



Competitive Events Program Overview for 2010-2011

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Event	Comprehensive Exam	Number of Participants	Appear Before Judge	Length of Preparation	Length of Interview	Length of Written Entry	Executive Summary	Written Statement of Assurances				
Principles of Business Administration Events												
Principles of Business Management and Administration—PBM	Business Administration Core Exam	1	1 content interview	10 mins.	10 mins.	N/A	N/A	N/A				
Principles of Finance—PFN			2nd content interview for finalists									
Principles of Hospitality and Tourism—PHT												
Principles of Marketing—PMK												
Team Decision Making Events												
Business Law and Ethics—BLTDM	Business Management and Administration Exam	2	1 case study	30 mins.	15 mins.	N/A	N/A	N/A				
Buying and Merchandising—BTDM	Marketing Exam											
Financial Services—FTDM	Finance Exam											
Hospitality Services—HTDM	Hospitality and Tourism Exam											
Marketing Communications—MTDM	Marketing Exam											
Sports and Entertainment Marketing—STDM	Marketing Exam											
Travel and Tourism—TTDM	Hospitality and Tourism Exam											
Individual Series Events												
Accounting Applications—ACT	Finance Exam	1	2 role-plays	10 mins.	10 mins.	N/A	N/A	N/A				
Apparel and Accessories Marketing—AAM	Marketing Exam											
Automotive Services Marketing—ASM	Marketing Exam											
Business Services Marketing—BSM	Marketing Exam											
Food Marketing—FMS	Marketing Exam											
Hotel and Lodging Management—HLM	Hospitality and Tourism Exam											
Marketing Management—MMS	Marketing Exam											
Quick Serve Restaurant Management—QSRM	Hospitality and Tourism Exam											
Restaurant and Food Service Management—RFSM	Hospitality and Tourism Exam											
Retail Merchandising—RMS	Marketing Exam											
Sports and Entertainment Marketing—SEM	Marketing Exam											
Business Operations Research Events												
Business Services Operations—BOR	None	1 to 3	Present research and plan	None	15 mins.	30 pages	Yes	Yes				
Buying and Merchandising Operations—BMOR												
Finance Operations—FOR												
Hospitality and Tourism Operations—HTOR												
Sports and Entertainment Marketing Operations—SEOR												
Chapter Team Events												
Community Service Project—CSP	None	1 to 3 Chapter Representatives	Present project	None	15 mins.	30 pages	Yes	Yes				
Creative Marketing Project—CMP												
Entrepreneurship Promotion Project—EPP												
Financial Literacy Promotion Project—FLPP												
Learn and Earn Project—LEP												
Public Relations Project—PRP												
Business Management and Entrepreneurship Events												
Entrepreneurship Written Event—ENW	None	1 to 3	Present proposal	None	15 mins.	30 pages	Yes	Yes				
International Business Plan Event—IBP												
Internet Marketing Plan Event—IMP												
Entrepreneurship Participating Event		1	Present prospectus		20 mins.	11 pages						
Creating an Independent Business—ENPI												
Creating a Franchising Business—ENPF												
Marketing Representative Events												
Advertising Campaign Event—ADC	Marketing Exam	1 to 3	Present advertising campaign	None	20 mins.	11 pages/ fact sheet	Yes	Yes				
Fashion Merchandising Promotion Plan Event—FMP		1 to 3	Present promotion plan									
Professional Selling Event—PSE		1	Sales presentation						N/A	N/A	N/A	
Online Events												
Stock Market Game—SMG	None	1 to 3	Present portfolio	None	15 mins.	11 pages	Yes	Yes				
Virtual Business Challenge Retail—VBCR			N/A						None	N/A	N/A	N/A
Virtual Business Challenge Sports—VBCS			N/A						None	N/A	N/A	N/A
Special Event												
DECA Quiz Bowl—DQB	Marketing Exam	1 to 4	N/A	None	N/A	N/A	N/A	N/A				

DECA's Mission

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

DECA's Guiding Principles

DECA's Comprehensive Learning Program

Integrates into Classroom Instruction
Applies Learning
Connects to Business
Promotes Competition

DECA prepares the next generation to be

Academically Prepared
Community Oriented
Professionally Responsible
Experienced Leaders

2010-2011 DECA Calendar

Stock Market Game

September 7-December 17, 2010

DECA Week

October 10-16, 2010

Virtual Business Challenge I

October 25-November 19, 2010

The Ultimate DECA Power Trip (NARCON, SRLC, WRLC)

November 12-14, 2010 • Washington, DC

Global Entrepreneurship Week

November 15-21, 2010

The New York Experience I

November 17-21, 2010 • New York City, NY

Innovations and Entrepreneurship Conference

November 17-21, 2010 • San Diego, CA

The New York Experience II

December 1-5, 2010 • New York City, NY

Central Region Leadership Conference

December 2-4, 2010 • Chicago, IL

The New York Experience III

December 8-12, 2010 • New York City, NY

Virtual Business Challenge II

January 3-28, 2011

SBE Certification Documentation Due

January 14, 2011

Sports & Entertainment Marketing Conference

February 2-4, 2011 • Orlando, FL

ICDC Competitors' Final Membership Eligibility

March 1, 2011

International Career Development Conference

April 30-May 3, 2011 • Orlando, FL

Summer Officer Leadership Training

July 12-15, 2011 • Washington, DC

Special Projects

DeVry Innovation and Entrepreneurship Challenge
Emerging Leader Honor Award

Expand Your Network Membership Campaign

FIDM Runway Challenge

Finish Line Challenge

H&R Block Dollars & Sense Challenge

Merit Awards Program

Publix Brand Champion Challenge

Scholarships

School-based Enterprises

Event Color Code: Business Administration Core, Career Cluster, Pathway, Specialties