important because they make up a significant percentage of the score. Many competitors think they can get by with solely a good presentation, but to be competitive at the State and ICDC level, you need to be able to succeed in both. In fact, you can use the test to your advantage. It is the only non-subjective part of DECA that is not judged by a person, so what you get is what you get. Those who know the information will succeed over those who don't study.

Types of Tests

Cluster	Content Covered
Business Administration Core	Principles role plays. It covers topics from every cluster and requires basic business knowledge.
Marketing Cluster	marketing concepts and its questions focus on the seven marketing functions and marketing plans.
Finance Cluster	Bring a calculator because finance concepts, financial ratios, understanding of financial statements and involves a variety of calculations.
Business Management Cluster	proper business and people management as well as various laws and regulations that must be followed.
Hospitality Cluster	properly manage and sell a hospitality business. Handling a customer is the focus on these tests. Also, make sure you know business management concepts.

Testing Breakdown by Subject

Test Type	Individual Events	Team Events
Business Administration Core	Principles of Business Management (PBM) Principles of Finance (PFN) Principles of Hospitality and Tourism (PHT) Principles of Marketing (PMK)	
Business Management	Human Resources of Management (HRM)	Business Law and Ethics (BLTDM)
Finance	Accounting Applications (ACT) Business Finance (BFS)	Financial Services (FTDM)

Hospitality and Tourism	Hotel and Lodging Management (HLM) Quick Serve Restaurant Management (QSRM) Restaurant and Food Service Management (RFSM) Hospitality and Tourism Professional Selling Event (HTPS)*	Hospitality Services (HTDM) Travel and Tourism (TTDM)
Marketing	Apparel and Accessories (AAM) Automotive Services (ASM) Business Services (BSM) Food Marketing (FMS) Marketing Management (MMS) Retail Merchandising (RMS) Sports and Entertainment Marketing (SEM) Professional Selling Event (PSE)*	Buying and Merchandising (BTDM) Marketing Communications (MTDM) Sports and Entertainment Marketing (STDM) Advertising Campaign (ADC)* Fashion Merchandising Plan (FMP) * Sports and Entertainment Promotional Plan (SEPP)*

*These count as written events in total event calculation

Testing Strategies

Before the Test

- Choose the event you want to focus on early in the year.
- Make a schedule for studying tests and stick to it.
- Google your test or look through the study center—there are many past tests to reference. Take tests often, and practice taking them within the time limit (90 minutes).
- Go through and correct your mistakes. Read the explanations for each question, even if you get the right answer, and google any unknown terms.
- Get familiar with the vocabulary for your cluster. You do not want to be stuck on a question because you don't understand the jargon. Using more specialized vocabulary will also help you sound more knowledgeable during role-plays.
- If you are doing a partner event, study with your partner! The best way to learn a concept is to explain to someone.
- Often, you will find that the questions repeat themselves. You will benefit from doing more tests, as you will start to recognize the correct answers.
- Do all of the tests from your own cluster, then do the Business Administration Core and other tests as well. A lot of the information overlaps, and a wide range of knowledge will come in hand for role-plays and other events.
- If you need help explaining a question, ask for it.

The Night Before the Test

- Go to bed early. You don't want to fall asleep during the test.
- Relax and get a good amount of sleep. Set an alarm that will wake you up. Don't wake up your roomies.
- Look at some last minute Quizlet flashcards.

During the Test

- Arrive at least 15 minute early—DECA time. This gives you time to check you have everything and are ready.
- Find your test. Seating is generally separated into clusters and assigned in alphabetical order.
- There usually is a survey to fill out before starting the test.
- Listen to all the directions and clear up any concerns immediately. Make sure you are taking the right test category.

Materials to Bring

Required	Optional
Student ID or other Photo ID	Ladies may bring purses
ID Lanyard and Wristband (given at check-in)	Glasses
Several #2 pencils	Tissues
Good, non-smudging erasers	Water
4-function Calculator (no scientific, you can't share)	Watch (turn alarms off)

Don't Bring:

- Cell phones, and if you do, turn them off. If it rings during the test or role-play, you are automatically disqualified.
- Any kind of study materials. Leave them in your room. Other schools have stolen and will steal them.

Test Taking Strategies

- Answer questions you know first. Come back to the ones you are unsure about. You often find hints in later questions.
- Go with your gut—all questions are worth the same and there is no wrong answer penalty.
- Always read all of the answer choices—do not pick the first one you think is right.
- Read each question carefully, be careful of “not” questions, or other confusing wording.
- Be wary of trick answers. Sometimes, they will put what seems to be an easy answer. Make sure every part of the answer is correct, or it can be eliminated immediately. Some answers that include words such as “always” or “never” may be too absolute and extreme to be fully correct.
- One strategy is to try and follow the thought process of the test writer. Why did they include this answer choice? Was it meant to trick the test takers?
- If you have taken practice tests, you know that each answer comes with an explanation. In your head, pretend you are the test writer and try to write an explanation for the answer you think is correct.
- Do not overcomplicate things. The correct answer will generally be the one you can justify with the least explaining.
- Take your time. Check over your answers.
- In the case of a tie, the person that turned in their test first, wins.

Guide To **FINANCE**

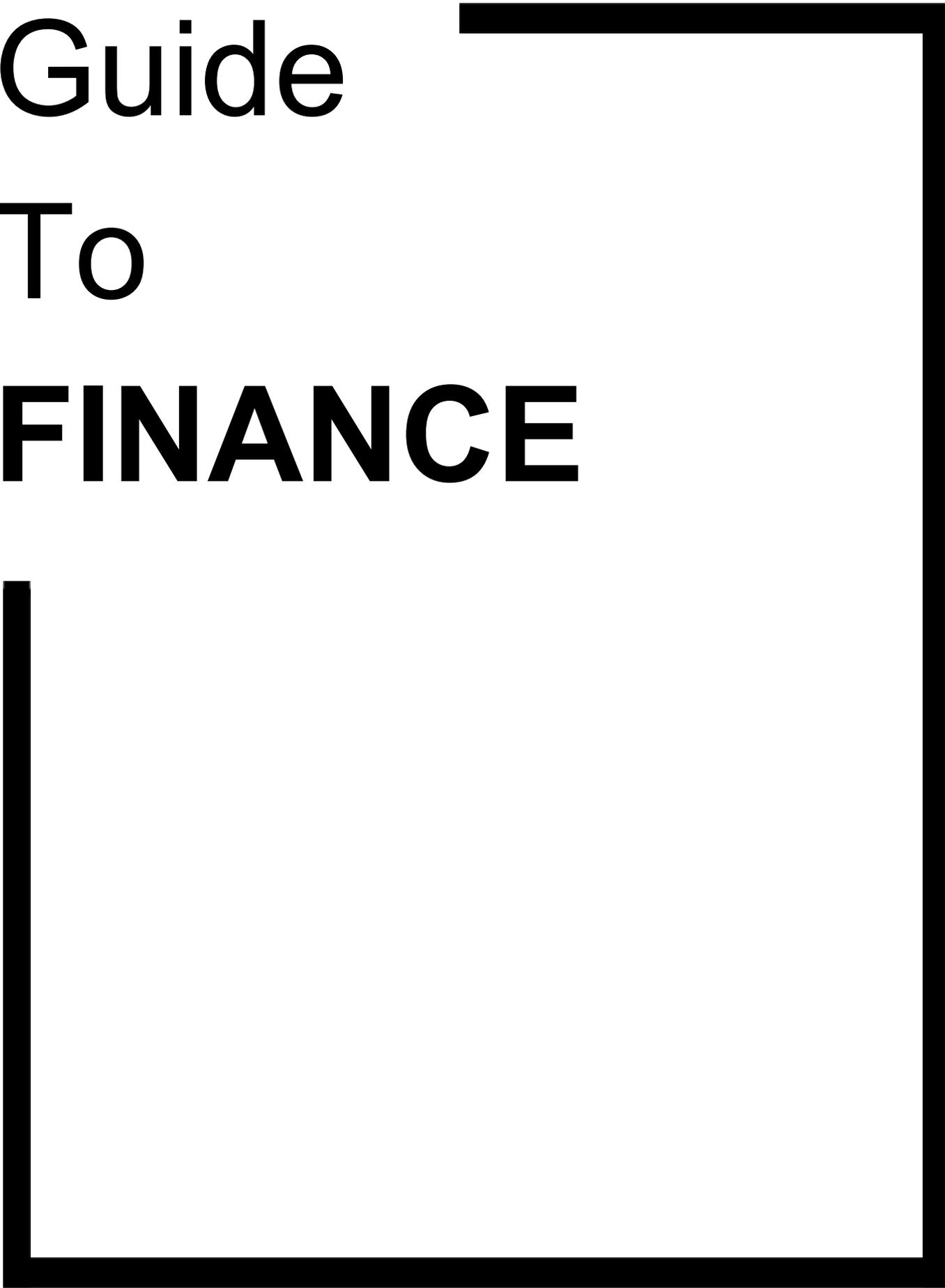


Table of Contents: Guide to Finance

Business Plan Finance.....	56
Cash Flow Statement.....	56
Balance Sheet.....	56
Income Statement.....	56
Money and Government.....	59
Types of Investments.....	59
The Stock Market.....	59
Banks.....	59
Bonds.....	59
Company Finances.....	60
Types of companies.....	60
Accounting.....	60
Calculations.....	60

Business Plan Finance

When doing your written, the finances are the most important aspect because it sets you apart from other competitors. It shows which competitors truly know the business and what they are talking about. There are many components to the budget, and finances.

Cash Flow Statement

The cash flow statement shows how much money has entered or left the company. There are three main components of a cash flow statement: operations, investing, and financing. Operating activities relate to revenue building activities of a business. This includes product sales, commissions, and payroll. Another aspect is the investing activities which are payments for long term assets, and financing activities that change the borrowings of a business (in shares/dividends). Overall, it shows how money comes into a company through investments and revenue, and money that goes out through operating expenses, loan, and rent. Your cash flow statement should not be negative, and sales does not automatically include cash flow because it could be paid in a credit card.

Balance Sheet

This financial statement shows the company's assets, liabilities, and shareholder's equity at a specific time. The balance sheet is based off of this formula: $\text{Assets} = \text{Liabilities} + \text{Equity}$. Basically a company has to pay for the things it owns, assets, by borrowing money, which are liabilities, and with the support of investors, which is shareholders equity. Assets is property owned by a person or company, or other things with economic value like cash, inventory, land, machinery. Liabilities is the money a business owes to other companies. These include debts, rent, or interest payables. The balance sheet should include current assets, fixed assets, intangible assets, accrued (accumulated or received) expenses, current liabilities, long-term debt, and shareholder's equity.

Income Statement

The income statement shows a company's performance and a business' revenue and expenses. Be very specific with your costs and expenses, and include operating and non-operating costs. Get it checked by a financial professional to make sure it is accurate.

You can find templates for all of this at SBA.gov:

<https://www.sba.gov/tools/sba-learning-center/search/training/financing>

You can navigate through the courses to get a grasp on concepts that need further clarification. At the end of some of the finance courses, there will be downloadable Excel sheets that are templates for income statements, cash flow etc.

There are four main types of figures involved in your finance section including income, costs, growth rates, and other calculations. The following are the basics and what should be included in your budget/statements. The big thing you need to make sure you know is the

Income/Revenue

Total Addressable Market: It is a term typically use to show how much revenue opportunity there is from products, ideas, or customers. Figure out the total market share and amount of revenue you will gain from each customer It could also be referred to as total available market. Add customers as a component of revenue in your budget. Based on target market and market share figure out how much money you are going to charge per customer.

Cash Flow: This depends on the time it takes for customers to pay you. If budgets are within a 30-day period you may receive the money in credit card later than 30-days. You must factor all these components into your budget. Companies also must take this into account and decide whether their cash flow for a certain month is too low and whether or not they need to take out loans. Vital component. BASED ON TIME PERIOD. Based on trends and market, find out if your product will change price, and this will change your budget. More important for longer time period budget.

Costs/Expenses: The cost of running a business can be tricky to figure out. It's very easy to get mixed up with start-up costs versus operational costs, overhead vs. core costs etc. To make this process simple, we divide costs into separate categories.

Start up costs: These are costs required to start your business. For example, this may include any licensing you may need to do, or the cost of your first set of inventory. As a rule of thumb, start up costs include everything you pay for, BEFORE you may your first sale. Examples:

- licensing fees
- first advertising campaign
- all "first costs" like electric bill the first time , rent, internet costs all up until you make your first dollar or start up your business

Operational costs: These are costs required to run your business. This is almost always measure on a month to month basis and can be viewed on the cash flow statement. Examples :

- monthly electric, rent, advertising, other costs etc.
- licenses renewal fees
- inventory purchase
- material costs for production

The difference between the two is that start-up costs include one time things, where as operational costs don't. However, there is an exception if the "one time thing" is expansionary , or after the business is already functioning.

Fixed Costs: These are regular costs that are not subject to change, for example rent, cost of inventory etc.

Variable Costs: These are costs that are subject to change. This can be due to economic conditions, or your sales environment. For example the inventory cost of an ice-cream store may significantly increase during summer, as more people are buying ice-cream. In this case it is easy to account for the change in price, as it is just adjusted on the cash flow statement on a month to month basis. It can be difficult to factor in economic variable costs, as they are not month to month and are dependent of the economy which may take years to change. For this reason, we put the average cost and put a "plu or inus" estimate on the bottom as a side note.

Growth Rates: Growth rate can refer to many different things. Here are a few major rates and descriptions on how to calculate them.

Industry Growth: This refers to the growth of your industry as a whole. So if you are selling combs, this would be any growth with in all comb sellers and consumers. Growth is always calculated by percentage, but the value of the industry is calculated in dollars, usually in the amount of good or services sold. To find the growth of your industry you can either google "_____ industry growth" or you can calculate the cash flow of your by tracking net sales.

Company Growth: The best way to tackle this is to calculate the net worth, which is just all of the assets and revenue stream. If you are implementing a short term plan and want to calculate the impacted growth, it's best just to see the percentage increase in revenue.

Customer Base Growth: There are three ways to go about this. Many people think of the customer base strictly as the number of people purchasing your product or service. So to calculate the increase in customer base, just calculate how many new people are buying your product or service. Other people view customer base as current and potential customers, so this includes everyone in your target market. To calculate increase this way, we used the customer viewership. This refers to the number of customers (i.e people in your target market) are aware of your company. A good way to do this is to use web tracking services, many people that are logged on to google that surf the web can be tracked not only based on their IP address, but also their demographics, which will help us see who from our target market is coming in to view our product.

Customers: It's important to separate customers from consumers. Customers are people who buy the good or service (pay the money), while consumers are people that actually use the good or service. In many cases both refer to the same case of people, for example burgers, usually the same person that buys the burger also eats the burger. In this case the customer is the consumer. In other cases, the customer and consumer are different.

To calculate how many customers or consumer come to us on a regular basis, or just have preference to our company, we use the market share value. Let's say there are 100 people that are willing to buy my product (kitkats). There are 20 companies selling kitkats. When I initially open (as the 20th company) I will have 0% market share since none of the 100 people are coming to me. But over time people will become by regular customers and I will say that i have 5 % market shares if 5 of the 100 buyers come to me regularly.

ROI: Return on investment or ROI is a profitability ratio that calculates the profits of an investment as a percentage of the original cost. In other words, it measures how much money was made on the investment as a percentage of the purchase price. It shows investors how efficiently each dollar invested in a project is at producing a profit. Investors not only use this ratio to measure how well an investment performed, they also use it to compare the performance of different investments of all types and sizes. The revenue and future growth of your company should be reflected in your company value. If you plan on an acquisition or a merger, be sure to specify which company will acquire or merge with you.

$ROI = (\text{Investment Revenue} - \text{Investment Cost}) / (\text{Investment Cost})$

Gross and Net Profit

What percentage of your revenue is profit? Gross profit only includes COGS, and only after taxes do you get net profit. These margins will change over time as fixed costs become less costly.

Use Microsoft Excel or various online templates to create your budget. Your budget must be spot on!

Money and Government

Because of the government and economics aspect of money, there are many legal aspects that correlate with money. All businesses deal with money, but many institutions like credit unions and banks enforce the laws.

- Because of fluctuations in the economy, people sometimes feel unsafe keeping their money in a bank or credit union. When a lot of people withdraw their money from the banks, it prevents circulation of money. The Federal Insurance Deposit Corporation (FDIC) then decided to insure \$250,000 per depositor in banks and credit unions. This means that whether there is a bankruptcy or other problems, the bank makes sure that they give back \$250,000 max. to the depositor.
- Research different legal aspects such as The Securities and Exchange Commission (SEC), The Sarbanes-Oxley Act of 2002, Securities Act of 1933, Trust Indenture Act of 1939, Investment Company Act of 1940

Types of Investments

Simply put, investing is when your money earns more money or loses more money, or if something that had increases in value. People invest through stocks, starting a business, bonds, banks, and savings account. Generally, younger ages risk more money than older ages.

The Stock Market

- People purchase stocks to become a “part owner” or have a share of the company, meaning that if the business you will profit, and if the business fails, you will lose money. However, many stocks do not pay dividends, and the only way to make money if the stock increases in value. Many people make money in the stock market by buying or selling the stock, and since the stock market is always changing-- volatile-- it is much riskier but can have a higher return than bonds. It is based on the supply & demand market.
- You can short-sell stocks you don't own and buy them back later to profit off decreasing stock values. However, that presents an unlimited potential loss,.
- Derivatives and options are the rights to buy stock at a certain price in the future. Decrease risk by buying them.

Banks

- Investing in a bank takes everyone's money and invests it somewhere else, such as in real estate development. It is a low return investment, which means that the risk is very low, and most banks are FDIC-insured.

Bonds

- A bond is a debt instrument that is a form of investment; whoever issues the bond owes the purchaser monetary compensation.
- Bonds can be issued by corporations or governments to raise money.
- The purchaser receives the face value, a dollar amount written on the bond, on the bond's maturity date.
- Bond owners can't receive interest on US Treasury-issued bonds.

Company Finances

Types of Companies

Company Type	Owners	Taxation/Details
Sole proprietorship	1 individual	Taxes are done with the owner's personal tax return.
Partnership	2+ individuals	Similar to sole proprietorship.
Limited partnership	2+ individuals	There are two types of partners, general (have unlimited liability), and limited (limited liability).
C corporation	Any number of shareholders	Company taxed for generating income, investors are taxed for getting dividends (double taxation).
S corporation	Maximum 75 shareholders	No double taxation, only shareholders pay taxes, but there are many, many restrictions.
Limited liability company/partnership (LLC/LLP)	1+ members	Liability protection, and taxation is done like a proprietorship/partnership, no restrictions on shareholder number, nationality.

Accounting

Accounting is everything you do with financial information: the planning, recording, analyzing, and interpretation. Money is allotted into many accounts within a company: for example, accounts receivable (money owed to a business), or employee salary. Money is debited to one account and credited to another whenever a transaction occurs, T charts like the one below track this:

Assets		=	Liabilities + Owner's Equity	
Any Asset			Any Liability	
Debit	Credit		Debit	Credit
(+) Normal Balance ↑	↓		↓	(+) Normal Balance ↑
			Owner's Capital Account	
			Debit	Credit
			↓	(+) Normal Balance ↑

For all transactions, the basic accounting equation (as seen on the top of the diagram) must hold. Accounting has guidelines called the Generally Accepted Accounting Principles. Accounting firms have many important jobs, from regular things you think of when thinking of accounting, to tallying up and verifying results for events such as the Oscars and the Grammys.

Calculations

Companies analyze accounting data by calculating key financial ratios to see how their company is doing. Make sure you know financial ratios and other calculations, because those will help you with many role-play performance indicators. Here are some formulas:

Ratio	Definition	Purpose
Debt to Equity Ratio	Total debt/Shareholder's equity	Indicates how much leverage from the shareholder's equity is being used.
Current Ratio	Total assets/Total liabilities	Indicates a company's ability to pay short term obligations.
Inventory Turnover Ratio	Cost of foods sold/Average inventory	How rapidly a company's inventory is sold and replenished.
Cash Turnover Ratio	Net sales/Working capital	How often a company's cash is replenished.

You can always use a Google search to find more information!

Guide

To

PERFORMANCE

INDICATORS

Guide to Performance Indicators

Performance Indicators are the most important part of your role play—the majority of the rubric is based on how well you can explain these concepts and tie them back to the prompt. To make your studying process easier, we have compiled the most common performance indicators for different clusters of topics. The complete list of performance indicators can be found on the DECA website. Remember to study performance indicators from each section—you never know what will show up on your role play.

Management

Explain the role of business in society
 Determine the relationship between government and business
 Discuss global environment in which businesses operate
 Describe factors that affect the business environment
 Explain how organizations adapt to today's markets
 Assess the services of professional organizations in marketing
 Explain the importance of company involvement in community activities
 Explain the concept of economic resources
 Describe the nature of taxes
 Determine the nature of organizational goals
 Demonstrate connections between company actions and results
 Explain the nature of operations
 Determine factors affecting business risk
 Determine factors affecting a business's profit
 Explain the principles of supply and demand
 Describe the need for financial information
 Explain the concept of market and market identification
 Explain key factors in building a clientele
 Discuss the nature of customer relationship management
 Explain the role of ethics in customer relationship management
 Explain policies/procedures for handling shoplifters
 Explain business ethics in selling
 Explain business ethics in product/service management
 Explain the need for professional and ethical standard in marketing
 Explain consequences of unprofessional and unethical behavior in marketing
 Describe the use of technology in the product/service management function
 Describe the use of technology in the channel management function
 Explain the nature and scope of channel management
 Explain the nature of channels of distribution
 Explain the nature of channel-member relationships
 Explain distribution issues and trends
 Explain the nature of warehousing

Research and Information

Explain the nature and scope of marketing research
 Describe the need for marketing information
 Identify information monitored for marketing decision making
 Explain the role of situation analysis in the marketing planning process
 Discuss the nature of marketing research problems/issues
 Explain the nature of sales forecasts
 Describe options businesses use to obtain marketing-research data

- Describe data-collection methods
- Describe techniques for processing marketing information
- Discuss the nature of sampling plans
- Discuss the nature of information management
- Identify information monitored for marketing decision-making
- Explain the role of ethics in information management
- Explain legal issues associated with information management
- Conduct a SWOT analysis for use in the marketing planning process

Employees

- Demonstrate a customer-service mindset
- Determine ways of reinforcing the company's image through employee performance
- Explain the role of customer service as a component of selling relationships
- Discuss actions employees can take to achieve the company's desired results
- Handle difficult customers
- Handle customer/client complaints
- Explain employee's role in expense control
- Explain the need for ongoing education as a worker

Communications

- Describe current business trends
- Explain the nature of effective communication
- Explain the nature of positive customer relations
- Determine customer/client needs
- Reinforce service orientation through communication
- Explain the nature of product/service branding
- Identify company's brand promise
- Identify components of the retail image
- Communicate core values of product/service
- Describe factors used by businesses to position corporate brands
- Describe factors used by marketers to position products/services
- Develop positioning concept for a new product
- Discuss internal and external audiences for public relations activities
- Adapt communication to the cultural and social differences among clients
- Identify communication channels used in sales promotions
- Explain the nature of effective written communication
- Describe word-of-mouth channels used to communicate with targeted audiences

Merchandising

- Explain the importance of merchandising to retailers
- Explain the concept of product mix
- Identify product's/service's competitive advantage
- Explain the nature and scope of purchasing
- Explain how to choose vendors
- Identify quality-control measures
- Assess product packaging requirements
- Explain the nature and scope of the pricing function
- Explain factors affecting pricing decisions
- Explain the use of technology in the pricing function
- Explain the nature and scope of the selling function

Explain the selling process
 Explain company selling policies
 Explain customer/client/business buying behavior
 Discuss motivational theories that impact buying behavior
 Determine economic utilities created by business activities
 Identify product opportunities
 Explain new product-development processes

Marketing

Describe the marketing function and related activities
 Explain the nature of marketing management
 Set marketing goals and objectives
 Explain the impact of product life cycles on marketing decisions
 Explain the concept of marketing strategies
 Explain the nature of direct marketing channels
 Explain types of advertising media
 Explain the components of advertisements
 Analyze the impact of technology on marketing
 Explain the role of promotion as a marketing function
 Explain the nature of a promotional plan
 Explain the types of promotion
 Coordinate activities in the promotional mix
 Describe the use of technology in the promotion function

Hospitality and Tourism

Describe current issues and trends in the travel and tourism industry
 Explain the economic impact of travel and tourism on a community on an area
 Explain factors affecting the development and growth of the travel and tourism industry
 Explain the nature of hospitality and tourism marketing
 Detail two types of marketing materials for the lodging facility
 Detail ways to monitor quality of prepared food
 Determine menu pricing
 Detail the functions of room services

Finance

Explain the role of finance in business
 Describe the role of financial institutes
 Calculate financial ratios
 Describe the concept of price
 Analyze daily transactions
 Determine cost of goods sold
 Explain the nature of costing procedures
 Explain the effect of inventory systems on cost of goods sold
 Calculate gross revenue
 Explain forms of financial exchange
 Explain the principle of supply and demand
 Discuss the nature of depreciation
 Describe the concept of economies of scale
 Make capital expenditure decisions
 Explain the concept of accounting

Describe the relationship between accounting and finance
 Maintain financial records
 Explain the nature of balance sheets
 Read and reconcile bank statements
 Determine financial strengths/weaknesses of a business
 Describe the need for financial information
 Identify reasons to analyze financial data
 Demonstrate financial analysis applications
 Discuss the financial planning process
 Discuss the relationships between risk management and business finance
 Explain the purpose and importance of credit
 Discuss the nature of debtor-creditor relationships
 Describe sources of income
 Interpret a pay stub
 Describe the nature of budgets
 Develop personal budget
 Explain the need to save and invest
 Discuss opportunities for building professional relationships in finance
 Explain the responsibilities of financial professionals in provide client services

Human Resources

Discuss the nature of human resources management
 Describe the nature of managerial control
 Describe phases of human resource management
 Discuss factors that impact human resources management
 Explain the role of ethics in human resource management
 Describe planning techniques used in the hiring process
 Assess employee skills
 Orient new employees
 Analyze employer expectations in the business environment
 Explain possible advancement patterns for jobs
 Identify skills need to enhance career progression
 Describe health and safety regulations in business
 Assist with establishment of work rules
 Explain the rights of worker
 Explain the nature of benefit plans
 Comply with compensation and benefit laws

Business Ethics

Explain the nature of business ethics
 Explain business ethics in selling
 Describe the role of business ethics in pricing
 Explain business ethics in product/service management
 Discuss the role of ethics in operations
 Explain the role of ethics in customer relationship management
 Explain the role of ethics in human resources management
 Explain the role of ethics in information management
 Exhibit cultural sensitivity