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 LAW AND ETHICS TEAM DECISION MAKING (BLTDM)

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 TEAM DECISION MAKING (ETDM)

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.

FINANCIAL SERVICES TEAM DECISION MAKING (FTDM)

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 SERVICES TEAM DECISION MAKING (HTDM)

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.

MARKETING MANAGEMENT TEAM DECISION MAKING (MTDM)

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.
**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.

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**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.