



TEAM DECISION MAKING EVENTS

BUSINESS LAW AND ETHICS TEAM DECISION MAKING **BLTDM**

BUYING AND MERCHANDISING TEAM DECISION MAKING **BTDM**

ENTREPRENEURSHIP TEAM DECISION MAKING **ETDM**

FINANCIAL SERVICES TEAM DECISION MAKING **FTDM**

HOSPITALITY SERVICES TEAM DECISION MAKING **HTDM**

Sponsored by Marriott International

MARKETING MANAGEMENT TEAM DECISION MAKING **MTDM**

SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING **STDM**

TRAVEL AND TOURISM TEAM DECISION MAKING **TTDM**

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

DECA's **Team Decision Making Events** measure students' ability to analyze one or a combination of elements essential to the effective operation of a business in the specific career 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 career category. This means the guidelines will be exactly the same for each career category. However, each career category's case study will be career specific and will be different and distinct from the case studies of the other career categories.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the activities and careers that are included in each of the Team Decision Making Events.

BUSINESS MANAGEMENT + ADMINISTRATION

Business Law and Ethics: 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.

ENTREPRENEURSHIP

Entrepreneurship: Entrepreneurship includes the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.

FINANCE

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.

HOSPITALITY + TOURISM

Hospitality Services: Hospitality services include marketing and management functions and tasks that can be applied in hotels, motels, lodging services, convention services, and food and beverage services.

Travel and Tourism: Travel and tourism includes 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.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills described by selected business administration core and career cluster performance indicators that are aligned with National Curriculum Standards and industry validated. Complete lists of performance indicators are available at deca.org. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

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
- 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.

Buying and Merchandising: Buying and merchandising positions get the product into the hands of the customer through forecasting, planning, buying, displaying, selling and providing customer service.

Marketing Management: Marketing management includes marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment.

Sports and Entertainment Marketing: Sports and entertainment marketing includes 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 or products and services related to hobbies, leisure or cultural events.

EVENT OVERVIEW

- Team Decision Making Events consist of two major parts: a written **cluster exam** and one **case study situation**. A second case study situation will be given to finalists.
- 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 career area.
- 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, follow-up questions and 21st Century Skills.
- Each team will have **30 minutes** to study the situation and organize its 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 presentation**. The judge is a qualified business executive. Both members of the team must participate in the presentation. The judge may ask questions of the participants within the 15 minutes.
- Participants may not bring printed reference materials, audio or visual aids, etc., to the competitive event. Participants may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods/MP3 players and iPads/tablets may not be used.
- 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 twice (2 times) the value of the averaged exam score. The exam score carries forward into the final round of competition.

PRESENTATION JUDGING

Participants will be evaluated according to the Evaluation Form associated with the case study.

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

After introductions, the team will begin the 15-minute presentation and present its analysis, its decisions and the rationale behind the decisions. The judge will allow the team to complete this portion without interruption, unless asked to respond.

Following the participants' presentation and if time remains, the judge may ask questions of the team to determine its understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, the judge must ask each team the same questions. After asking the standard questions, the judge may ask questions for clarification specific to the current team.

After the questioning period, the judge will close the role-play by thanking the team for its work. Then the judge completes the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



2 PARTICIPANTS



CLUSTER
SPECIFIC EXAM



1 CASE STUDY



PREPARATION
TIME



PRESENTATION
TIME