



INDIVIDUAL SERIES EVENTS

ACCOUNTING APPLICATIONS SERIES **ACT**
Sponsored by American Institute of CPAs

APPAREL AND ACCESSORIES MARKETING SERIES **AAM**
Sponsored by Men's Wearhouse

AUTOMOTIVE SERVICES MARKETING SERIES **ASM**
Sponsored by National Automotive Parts Association

BUSINESS FINANCE SERIES **BFS**

BUSINESS SERVICES MARKETING SERIES **BSM**

ENTREPRENEURSHIP SERIES **ENT**

FOOD MARKETING SERIES **FMS**

HOTEL AND LODGING MANAGEMENT SERIES **HLM**

HUMAN RESOURCES MANAGEMENT SERIES **HRM**

MARKETING COMMUNICATIONS SERIES **MCS**

QUICK SERVE RESTAURANT MANAGEMENT **QSRM**
Sponsored by Chipotle Mexican Grill

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES **RFSM**

RETAIL MERCHANDISING SERIES **RMS**

SPORTS AND ENTERTAINMENT MARKETING SERIES **SEM**

DECA's **Individual Series Events** effectively measure the student's proficiency in the knowledge and skills identified by occupational practitioners as essential to success in a given career. The student is given a description of a specific situation that measures skills, knowledge and attitudes in a given career. Roles in these events could be content area expert, client, customer, employee, supervisor, manager or entrepreneur.

The guidelines for each of the Individual Series Events have been consolidated to facilitate coordination of participant activities in each career category. This means the guidelines are exactly the same for each career category. However, each career category's role-play will be career specific and will be different and distinct from the role-plays of the other career categories.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the activities and careers that are included in each of the Individual Series Events.

BUSINESS MANAGEMENT + ADMINISTRATION

Human Resources Management: (Human Resources Management Pathway) Students will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training.

ENTREPRENEURSHIP

Entrepreneurship: Students will be challenged to perform the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.



KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills described by the business administration core, the appropriate career cluster core, and the appropriate career pathway performance indicators that are aligned with National Curriculum Standards and industry validated. Complete lists of performance indicators are available at deca.org. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.

\$ FINANCE

Accounting Applications: (Accounting Pathway) Students will be challenged 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. 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 planning.

Business Finance: (Corporate Finance Pathway) Students 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.

HOSPITALITY + TOURISM

Hotel and Lodging Management: (Lodging Pathway) Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services.

Quick Serve Restaurant Management: (Restaurant and Food and Beverage Services Pathway) Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the quick-serve restaurant industry.

Restaurant and Food Service Management: (Restaurant and Food and Beverage Services Pathway) Students will be challenged to perform marketing and management functions and tasks in a full-service restaurant or a food-service business.

MARKETING

Apparel and Accessories Marketing: (Merchandising Pathway) Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and/or manufacturing firms primarily engaged in the marketing of clothing and related articles for personal wear and adornment.

Automotive Services Marketing: (Marketing Management Pathway) Students will be challenged to perform marketing and management functions and tasks related to auto dealers, service stations and related businesses or auto parts stores.

Business Services Marketing: (Marketing Management Pathway) Students will be challenged to perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis or providing services to consumers.

Food Marketing: (Marketing Management Pathway) Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms resulting in the sale of food.

Marketing Communications: (Marketing Communications Pathway) Students will be challenged to perform in marketing communications and marketing functions and tasks that inform, persuade, or remind a target market of ideas, experiences, goods or services.

Retail Merchandising: (Merchandising Pathway) Students will be challenged to perform marketing and management functions and tasks that can be applied in any retail establishment.

Sports and Entertainment Marketing: (Marketing Management Pathway) Students will be challenged to perform marketing and management functions and tasks related to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

EVENT OVERVIEW

- Individual Series Events consist of two major parts: a written **cluster exam** and two preliminary **role-playing events**. A third role-play event will be given to finalists.
- The participant will be given a 100-question, multiple-choice, **cluster exam**.
- The participant will be given a written scenario to review. It may indicate a product or service to sell; a merchandising decision; a situation involving communications, human relations, economics or professional development; or a business management consideration. The event description will inform the participant of the role he/she will play and the role the judge will play.
- In the **role-play**, the participant must accomplish a task by translating what they have learned into effective, efficient and spontaneous action.
- A list of five performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participant must accomplish during the role-play. The judge will evaluate the participant's role-play performance on these tasks, follow-up questions and 21st Century Skills.
- The participant will have **10 minutes** to review the situation and to develop a professional approach to solving the problem. Participants may use notes made during the preparation time during the presentation.
- Up to **10 minutes** are then allowed for the participant to interact with a judge and demonstrate how he/she would solve the situation or problem. The judge is a qualified business executive playing the role of a second party in the situation. Following the role-play, the judge evaluates the participant's responses and records the results on an evaluation form developed especially for each role-play event.
- The participant may not bring printed reference materials, visual aids, etc., to the competitive event. The participant may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods/MP3 players and iPads/tablets may not be used.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials provided during the designated preparation period.
- If any of these rules are violated, the adult assistant must be notified by the judge.
- The maximum score for the evaluation is 100 points. The cluster exam and each role-play presentation will be valued at one-third (1/3) of the total score. 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.

PRESENTATION JUDGING

The participant will be evaluated according to the Evaluation Form associated with the role-play.

The participant will have a 10-minute preparation period and may make notes to use during the role-play.

After introductions, the judge will begin the 10-minute role-play. Following the participant's explanation of the solution to the role-play, the judge will ask the questions related to the scenario that are provided in the event. These questions will cause the participant to think and respond beyond the performance indicators provided.

The judge will close the role-play by thanking the participant for his/her work. Then the judge will complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



1 PARTICIPANT



CLUSTER
SPECIFIC EXAM



2 ROLE-PLAYS



PREPARATION
TIME



PRESENTATION
TIME