

Team Decision Making Events, 2012

Business Law and Ethics Team Decision Making Event

Buying and Merchandising Team Decision Making Event

Sponsored by Sears Holdings Corporation

Financial Services Team Decision Making Event

Hospitality Services Team Decision Making Event

Sponsored by Marriott International, Inc.

Marketing Communications Team Decision Making Event

Sports and Entertainment Marketing Team Decision Making Event

Sponsored by Northwood University

Travel and Tourism Team Decision Making Event

Purpose

The Team Decision Making Events provide an opportunity for participants to analyze one or a combination of elements essential to the effective operation of a business in the specific occupational area. The business situation to be analyzed will be presented as a case study.

The guidelines for each of the Team Decision Making Events have been consolidated to facilitate coordination of the participant activities in each occupational category. This means the guidelines will be exactly the same for each occupational category. However, each occupational category's case problem will be occupation specific and will be different and distinct from the case studies of the other occupational categories.

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 participant teams will demonstrate skills described by the performance indicators in the business administration core and appropriate career cluster as well as learn/understand the importance of

- communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- critical thinking/problem-solving skills
- production skills—the ability to take a concept from an idea and make it real
- teamwork—the ability to be an effective member of a productive group
- priorities/time management—the ability to determine priorities and manage time commitments

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 Team Decision Making Events.

- ◆ **Business Law and Ethics:** For the purposes of this event, business law is U.S. law and will include 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. The concepts include the instructional areas in the Business Management and Administration cluster.

- ◆ **Buying and Merchandising:** Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service. The concepts include the instructional areas in the Marketing cluster.
- ◆ **Financial Services:** Financial services refer to services offered in the finance industry by financial institutions. 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 purposes. The concepts include the instructional areas in the Finance cluster.
- ◆ **Hospitality Services:** Marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services. The concepts include the instructional areas in the Hospitality and Tourism cluster.
- ◆ **Marketing Communications:** Marketing functions and tasks that inform, remind, and/or persuade a target market of ideas, experiences, goods/services, and/or images. The concepts include the instructional areas in the Marketing cluster.
- ◆ **Sports and Entertainment Marketing:** 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 (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. The concepts include the instructional areas in the Marketing cluster.
- ◆ **Travel and Tourism:** Marketing and management functions and tasks 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, and other services incidental to the travel or tourism industry. The concepts include the instructional areas in the Hospitality and Tourism cluster.

Procedure

- Each team must be composed of **two members** of the DECA chapter.
- Each team member will be given a 100-question, multiple-choice, **cluster exam**. The scores will be averaged to produce a single team score.
- Team members will be given a decision-making **case study situation** involving a problem in a business in the occupational area. Teams qualifying for a final round will participate in a second case study situation.
- A list of seven performance indicators specific to the scenario is included in the participants' instructions. These are distinct tasks the participants must accomplish during the role-play. The judge will evaluate the participants' role-play performance on these tasks and on several follow-up questions.
- Each team will have 30 minutes to study the situation and organize their analysis using a team decision making format. During the preparation period, teams may consult only with one another about the situation. Participants may use notes made during the preparation time during the presentation.
- Participant teams will meet with the judge for a 15-minute interview. The judge is a qualified business executive. The team will spend not more than 10 minutes, at the beginning of the interview, describing the team's analysis of the situation given. Both members of the team must participate in the presentation. The judge will spend the remaining 5 minutes questioning the participants. Each participant must respond to at least one question posed by the judge.
- Participants may not bring printed reference materials, audio or 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 weighted at twice (2 times) the value of the exam scores.

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Presentation Judging

Participants will be evaluated according to the Evaluation Form.

Participants will have a 30-minute preparation period and may make notes to use during the interview.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask additional questions for clarification specific to the current team.

After the questioning period, close the interview by thanking the team for their 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 scores.