

Principles of Business Administration Events, 2012

Principles of Business Management and Administration

Principles of Finance

Principles of Hospitality and Tourism

Principles of Marketing

Purpose

DECA's Principles of Business Administration Events measure the student's proficiency in those skills identified by occupational practitioners as common academic and technical content across marketing, finance, hospitality, and business management and administration.

The Principles of Business Administration Events are designed for **first-year DECA members** who are enrolled in introductory-level principles of marketing/business courses. Advanced students with multiple course credits in this area are better served in more advanced competitive events. Students who were previously members of DECA are not eligible for these events.

The skills evaluated are selected from a list of performance indicators validated by industry representatives. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Skills Assessed

The participants will demonstrate skills described by the performance indicators in the business administration core. The performance indicators have been divided into the following instructional areas:

Business Law	Human Resources Management
Communication Skills	Informational Management
Customer Relations	Marketing
Economics	Operations
Emotional Intelligence	Professional Development
Financial Analysis	Strategic Management

Complete lists of performance indicators are available at www.deca.org/competitions/2/.

Definitions

The following definitions are used to determine the activities and occupations that are included in each of the Principles of Business Administration Events.

- ◆ **Principles of Business Management and Administration:** The interview events will use language associated with careers in Administrative Services, Business Information Management, General Management, Human Resources Management, and Operations Management.
- ◆ **Principles of Finance:** The interview events will use language associated with careers in Accounting, Banking Services, Business Finance, Insurance and Securities, and Investments.
- ◆ **Principles of Hospitality and Tourism:** The interview events will use language associated with careers in Hotels, Restaurants, and Tourism and Travel.
- ◆ **Principles of Marketing:** The interview events will use language associated with careers in Marketing Communications, Marketing Management, Marketing Research, Merchandising and Professional Selling.

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Procedure

- Principles of Business Administration Events consist of two major parts: a **business administration core exam** and a **content interview** with a business executive. A second content interview will be given to finalists. The business administration core exam items and the content interview situations are selected from a list of performance indicators identified in the National Curriculum Standards for Business Administration developed by *MBAResearch* for the States' Career Cluster Project and validated by industry representatives.
- The participant will be given a 100-question, multiple-choice, business administration core exam.
- The participant will be given a written assignment to review. In the content interview the student is asked to explain or demonstrate mastery of a selected group of performance indicators in an interview with an industry representative.
- In the content interview portion of the event, participants must accomplish a task by translating what they have learned into effective, efficient and spontaneous action.
- A list of four performance indicators specific to the assignment is included in the participant's instructions. These are distinct tasks the participant must accomplish during the interview. The judge will evaluate the participant's performance on these tasks and on follow-up questions.
- Participants will have 10 minutes to review the assignment and to develop a professional approach to the interview. Participants may use notes made during the preparation time during the interview.
- Up to 10 minutes are then allowed for the participant to interact with a competent judge and explain the designated concepts. The judge is a qualified business executive. Following the interview, the judge evaluates the participant's responses and records the results on an evaluation form developed especially for each content interview event.
- Participants may not bring printed reference materials, visual aids, etc., to the competitive event.
- 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 presentation will be weighed at twice (2 times) the value of the exam score.

Presentation Judging

Participants will be evaluated according to the Evaluation Form.

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

After introductions, the judge will begin the 10-minute interview. During or following the participant's explanation of the designated concepts, the judge will ask the questions related to the interview that are provided in the event. These questions will cause the student to think and respond beyond the performance indicators provided.

Close the interview by thanking the participant for his/her work. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.

The presentation will be weighted at twice (2 times) the value of the exam score.