



MANAGEMENT INSTITUTE

Piper Jaffray®

The Management Institute at the International Career Development Conference was developed as a forum to allow Collegiate DECA members to discuss critical issues with business professionals. The perceptions and philosophies of experienced business professionals can help Collegiate DECA members better prepare for their roles as supervisors and managers.

The Institute format includes presentations on a major topic followed by small discussion groups and/or case studies on that topic. The format allows for in-depth discussion and interactive learning between Institute participants and business professionals, as well as the Management Challenge team competition.

All participants in Collegiate DECA's Management Institute will receive a certificate of completion. The top teams in the Management Challenge will be recognized onstage at the Grand Awards Session.

GUIDELINES FOR THE MANAGEMENT INSTITUTE

While the exact topic and format vary from year to year, the following guidelines will provide a basic understanding of Collegiate DECA's Management Institute (MI) at the International Career Development Conference.

Specific information will be presented to the participants during the orientation session on Day Two of the conference.

QUALIFICATIONS OF PARTICIPANTS

The Management Institute is designed as a program of both seminar and experience-based learning, combined with a performance-related activity. No special expertise is required. Students who are registered for the Management Institute may NOT be a competitor in an official competitive event (Business Simulation, Case Study or Prepared Business Presentation).

APPROPRIATE ATTIRE

The standard dress code for all International Career Development Conference participants is as follows: "Participants will be dressed in appropriate business attire suitable to each occasion." Business suits are always considered appropriate for both men and women, and are especially recommended when presenting to the judges.

Any exceptions to these guidelines (i.e., an off-site tour where more casual attire is appropriate) will be communicated before the conference via the Web site (<http://www.deca.org/college-programs/international-career-development-conference-college/>) and on site during the briefing session.

MANAGEMENT CHALLENGE

The exact case study situation for the challenge will be presented onsite to the students, either during the student briefing or as part of an orientation session given as part of an off-site tour experience. A typical case study consists of a summary sheet that describes the situation and what the students are being asked to do. In addition, supporting documentation or other materials may be provided as background information.

MANAGEMENT TEAMS

The Management Institute allows students to form their own four(4) person teams, from the same college or the same chartered association, during the pre-conference registration period. Students not on a pre-registered team of four (4) will most likely be grouped with other students to form teams of four (4) members. Team members will work together in activities throughout the Institute.

SCHEDULE & FORMAT

(SUBJECT TO CHANGE)

DAY TWO OF CONFERENCE

An orientation session will be held for all MI participants. During this session the MI Coordinator will provide the details of the remaining schedule for the MI.

One or more seminars/discussion sessions with business and industry professionals will be held.

DAY THREE OF CONFERENCE

One or more hands-on experiences and/or business tours will be held.

Teams will be on their own to analyze the case study situation and develop their solutions and recommendations.

DAY FOUR OF CONFERENCE

Management Challenge teams will present their solutions and recommendations to industry professionals.

The top teams will be recognized on stage at the Grand Awards Session.

PRESENTATIONS

Each team will draw for a presentation time slot. Presentations typically begin on the morning of final competition immediately following the Preliminary Awards Session and will last as long as necessary for all teams to present. NOTE: Depending on the number of participants, it may be necessary to limit the number of teams presenting based on a review of written materials.

The precise schedule for presentations will be determined based on the specific activity for this year; however, a basic presentation will last approximately 15 minutes and will consist of:

- Set-up time for visual aids
- Presentation by the team to one or more judges
- Question and answer period
- Scoring time for judge(s)

During the participant briefing (day two of the conference), the Institute Coordinator will inform the students of how the room will be set up for the presentations, and what audiovisual resources will be available for their presentation.

After a team presents to the judges, those team members will be allowed to remain in the presentation room to observe the remaining presentations. However, no one may enter or leave the presentation room while a presentation is being made.

Technology (i.e. laptop computer) will be used in the presentations. Students need to provide their own technology for preparing their presentation.