



STOCK MARKET GAME

STOCK MARKET GAME SMG

Participants in the SIFMA Foundation **Stock Market Game** develop and manage a virtual investment portfolio of stocks, bonds, and mutual funds. The Stock Market Game is conducted via the internet and allows DECA members to test their knowledge and skills against other DECA members in an online competition. Each participating team manages all aspects of the portfolio including asset selection, buying and selling. The goal of the competition is to increase the value of the portfolio.

During the course of the Stock Market Game, participants will:

- develop investment strategies based on expectations of growth, diversification and stability
- attempt to avoid the pitfalls of market decline, mergers and overextension

ONLINE EVENT OVERVIEW

It is the responsibility of the advisor and participating teams to familiarize themselves with the *Rules of The Stock Market Game*. Rules are accessible through a link on the home pages of the team portfolio and in the Teacher Support Center.

- The Stock Market Game will contain one (1) ICDC qualifying event to take place from September 3 through December 13, 2019.
- The last day for making transactions in Stock Market Game team portfolios is the last day of the session: December 13, 2019.
- Teams may not invest more than 20% of their total equity multiplied by 1.5 in any one company. If a stock in a team portfolio increases in value and places the investment beyond 20% of their total equity multiplied by 1.5, they will be able to retain their shares but unable to purchase additional shares of that stock. This rule is the Maximum Equity Rule. The Stock Market Game system will automatically enforce this rule.
- Each team must invest in at least \$10,000 in each of the three asset classes (stocks, bonds, and mutual funds) by the close of market (4PM ET), Friday, October 25, 2019. Exchange-Traded Funds (ETFs) are classified as stocks. The \$10,000 minimum per asset class must be maintained at all times for the duration of the competition. Teams may change the stocks, bonds, and mutual funds they are invested in but must maintain a minimum investment of \$10,000 in each asset class. Team portfolios will be subject to periodic random review to confirm teams are meeting the diversification requirement.
- Each team must complete their own research and trades. Each team's portfolio must be distinct and reflect their individual contributions. Teams that do not follow this rule will be disqualified.
- Portfolios will be available for retrieval until February 14, 2020. After that date, portfolios **will not** be accessible.
- Rankings will be based on the percentage growth above or below the value of the S&P 500.
- The top 25 teams from each region will qualify to present their portfolio at ICDC. Students competing at ICDC in the Stock Market Game may not compete in another ICDC event. Only original team members may compete at ICDC. No substitutions will be allowed to the original team.
- Teams must comprise of no more than three students. All advisors and students must be registered with DECA in order to participate. Students are not allowed to be listed as the advisor. Otherwise they will be disqualified.
- All student names must be submitted by the advisor to the DECA Stock Market Game Coordinator by Friday, October 18, 2019.

ICDC QUALIFIER EVENT OVERVIEW

In addition to the general rules of the Stock Market Game, DECA advisors and their teams should be aware of the following:

- This event consists of a **written document** describing the investment project and the **oral presentation**.
- Each event entry will be composed of **one to three members** of the DECA chapter. A team member cannot be on more than one team at a time. No additional team members may be added once a team has registered.

KNOWLEDGE AND SKILLS DEVELOPED

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.

- The body of the written entry must be limited to **10 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 of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation of and defense for the investment project, focusing on the effectiveness of public speaking and presentation skills.
- Eligibility to attend the international conference is determined by the chartered associations, based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines.
- For complete Stock Market Game event guidelines, procedures and ICDC information, go to deca.smgwww.org.

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:

- STOCK MARKET GAME
- 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).

The participants will prepare a written document, which is limited to 10 pages (not including the title page).

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

I. EXECUTIVE SUMMARY

One-page description of the project

II. ANALYSIS OF PORTFOLIO PERFORMANCE

III. RATIONALE

- A. Explanation of research conducted prior to selection of stocks and/or funds
- B. Strategy used to diversify investment portfolio
- C. Description of how selected stocks and/or funds fit strategy

IV. CONCLUSIONS AND FINDINGS

- A. Explanation of strategy effectiveness
- B. Proposed changes in strategy for future investments

V. CHARTS/DIAGRAMS OF PORTFOLIO PERFORMANCE

VI. BIBLIOGRAPHY

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

VII. APPENDIX

An appendix is optional. 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.



1 to 3
PARTICIPANTS



ONLINE
SIMULATION



10
PAGES
ALLOWED



15
PRESENTATION
TIME

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

- The participants will present to the judge in a 15-minute presentation worth 100 points (See Presentation Judging).
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the project.
- 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. As the judge, you are to assume the role of a manager. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the investment project. 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 participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



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WRITTEN ENTRY AND PRESENTATION EVALUATION FORM

| | LITTLE/ NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------|-----------------------|-------------------------|-----------------|
| 1. Executive Summary: One-page description of the project. | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 2. The written and oral presentations show evidence of a realistic knowledge of investment trends and financial markets. | 0-1 | 2-3 | 4 | 5-6 | |
| 3. The stock portfolio exhibits diversity across sectors of the economy. | 0-1 | 2-3 | 4 | 5-6 | |
| 4. The written and oral presentations demonstrate an understanding of investment objectives. | 0-1-2-3-4 | 5-6-7-8-9 | 10-11-12 | 13-14 | |
| 5. The written and oral presentations demonstrate correct use of investment terminology. | 0-1 | 2-3 | 4 | 5-6 | |
| 6. The presentations demonstrate research beyond the stock's performance history—i.e., the investment decisions were based on knowledge of the company's underlying business performance or plans. | 0-1-2-3-4 | 5-6-7-8-9 | 10-11-12 | 13-14 | |
| 7. The written and oral presentations explain the effectiveness of the strategy. | 0-1-2-3-4 | 5-6-7-8-9 | 10-11-12 | 13 | |
| 8. The written and oral presentations explain changes in strategy for future investments. | 0-1-2-3-4 | 5-6-7-8-9 | 10-11-12 | 13 | |
| 9. The written plan shows creativity in design and execution. | 0 | 1 | 2 | 3 | |
| 10. The oral presentation proceeds in a logical, organized manner and is appropriate to the investment industry. | 0-1 | 2-3 | 4 | 5-6 | |
| 11. All members of the team participating in the oral presentation contributed equally. | 0-1 | 2-3 | 4 | 5-6 | |
| 12. The written entry exhibited neatness, proper grammar and spelling. | 0 | 1 | 2 | 3 | |

| | |
|---------------------------|--|
| TOTAL POINTS (100) | |
| LESS PENALTY POINTS | |
| TOTAL SCORE | |

JUDGE _____



VIRTUAL BUSINESS CHALLENGE

ACCOUNTING VBCAC

Sponsored by Knowledge Matters

FASHION VBCFA

Sponsored by Knowledge Matters

HOTEL MANAGEMENT VBCHM

Sponsored by The J. Willard and Alice S. Marriott Foundation

PERSONAL FINANCE VBCPF

Sponsored by Knowledge Matters

RESTAURANT VBCRS

Sponsored by Knowledge Matters

RETAIL VBCRT

Sponsored by Knowledge Matters

SPORTS VBCSP

Sponsored by Knowledge Matters

Participants in the **DECA Virtual Business Challenge (VBC)** operate a web-based business simulation utilizing a competition version of the Virtual Business software. The VBC qualifying rounds are conducted via the internet, where participants post competition scores for chartered association, regional and overall rankings.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the activities that are included in each of the Virtual Business Challenges.

\$ FINANCE

Accounting: Participants will:

- use forensic accounting to identify fraud and errors and use managerial accounting techniques to maximize profits
- analyze accounting documents, such as T-accounts, worksheets, journals and the general ledger, as well as source documents such as time sheets, customer invoices, pay records and more in order to identify issues

🌐 HOSPITALITY + TOURISM

Hotel Management: Participants will:

- manage different aspects of a hotel, such as revenue management, group sales, marketing, front desk operations, banquets/meetings, housekeeping and more
- interpret industry specific reports, such as the Group Sales PACE Report, the STAR Competitive Report, the Market Data Report, the Daily Revenue Report and more, in order to assist with making informed decisions and implementing strategies that will optimize profitability

Restaurant: Participants will:

- manage specific marketing and business concepts, such as market research, menu design and pricing, advertising strategies and purchasing within their own restaurant
- interpret actions, financial information, and reports, such as the Product/Menu Mix and Menu Matrix Analysis reports, in order to make strategic marketing decisions for their restaurant

KNOWLEDGE AND SKILLS DEVELOPED

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- Communication and Collaboration
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Fashion: Participants will:

- scour runway and street blogs for emerging and viral fashion trends
- manage marketing, business and fashion-specific concepts such as design, buying, pricing and markdowns, social media promotion, window display and merchandising within their own fashion design business
- interpret actions, charts and reports, such as the Income Statement and the “Instatrend” report in order to make strategic marketing decisions for their fashion business to optimize profitability

Retailing: Participants will:

- manage specific marketing concepts, such as pricing, purchasing and promotion within their own supermarket, sporting goods or electronics stores
- interpret actions, charts and reports, such as the Inventory and Sales & Margin reports, in order to make strategic marketing decisions for their store to optimize profitability

Sports: Participants will:

- manage specific marketing concepts, such as ticket pricing, social media, concessions and sponsorships within their own football franchise
- interpret actions, charts and reports, such as the event reports, financial reports and social media results, in order to make strategic marketing decisions for their franchise to optimize profitability

PERSONAL FINANCIAL LITERACY

Personal Finance: Participants will:

- manage bank accounts, credit and debit cards, bills, credit scores, taxes, insurance, online banking and more
- interpret actions, charts and reports, such as credit reports, bank statements and pay and tax records, in order to make strategic financial decisions and optimize net worth

ONLINE EVENT OVERVIEW

- The Virtual Business Challenge will contain two (2) International Career Development Conference qualifying rounds. Challenge 1: Tuesday, October 22, 2019, 10:00 a.m. EST through Friday, November 1, 2019, 5:00 p.m. EST. Challenge 2: Tuesday, January 7, 2020, 10:00 a.m. EST through Friday, January 17, 2020, 5:00 p.m. EST.
- Entries will be composed of **one to three members** of the DECA chapter. A team member may be on an accounting, a fashion, a hotel, a personal finance, a restaurant, a retail and a sports team at the same time; however, a team member may not be on multiple accounting, multiple fashion, multiple hotel, multiple personal finance, multiple restaurant, multiple sports or multiple retail teams at the same time. No additional team members may be added once a team has registered.
- For all tracks, the top two teams from each region from each of the qualifying rounds will be eligible to compete at ICDC. However, eligibility to attend ICDC is determined by the chartered associations, based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines. Only one team per chapter, per round, per track may qualify to compete at ICDC. Only original team members may compete at ICDC; no substitutions may be made.
- A member may compete in the accounting VBC, the fashion VBC, the hotel VBC, the personal finance VBC, the restaurant VBC, the retail VBC, and the sports VBC; however, the member will be allowed to participate in only one VBC track at ICDC.

ICDC QUALIFIER EVENT OVERVIEW

- At ICDC, all VBC tracks will be administered as double-elimination competitions. For each VBC track, eight teams will compete against each other within each competition session. Four teams will advance to a winner’s bracket and four teams will move on to a consolation bracket. Teams will be ranked based on their total profit (or net profit).
- The competition sessions at ICDC will run for approximately 15 minutes. Each team will control starting and stopping their simulation file as well as the speed at which they would like to run the file. Teams will be competing in single-player mode. Participants should expect to control most, if not all, of the features listed under the Actions menu within the simulation. During the competition sessions, participants must run their simulation through at least three months simulated time in order to be eligible to advance to the next round (for Sports—three simulated games).
- Participants are allowed to bring notes to use during the competition sessions at ICDC.
- Members qualifying for participation at ICDC must wear a DECA blazer during the competition sessions.
- Top teams in each chartered association may receive recognition by their chartered association.
- For complete Virtual Business Challenge event guidelines and procedures, go to vbc.knowledgematters.com/vbc.



1 to 3
PARTICIPANTS



ONLINE
SIMULATION