Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

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
- Media Literacy
- 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.

**KNOWLEDGE AND SKILLS DEVELOPED**

**BUSINESS OPERATIONS RESEARCH EVENTS**

**BUSINESS SERVICES OPERATIONS RESEARCH BOR**

**BUYING AND MERCHANDISING OPERATIONS RESEARCH BMOR**

**FINANCE OPERATIONS RESEARCH FOR**

**HOSPITALITY AND TOURISM OPERATIONS RESEARCH HTOR**

**SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH SEOR**

Sponsored by Piper Jaffray

The Business Operations Research Events provide an opportunity for participants to demonstrate knowledge and skills needed by management personnel through the preparation of a detailed written strategic plan and presentation based on the results of a research study.

Participants in the Business Operations Research Events will:

- select an actual local business operation
- design a research study
- conduct a research study
- analyze the results of the research study
- prepare a strategic plan
- prepare a proposed budget
- present in a role-play situation
  - the design of the research study
  - the findings and conclusions of the research study
  - the proposed strategic plan
  - the proposed budget to enact the suggested strategies

The guidelines for each of the Business Operations Research Events are consolidated to facilitate coordination of participant activities in each of the career categories. This means the guidelines will be exactly the same for each career category. However, each career category will be treated separately as a competitive event.

**CAREER CLUSTERS + DEFINITIONS**

The following definitions are used to determine the activities or careers that are included in each of the Business Operations Research Events. These career categories are connected to career clusters.

**BUSINESS MANAGEMENT + ADMINISTRATION**

**Business Services** includes human resources, information technology and personal and contracted services businesses.

**$ FINANCE**

**Finance** includes banks, credit unions, accounting, investments and other financial businesses.

**HOSPITALITY + TOURISM**

**Hospitality and Tourism** includes hotels, restaurants and tourism-related businesses.

**MARKETING**

**Buying and Merchandising** includes retail and wholesale businesses that provide consumer goods.

**Sports and Entertainment Marketing** includes businesses that conduct sporting and/or entertainment events.
EVENT OVERVIEW
• The Business Operations Research Events consist of two major parts: the written document and the oral presentation by the participants. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.

• Each Business Operations Research entry will be composed of one to three members of the DECA chapter. All participants must present the project to the judges.

• The body of the written entry must be limited to 20 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.

• The Written Event Statement of Assurances and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.

• The oral presentation may be a maximum 15 minutes in length, including time for the judge’s questions.

• For the presentation, the participants are to assume the role of hired consultants. The judge will assume the role of the owner/manager of the business/organization and will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the presentation.

2020 TOPIC
The 2019-2020 topic for each career category is the development of a strategy to improve a company’s reputation and online brand presence. Participants will collaborate with a local business or organization to analyze current perceptions of the company or organization as well as its online brand presence. Participants will then present a strategic plan to enhance the company’s reputation and online brand presence.
WRITTEN ENTRY GUIDELINES
The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do not include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:
- NAME OF THE EVENT (one of the following):
  - BUSINESS SERVICES OPERATIONS RESEARCH EVENT
  - BUYING AND MERCHANDISING OPERATIONS RESEARCH EVENT
  - FINANCE OPERATIONS RESEARCH EVENT
  - HOSPITALITY AND TOURISM OPERATIONS RESEARCH EVENT
  - SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH EVENT
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- Date

Title page will not be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY
   One- to three-page description of the project

II. INTRODUCTION
   A. Description of the business or organization
   B. Description of the community (economic, geographic, demographic and socioeconomic factors)
   C. Overview of the business or organization’s current reputation and online brand presence

III. RESEARCH METHODS USED IN THE STUDY
   A. Description and rationale of research methodologies selected to conduct the research study
   B. Process used to conduct the selected research methods

IV. FINDINGS AND CONCLUSIONS OF THE STUDY
   A. Findings of the research study
   B. Conclusions based on the findings

V. PROPOSED STRATEGIC PLAN
   A. Objectives and rationale of the proposed strategic plan
   B. Proposed activities and timelines
   C. Proposed metrics or key performance indicators to measure plan effectiveness

VI. PROPOSED BUDGET
   Costs associated with proposed strategies

VII. BIBLIOGRAPHY
   A bibliography is required. Include a list of the sources of information used in the written document.

VIII. APPENDIX
   An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.
**PENALTY POINT CHECKLIST**

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 54. These standards are designed to make competition as fair as possible.

**PRESENTATION GUIDELINES**

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.

- The participants have assumed the roles of hired consultants. The judge is to assume the role of the business’s/organization’s owner/manager.

- The participants will present the plan to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)

- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.

- Each participant may bring a copy of the written entry or note cards pertaining to the written entry to use as reference during the presentation.

- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.

- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.

- If any of these rules are violated, the adult assistant must be notified by the judge.

**PRESENTATION JUDGING**

Participants will make a 15-minute presentation to you. Remember, you are taking on the role of the owner/manager of the business/organization. You may refer to the written entry, or to notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will explain the proposed strategic plan. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participant(s). Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.
## BUSINESS OPERATIONS RESEARCH EVENTS

**BUSINESS SERVICES OPERATIONS RESEARCH (BOR)**  
**BUYING AND MERCHANDISING OPERATIONS RESEARCH (BMOR)**  
**FINANCE OPERATIONS RESEARCH (FOR)**  
**HOSPITALITY AND TOURISM OPERATIONS RESEARCH (HTOR)**  
**SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH (SEOR)**

### WRITTEN ENTRY EVALUATION FORM

Please refer to the Written Entry Guidelines for a more detailed explanation of these items.

<table>
<thead>
<tr>
<th>EXECUTIVE SUMMARY</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. One- to three-page description of the project</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INTRODUCTION</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Description of the business or organization</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>3. Description of the community (economic, geographic, demographic and socioeconomic factors)</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4. Overview of the business or organization’s current reputation and online brand presence</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RESEARCH METHODS USED IN THE STUDY</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Description and rationale of research methodologies selected to conduct the research study</td>
<td>0-1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>6. Process used to conduct the selected research methods</td>
<td>0-1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FINDINGS AND CONCLUSIONS OF THE STUDY</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Findings of the research study</td>
<td>0-1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>8. Conclusions based on the findings</td>
<td>0-1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROPOSED STRATEGIC PLAN</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>9. Objectives and rationale of the proposed strategic plan</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>10. Proposed activities and timelines</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>11. Proposed metrics or key performance indicators to measure plan effectiveness</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROPOSED BUDGET</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>12. Costs associated with proposed strategies</td>
<td>0-1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
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<table>
<thead>
<tr>
<th>APPEARANCE AND WORD USAGE</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. Professional layout, neatness, proper grammar, spelling and word usage</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**WRITTEN ENTRY TOTAL POINTS (60)**

JUDGE __________
# PRESENTATION EVALUATION FORM

## PRESENTATION

<table>
<thead>
<tr>
<th>Description</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
</tbody>
</table>

## TO WHAT EXTENT DID THE PARTICIPANTS:

<table>
<thead>
<tr>
<th>Description</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Describe methods used to the design research study?</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>3. Interpret the research data into information for decision-making?</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>4. Describe strategies and approaches for leading change?</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>5. Describe the nature of budgets?</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

## GENERAL

<table>
<thead>
<tr>
<th>Description</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6</td>
<td></td>
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</tbody>
</table>

## PRESENTATION TOTAL POINTS (40)

- WRITTEN ENTRY (60)
- PRESENTATION (40)
- SUBTOTAL (100)
- LESS PENALTY POINTS
- TOTAL SCORE

JUDGE __________