



DECA[®]

COMPETITION GUIDELINES

PRINCIPLES OF BUSINESS ADMINISTRATION

PBM, PFN, PHT, PMK

PERSONAL FINANCIAL LITERACY

PFL



WELCOME

Congratulations on earning the opportunity to attend the first-ever virtual DECA International Career Development Conference. Your hard work, dedication and passion for DECA have led you to both great achievements and the opportunity to represent your chapter and chartered association at this #NextLevel of competition!

Prepare yourself by reviewing the important information in this packet as it pertains to your competitive event. Keep in mind that ICDC competition may be conducted differently than at your association level, so please review all instructions in detail and ask your chapter advisor if you have any questions.

As one of our key guiding principles, DECA members are poised professionals with ethics, integrity and high standards, and conducting oneself in a virtual environment is no different. As you compete, please uphold your personal integrity and ethics while also presenting yourself professionally. Our volunteer business professionals will be looking for you to shine, and we want you to represent yourself, your school, your association and the DECA brand in the stellar way we know you can.

During this virtual conference, continue to prepare for college and career success by applying your classroom learning and career aspirations to your performance in DECA's prestigious competitive events program. Best of luck for a spirited competition and continued success in your future pursuits!

EVENT OVERVIEW

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS
PERSONAL FINANCIAL LITERACY



1 PARTICIPANT



100 ITEMS, 75 MINUTES



1 ROLE-PLAY



PREP TIME



PRESENTATION TIME

SCHEDULE OF EVENTS

Participants must complete each preliminary competition component on the specific date below. The portal will open for submissions at 8 a.m. ET, and activities must be completed by 11:59 p.m. of your respective time zone. Final competition will be a live video presentation to a judge and proctor during a set appointment time to be announced with the finalists. **There will be no exceptions or appointment date/time adjustments.**

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

COMPETITIVE EVENT		ONLINE TEST	PRELIMINARY COMPETITION	FINAL COMPETITION
PBM	Principles of Business Management and Administration	Tuesday, April 13	Monday, April 19	Monday, April 26
PFN	Principles of Finance	Tuesday, April 13	Monday, April 19	Monday, April 26
PHT	Principles of Hospitality and Tourism	Tuesday, April 13	Monday, April 19	Monday, April 26
PMK	Principles of Marketing	Tuesday, April 13	Monday, April 19	Monday, April 26

PERSONAL FINANCIAL LITERACY EVENT

COMPETITIVE EVENT		ONLINE TEST	PRELIMINARY COMPETITION	FINAL COMPETITION
PFL	Personal Financial Literacy	Tuesday, April 13	Monday, April 19	Monday, April 26

INTEGRITY

As one of our key guiding principles, DECA members are poised professionals with ethics, integrity and high standards. Integrity and honor are integral elements of ethical, responsible business leadership. Great care must be taken in maintaining academic integrity while preparing students for their future careers. The reinforcement of those standards is the responsibility of every member, advisor, and administrator. In order to hold such a standard across our organization, every competitor and advisor must agree and certify that the participants and advisor complied with the following guidelines:

1. Participation of the competitors in this, and any, DECA competitive events will take place in an honest fashion. Therefore, the contents of this competitive event entry and any solutions provided are solely the work of the student(s).
2. The submitted presentation of this entry was completed by the student(s) who authored the work of the event or completed the case study preparation for the event.
3. The video was completed in one “take,” and videos were not edited, re-shot, or changed.
4. Teleprompters, cue cards or other aids not permitted by the event were not used.
5. No assistance was sought beyond that allowed in any DECA competitive event instructions or guidelines. Textbooks, reference materials or other aids not specifically allowed in the DECA competitive event guidelines were not used.
6. No portion of this entry has been entered into competition prior to this academic/competition year.
7. For role-playing events, all case studies, role-play scenarios, prep materials, student notes and associated items were destroyed after the event has been completed.
8. No DECA competitive event or test materials will be or have been saved to any storage device remaining in the possession of the competitor(s) or that of any other person; nor has it been saved to any cloud storage.

If it is determined that any one or more of these guidelines has not been adhered to, the entry will be disqualified and information will be forwarded to the chartered association advisor and local education agency’s superintendent appropriate action regarding academic integrity violations.

ONLINE TESTING

GENERAL INFORMATION

TESTING WINDOW	<ul style="list-style-type: none">▪ Each exam will only be offered on one specific date, and the exam must be completed that day. Please see the event schedule for your specific testing day.▪ The testing window will open at 8:00 a.m. ET each day, and exams must be completed by 11:59 p.m. of your respective time zone.▪ Participants will have 75 minutes to complete the exam.
TESTING ACCESS	<p>Participants will receive the following from their chapter advisor prior to testing:</p> <ul style="list-style-type: none">▪ Username (DECA Member ID)▪ Password
TESTING FORMAT	<ul style="list-style-type: none">▪ 100 question, multiple choice exam.▪ Questions will be presented in randomized order.▪ Only one question will appear on the screen at a time.
TECHNOLOGY REQUIREMENTS	<ul style="list-style-type: none">▪ Google Chrome and Microsoft Edge are the Internet browsers which work best with the testing software.▪ Pop-up blockers must be disabled for the testing site to work properly.▪ It is recommended that chapter advisors coordinate with IT department staff prior to the testing window to ensure that filters will not prevent participants from testing. The most common problem is the testing site being blocked by filtering agents established by the IT department at the school or district level.
WHAT IS PERMISSIBLE DURING TESTING?	<ul style="list-style-type: none">▪ Participants will be allowed to take exams at home or at school.▪ Participants will be allowed to use textbooks and other curricular materials while taking their exam.▪ Participants will be allowed to use calculators during their exam.
WHAT IS NOT PERMISSIBLE DURING TESTING?	<ul style="list-style-type: none">▪ Participants may not receive assistance from anyone else, including teammates, during the exam.▪ Participants may not close the testing window during the exam.

ONLINE EXAM INSTRUCTIONS

 **TIP** | Plan a time when you can devote **75 minutes** to the online exam. You will need internet access.

1 Log in.	Go to www.decaidc.org and login using your username (DECA Member ID) and password provided by your chapter advisor. From there, login to the testing site.
2 Enter your username and password.	Note that your password is only valid for one login. If for any reason you need to exit the system and re-enter, your chapter advisor will need to provide you with a new password. Click the checkbox next to the Academic Integrity warning, then click “ Submit. ”
3 Verify your information.	Verify that your Name, Member ID, School Association and Event Acronym are correct. If the information is not accurate, contact your chapter advisor before starting your exam. If your information is accurate, click “ Select ” next to the name of your exam.
4 Agree to the terms of the exam.	<ul style="list-style-type: none"> You will be presented with DECA Inc.’s Online Exam Agreement. Please read this in its entirety. By starting your exam, you agree to follow the terms in the agreement. You can use textbooks and other curricular materials while taking your exam. You can use a calculator during their exam. You cannot receive assistance from anyone else, including teammates, during the exam. Once you are ready to begin your exam, click on “Start Test.” Once you begin the exam, you should not interrupt your exam except for emergencies.
5 Familiarize yourself with the testing system.	<p>When the exam window opens you will see questions presented one-at-a-time. You will notice four things in the top menu bar:</p> <ul style="list-style-type: none"> Timer: The timer indicates the amount of time remaining. If time runs out before you finish, your exam will automatically submit with the questions you’ve answered up to this point. WiFi icon: The WiFi icon indicates your connection strength. Green = good! Answer bubble legend: The answer bubble legend tells you whether or not an answer has been saved in the system. Calculator icon: click on the Calculator icon if you need to use it. You can click and drag the purple border around the calculator to move it on your screen or click the X in the calculator window to close.
6 Complete your exam.	<ul style="list-style-type: none"> You will have 75 minutes to complete the exam. Click “Next” after you select an answer. If you don’t know the answer to a question, you can skip it and move on to the next one. You will have an opportunity to review all answers before submitting. Once you have answered all questions, you will reach the Review Screen.

<p>7 Review and submit your exam.</p>	<ul style="list-style-type: none"> ▪ On the Review Screen, you will have an opportunity to review all questions before submitting your exam. ▪ If you did not answer a question, those questions are underlined in RED. ▪ To change your answer to any question, click on the underlined question. You will then be given an opportunity to change your answer. ▪ Once you have reviewed all questions and are ready to submit, click on “Submit Test.” Do this only once – it may take a few seconds for the next page to load.
<p>8 Print confirmation.</p>	<p>You will be presented with a confirmation screen. We recommend printing or saving the confirmation by clicking “Print Confirmation.” Once you see the confirmation screen, click “Back to Test List.”</p>
<p>9 Log out.</p>	<ul style="list-style-type: none"> ▪ You will now see your homepage and your test status shows Finished. You’ve successfully completed your exam and can now click on “Log Out.” ▪ Thank your DECA advisor for their support and guidance this year!

If you have any questions or require assistance during your exam, contact your **chapter advisor**.

PRELIMINARY COMPETITION

GENERAL INFORMATION

ROLE-PLAY WINDOW

- Each competitive event will only be offered on one specific date, and the presentations must be recorded, uploaded and submitted that day. Please see the event schedule for your specific competition day.
- The competition window will open at 8:00 a.m. ET each day, and videos must be recorded, uploaded and submitted by 11:59 p.m. of your respective time zone.
- Participants will have **2 hours** to complete the entire role-play process; however participants will only have **10 minutes** to review the event situation and develop a solution.
- All presentation recordings must be **10 minutes** or less.

ROLE-PLAY ACCESS

- Participants will receive the following from their chapter advisor prior to the role-play:
- Username (DECA Member ID)
 - Password

ROLE-PLAY FORMAT

- Participants will need access to the following:
 - Well-lit location with a simple background and free of noise and distractions
 - Recording device capable of capturing audio and video
 - Notetaking paper and pencil/pen
 - White paper and black marker for visual aids
 - Video hosting account/service, such as YouTube
 - Internet access
 - Professional attire to meet the dress code
 - Calculator (optional)
- Participants will login to view the event situation, develop their response, record their response, upload the video and submit the link to the video.
- All solutions must be recorded in ONE real-time presentation.
- Judge questions will not be asked during preliminary competition. Participants should simply present a solution to the role-play event situation.
- Only the participant presenting and competing may be included in the presentation.
- Videos must be able to be viewed by judges. If video settings are incorrectly set, the judge may not be able to view the presentation.

PROFESSIONALISM

- Participants must be dressed in business professional attire for the presentation. DECA Blazers are required when making a presentation (recorded or live) in front of a judge. However, if competitors are unable to access a DECA Blazer due to COVID-19, participants may wear a blazer, sport coat or a professional jacket. View the official DECA dress code at www.deca.org/icdc.

	<ul style="list-style-type: none"> Please keep in mind the role-play would be conducted in a professional business setting, and your video background should reflect that.
WHAT IS PERMISSIBLE DURING A ROLE-PLAY PRESENTATION?	<ul style="list-style-type: none"> Participants may choose to record from any device or through a virtual meeting platform. <ul style="list-style-type: none"> Example platforms include: Zoom, Microsoft Teams, FlipGrid, Google Meet, GoToMeeting, etc. The participant must ALWAYS be visible. Participants may use handwritten/hand-drawn items such as flyers or anything that could be made using the items typically provided during preparation time (blank paper and black markers). Generic virtual backgrounds may be used, but they cannot be related to the role-play or participant.
WHAT IS NOT PERMISSIBLE DURING A ROLE-PLAY PRESENTATION?	<ul style="list-style-type: none"> NO editing or visual effects/transitions may be included. Participants may NOT utilize a Smart Board/Promethean Board, PowerPoint or other slide deck during their presentation. Participants may NOT share your screen to show visuals, graphics, or other materials. Participants may NOT contact the judge prior to or after the presentation to send additional information.
WHEN AND WHERE WILL ROLE-PLAY PRESENTATIONS BE RECORDED?	<ul style="list-style-type: none"> Confirm with your chapter advisor regarding when and where you will record your official competition entry. Some chapters may record at school, while other chapters may ask competitors to record at home. If this recording is conducted at home, it must be done in a gathering area such as a living room, dining room, or den. Please keep in mind the role-play would be conducted in a professional business setting, and your video background and setting should reflect that. Be sure that your official entry is recorded and submitted within the required timeframe.
RESOURCES	<p>Additional resources will be provided on www.deca.org/icdc in April.</p> <ul style="list-style-type: none"> Tips for Effective Video Presentations Uploading and Sharing Video Files Frequently Asked Questions

ROLE-PLAY INSTRUCTIONS

 **TIP** | Plan a time when you can devote **up to 2 hours** to the role-play presentation. You will need internet access.

1 Log in.	Go to www.decaicdc.org and login using your username (DECA Member ID) and password provided by your chapter advisor. From there, login to the competition site.
2 Verify your information.	Verify that your Name , Member ID , and Event are correct. If the information is not accurate, contact your chapter advisor before starting your role-play.
3 Access your scenario.	Click “ Scenario ” when you’re ready to begin.
4 Read the instructions.	<ul style="list-style-type: none"> Read the participant instructions. Click “Start Scenario” to start your time.
5 Read your scenario, and prepare for your presentation.	<ul style="list-style-type: none"> You will have 10 minutes to read your role-play scenario, and prepare your key ideas and talking points for the presentation. <ul style="list-style-type: none"> The 21st Century Skills and Performance Indicators will appear at the top of the screen. Your specific event situation appears below. You will not have to address any judge questions. Be mindful of your time. If you wish to begin recording your video prior to the timer expiring, click “Finished Reading Scenario.”
6 Record and upload your presentation.	<ul style="list-style-type: none"> You will be automatically taken to this page when your time expires. Use a device or virtual meeting platform to record your video. Your video cannot be longer than 10 minutes. You will have 2 hours to record your video, upload the video to a host site, paste the link to video into the system and submit your entry. Do not edit your video.
7 Provide a link to the video, and submit.	<ul style="list-style-type: none"> To add the link, paste the link in the URL field and click “Add.” The video must be able to be viewed using the link as videos that cannot be viewed cannot be evaluated. Once you have finished uploading your link, click “Finished Uploading Files” to submit your official competition entry.
8 Print confirmation.	<ul style="list-style-type: none"> Once you click “Finish Uploading Files,” you will return to the home screen. Check that the “Print Confirmation” printer icon is available and can be clicked. Congratulations, you have submitted your official competition entry. Thank your DECA advisor for their support and guidance this year!

If you have any questions or require assistance during your role-play, contact your **chapter advisor**.

RECOGNITION

DETERMINATION OF HONORESS

- The presentation will be weighted at twice (2 times) the value of the exam score.
- Participants are competing in a section with 16 to 20 other participants.
- The two participants with the highest overall scores in each section will compete as finalists.

AWARDS

- **CERTIFICATE OF EXCELLENCE** — Achieve a combined score of 70% or better on the competitive event components to receive a digital certificate.
- **COMPREHENSIVE EXAM** — Participants with the top 10 scores will receive a silver-ribbon medallion.
- **ROLE-PLAY** — Participants with the highest score in each section will receive a silver-ribbon medallion.
- **FINALISTS** — Participants with the top two overall scores in each section will receive a blue-ribbon medallion and advance to final competition.

Medallions will be sent to the DECA chapter after May 6 for an appropriate local presentation.

ANNOUNCEMENT OF RECOGNITION

- DECA will post results and finals schedules on decadirect.org and deca.org/icdc as soon as they are available, at 10 a.m. ET, 4 p.m. ET and 8 p.m. ET daily. At that time, appointment times will also be provided for the finalists.
- DECA will make every effort to post the results and final schedules three business days in advance of finals.

FINAL COMPETITION

GENERAL INFORMATION

ROLE-PLAY WINDOW	<ul style="list-style-type: none"> Participants will use the Zoom® platform for final competition. Each competitive event final round will only be offered on one specific day, and participants will have a specific appointment time. There will be no exceptions or appointment date/time adjustments. The competition window will begin at 10:00 a.m. ET each day. All presentations must be 10 minutes or less.
ROLE-PLAY ACCESS	<p>Participants will receive the following from their chapter advisor prior to the role-play:</p> <ul style="list-style-type: none"> Zoom® link Appointment time
ROLE-PLAY FORMAT	<ul style="list-style-type: none"> Participants will need access to the following: <ul style="list-style-type: none"> A Zoom® account Well-lit location with a simple background and free of noise and distractions Device capable of capturing audio and video Notetaking paper and pencil/pen White paper and black marker for visual aids Internet access Professional attire to meet the dress code Calculator (optional) An event director will guide the participant through a series of breakout rooms. <ul style="list-style-type: none"> The participant will enter the main zoom room (holding area). The participant will be moved to a breakout room (prep room) where the instructions and event situation will shared on the screen for 10 minutes. Participants must have their camera on during the prep time. The participant will be moved to a breakroom room (judge room) where he/she will present to the judge for a maximum of 10 minutes. <ul style="list-style-type: none"> A dedicated proctor will appear off-camera in the room with the participant and the judge. The judge may ask questions during final competition. Following the presentation to the judge, the participant should exit the meeting.
PROFESSIONALISM	<ul style="list-style-type: none"> Participants must be dressed in business professional attire for the presentation. DECA Blazers are required when making a presentation (recorded or live) in front of a judge. However, if competitors are unable to access a DECA Blazer due to COVID-19, participants may wear a blazer, sport coat or a professional jacket. View the official DECA dress code at www.deca.org/icdc. Please keep in mind the role-play would be conducted in a professional business setting, and your background in your video should reflect that.

WHAT IS PERMISSIBLE DURING A ROLE-PLAY PRESENTATION?	<ul style="list-style-type: none"> ▪ The participant must ALWAYS be visible. ▪ Participants may use handwritten/hand-drawn items such as flyers or anything that could be made using the items typically provided during preparation time (blank paper and black markers). ▪ Generic virtual backgrounds may be used, but they cannot be related to the role-play or participant.
WHAT IS NOT PERMISSIBLE DURING A ROLE-PLAY PRESENTATION?	<ul style="list-style-type: none"> ▪ NO editing or visual effects/transitions may be included. ▪ Participants may NOT utilize a Smart Board/Promethean Board. PowerPoint or other slide deck during their presentation. ▪ Participants may NOT share your screen to show visuals, graphics, or other materials. ▪ Participants may NOT contact the judge prior to or after the presentation to send additional information.
WHEN AND WHERE WILL ROLE-PLAY PRESENTATIONS BE RECORDED?	<ul style="list-style-type: none"> ▪ Confirm with your chapter advisor regarding when and where you will present your final competition ▪ If this presentation is conducted at home, it must be done in a gathering area such as a living room, dining room, or den. ▪ Please keep in mind the role-play would be conducted in a professional business setting, and your video background and setting should reflect that.

RECOGNITION

DETERMINATION OF HONORESS	In the final round of competition, the role-play presentation will be weighted twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
AWARDS	<ul style="list-style-type: none"> ▪ The top 10 finalists will receive an international finalist medallion. ▪ 1st, 2nd, 3rd Place finalists will receive trophies. ▪ Some competitive events are sponsored with cash awards. <p><i>Medallions and trophies will be sent to the DECA chapter after May 6 for an appropriate local presentation. Cash awards will be sent via check to the DECA member after May 6.</i></p>
ANNOUNCEMENT OF RECOGNITION	DECA will announce the winners during the Grand Awards Session on Thursday, May 6 beginning at 8 p.m. ET / 5 p.m. PT. The session will be livestreamed and available on-demand upon the conclusion.

SPONSORED EVENTS

DECA gratefully acknowledges the competitive events sponsorship of these generous organizations.

Unless otherwise noted, each sponsoring organization provides the following awards for international competitors:

1st Place - \$1,000 per team
2nd Place - \$500 per team

3rd Place - \$250 per team
4th-10th Place - \$100 each per team

ACCOUNTING APPLICATIONS SERVICES ACT



APPAREL AND ACCESSORIES MARKETING SERIES AAM

MEN'S WEARHOUSE®

AUTOMOTIVE SERVICES MARKETING SERIES ASM



BUSINESS SOLUTIONS PROJECT PMBS

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BUYING AND MERCHANDISING OPERATIONS RESEARCH BMOR

PIPER | SANDLER

CAREER DEVELOPMENT PROJECT PMCD

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COMMUNITY AWARENESS PROJECT PMCA

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COMMUNITY GIVING PROJECT PMCG



ENTREPRENEURSHIP SERIES ENT



FINANCIAL CONSULTING FCE

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FINANCIAL LITERACY PROJECT PMFL

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HOSPITALITY & TOURISM OPERATIONS RESEARCH HTOR

PIPER | SANDLER

HOSPITALITY & TOURISM PROFESSIONAL SELLING HTPS



HOSPITALITY SERVICES TEAM DECISION MAKING HTDM



HOTEL & LODGING MANAGEMENT SERIES HLM



INNOVATION PLAN EIP

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INTEGRATED MARKETING CAMPAIGN - EVENT IMCE

FACEBOOK

INTEGRATED MARKETING CAMPAIGN - PRODUCT IMCP



INTEGRATED MARKETING CAMPAIGN - SERVICE IMCS

FACEBOOK

MARKETING COMMUNICATION SERIES MCS

FACEBOOK

PRINCIPLES OF HOSPITALITY & TOURISM PHT



PRINCIPLES OF MARKETING PMK



QUICK SERVE RESTAURANT MANAGEMENT SERIES QSRM



RESTAURANT & FOOD SERVICE MANAGEMENT SERIES RFSM



SALES PROJECT PMSP

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SCHOOL-BASED ENTERPRISE FOOD OPERATIONS SBEP

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SCHOOL-BASED ENTERPRISE RETAIL OPERATIONS SBEP

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SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH SEOR

PIPER | SANDLER

TRAVEL & TOURISM TEAM DECISION MAKING EVENT TTDM



DECA HOTEL CHALLENGE VBCHM



AWARDS

1st Place \$6,000 per team
2nd Place \$3,000 per team
3rd Place \$1,500 per team
4th Place \$900 per team

VIRTUAL BUSINESS CHALLENGES

ACCOUNTING VBCAC

ENTREPRENEURSHIP VBCEN

FASHION VBCFA

PERSONAL FINANCE VBCPF

RESTAURANT VBCRS

RETAIL VBCRT

SPORTS VBCSP



AWARDS

1st Place \$1,000 per team
2nd Place \$500 per team
3rd Place \$250 per team