



**This document simplifies every DECA competitive event with the goal of helping you choose the best event to compete in.**

**Included are event descriptions, key attributes, number of participants allowed, and similar events. Good luck choosing your competitive event this year!**



## MARKETING

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## Apparel and Accessories Marketing Series

1 Participant

AAM

**Description:** Perform marketing and management strategies in retail, wholesale, and manufacturing firms primarily in the area of marketing of clothing and adornment.

**Key Attributes:**

- Marketing Career Cluster Exam
- 2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Automotive Services Marketing Series, Business Service Marketing Series, Food Marketing Series

## Automotive Services Marketing Series

1 Participant

ASM

**Description:** Perform marketing and management functions and tasks related to auto companies, auto dealers, service stations, and related businesses.

**Key Attributes:**

- Marketing Career Cluster Exam
- 2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Apparel and Accessories Marketing Series, Business Services Marketing Series, Food Marketing Series

## Business Services Marketing Series

1 Participant

BSM

**Description:** Perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis (B2B) or providing services to end customers (B2C).

**Key Attributes:**

- Marketing Career Cluster Exam
- 2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Marketing Communications Series, Retail Merchandising Series

## Food Marketing Series

1 Participant

FMS

**Description:** Perform marketing and management functions in retail establishments, wholesale establishments and manufacturing firms resulting in the sale of food.

**Key Attributes:**

- Marketing Career Cluster Exam
- 2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Restaurant and Food Service Management Series, Quick Serve Restaurant Management Series

## Marketing Communication Series

1 Participant

MCS

**Description:** Perform marketing communications and functions and tasks that inform, persuade, or remind a target audience of ideas, experiences, goods or services.

**Key Attributes:**

- Marketing Career Cluster Exam
- 2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Sales event, Professional Selling, Principles of Marketing

## Principles of Marketing

1 Participant

PMK

**Description:** Use concepts associated with careers in Marketing communications, Marketing management, Marketing research, Merchandising and Professional Selling.

**Key Attributes:**

- Business Administration Career Cluster Exam
- Role-play (10 min prep + 10 min presentation)
- Designed for first year DECA members

**Similar Events:** Professional Selling, Integrated Marketing Campaign - Event, Integrated Marketing Campaign - Product

## Professional Selling

1 Participant

PSE

**Description:** Assume the role of a sales representative for a company that specializes in assisting clients with social media selling strategies.

**Key Attributes:**

- Marketing Career Cluster Exam
- Consultation or Sales Presentation (10 min)

**Similar Events:** Integrated Marketing Campaign - Event or Product, Principles of Marketing

## Retail Merchandising Series

1 Participant

RMS

**Description:** Perform marketing and management functions and tasks that can be applied in any retail establishment.

**Key Attributes:**

- Marketing Career Cluster Exam
- 2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Buying and Merchandising Operations Research, Buying and Merchandising Team Decision Making



## Sports and Entertainment Marketing Series

1 Participant

SEM

**Description:** Perform marketing and management functions or tasks related to amateur sporting events or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

### Key Attributes:

Marketing Career Cluster Exam

2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Virtual Business Challenge - Sports, Sports and Entertainment Marketing Team Decision Making

## Buying and Merchandising Team Decision Making

2 Participants

BTDM

**Description:** Getting the product into the hands of the customer. This includes forecasting, planning, buying, displaying, selling and providing customer service.

### Key Attributes:

Marketing Career Cluster Exam

Role-play (30 min preparation + 15 min presentation)

**Similar Events:** Marketing Management, Sports and Entertainment Marketing

## Marketing Management Team Decision Making

2 Participants

MTDM

**Description:** Includes marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment.

### Key Attributes:

Marketing Career Cluster Exam

Role-play (30 min preparation + 15 min presentation)

**Similar Events:** Business Services Marketing Series, Principles of Business Management and Administration

## Virtual Business Challenge - Fashion

2 Participants

VBCFA

**Description:** Includes marketing functions that can be applied in amateur or professional sports or sporting events, or businesses engaged in making productive or enjoyable use of leisure time.

### Key Attributes:

Marketing Career Cluster Exam

Role-play (30 min preparation + 15 min presentation)

**Similar Events:** Sports and Entertainment Marketing Operations Research, Sports and Entertainment Marketing Series

## Buying and Merchandising Operations Research

1-3 Participants

BMOR

**Description:** Preparation of a detailed written strategic plan and presentation based on the results of a research study for a company responsible for getting the product into the hands of the customer through forecasting, planning, buying, displaying, selling and providing customer service.

### Key Attributes:

Written Entry - 20 pages allowed

Present Plan (15 min)

**Similar Events:** Sports and Entertainment Marketing Operations, Apparel and Accessories Marketing Series

## Sports and Entertainment Marketing Operations Research

1-3 Participants

SEOR

**Description:** Develop a plan to provide products, services or experiences relating to amateur or professional sports events, or products and services related to hobbies, leisure, or cultural events.

### Key Attributes:

Written Entry - 20 pages allowed

Present Plan (15 min)

**Similar Events:** Sports and Entertainment Marketing Series, Sports and Entertainment Marketing Team Decision Making



## Integrated Marketing Campaign - Service

1-3 Participants

IMCS

**Description:** Includes a campaign that is related to any service or intangible product. Examples include pet services, golf lessons, health care services, salons, amusement parks.

### Key Attributes:

Written Entry - 10 pages allowed

Present Plan (15 min)

**Similar Events:** Integrated Marketing Campaign - Event, Integrated Marketing Campaign - Product

## Integrated Marketing Campaign - Event

1-3 Participants

IMCE

**Description:** Includes a campaign that is related to any sports, entertainment, or company event. Examples include concerts, festivals, fairs, tournaments, charity events.

### Key Attributes:

Written Entry - 10 pages allowed

Present Plan (15 min)

**Similar Events:** Integrated Marketing Campaign - Product, Integrated Marketing Campaign - Series

## Integrated Marketing Campaign - Product

1-3 Participants

IMCP

**Description:** Includes a campaign that is related to any soft/hard line products including e-commerce. Examples include retail products, apparel and accessories, etc.

### Key Attributes:

Written Entry - 10 pages allowed

Present Plan (15 min)

**Similar Events:** Integrated Marketing Campaign - Event, Integrated Marketing Campaign - Service

## Virtual Business Challenge - Fashion

1-3 Participants

VBCFA

**Description:** Scour runway and street blogs for emerging and viral fashion trends; manage marketing, social media promotion, and interpret actions, charts and reports such as the Income Statement.

### Key Attributes:

Written Entry - 10 pages allowed

Present Plan (15 min)

**Similar Events:** Apparel and Accessories Marketing Series, Virtual Business Challenge - Retail

## Virtual Business Challenge - Retail

1-3 Participants

VBCRT

**Description:** Manage marketing concepts such as pricing, purchasing and promotion within a store. Interpret actions, charts and graphs in order to make strategic decisions to optimize profitability.

### Key Attributes:

Written Entry - 10 pages allowed

Present Plan (15 min)

**Similar Events:** Virtual Business Challenge - Fashion, Principles of Marketing, Professional Selling

## Virtual Business Challenge - Sports

1-3 Participants

VBCSP

**Description:** Manage specific marketing concepts such as ticket pricing, media planning, and sponsorships within a football franchise. Interpret actions, charts, and graphs in order to make decisions that optimize profitability.

### Key Attributes:

Written Entry - 10 pages allowed

Present Plan (15 min)

**Similar Events:** Virtual Business Challenge - Fashion, Virtual Business Challenge - Retail



### Business Service Operations Research

1-3 Participants

BOR

**Description:** Develop a strategic plan to provide services to businesses on a fee or contract basis providing services to customers. Examples include: human resources companies, information technology companies, car washes.

**Key Attributes:**

- Written Entry - 20 pages allowed
- Present Plan (15 min)

**Similar Events:** Business Solutions Project, Business Growth Plan, Business Services Marketing Series

### Principles of Business Management & Administration

1 Participant

PBM

**Description:** Use language associated with careers in Administrative Services, Business Information Management, General Management, HR Management, and Operations Research.

**Key Attributes:**

- Business Administration Core Exam
- Role-play (10 min prep + 10 min presentation)
- Designed for first year DECA members

**Similar Events:** Business Service Operations Research, Principles of Finance, Principles of Marketing

### Business Law & Ethics Team Decision Making

2 Participants

BLTDM

**Description:** Business law is US law and will include contracts, product liability, employment and types of business ownership. Ethics involves evaluating competing social values that are strong on either side.

**Key Attributes:**

- Business Admin. and Management Career Cluster Exam
- Role-play (30 min prep + 15 min presentation)

**Similar Events:** Principles of Business Management and Administration

### Human Resources Management Series

1 Participant

HRM

**Description:** Perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation, and safety training.

**Key Attributes:**

- Business Admin. and Management Career Cluster Exam
- 2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Principles of Business Management and Administration, Financial Consulting

### Community Awareness Project

1-3 Participants

PMCA

**Description:** Uses the project management process to raise awareness for a community issue or cause. Examples include day of service, distracted driving, driving under the influence, environmental issues.

**Key Attributes:**

- Written Entry - 20 pages allowed
- Present Plan (15 min)

**Similar Events:** Community Giving Project

### Community Giving Project

1-3 Participants

PMCG

**Description:** Uses the project management process to raise funds or collect donations to be given to a cause/charity. Examples include food bank donations, homeless shelter donations, holiday drives, etc.

**Key Attributes:**

- Written Entry - 20 pages allowed
- Present Plan (15 min)

**Similar Events:** Community Awareness Project



### Financial Literacy Project

1-3 Participants

PMFL

**Description:** Uses the project management process to promote the importance of financial literacy, including spending and saving, credit and debt, and investing. Examples include organizing student seminars, tax prep services.

**Key Attributes:**

Written Entry - 20 pages allowed

Present Plan (15 min)

**Similar Events:** Personal Financial Literacy, Principles of Finance, Virtual Business Challenge - Personal Finance

### Business Solutions Project

1-3 Participants

PMBS

**Description:** Uses the project management process to work with a local business or organization to identify a specific problem with the current business operations and implement a solution.

**Key Attributes:**

Written Entry - 20 pages allowed

Present Plan (15 min)

**Similar Events:** Business Growth Plan, Business Services Operations Research, Innovation Plan

### Sales Project

1-3 Participants

PMSP

**Description:** Uses the project management process to raise funds for the local DECA chapter. Examples include: sports tournaments, t-shirt sales, 5K's, school merchandising sales, and catalog sales.

**Key Attributes:**

Written Entry - 10 pages allowed

Present Plan (15 min)

**Similar Events:** Professional Selling

### Career Development Project

1-3 Participants

PMCD

**Description:** Uses the project management process to promote/educate the knowledge and skills needed for careers in marketing, finance, hospitality, management and entrepreneurship. E.g. career fairs, interviews.

**Key Attributes:**

Written Entry - 20 pages allowed

Present Plan (15 min)

**Similar Events:** Principles of Business Management and Administration, Financial Literacy Project



### Hospitality and Tourism Professional Selling

1 Participant

HTPS

**Description:** Assume the role of a sales manager for a glamping resort. You are meeting with the CEO of a company that is hosting a retreat for its 12 employees and their families. You should discuss the setting, accommodations, dining and activities.

**Key Attributes:**

- Hospitality and Tourism Career Cluster Exam
- Present Plan (15 min)

**Similar Events:** Principles of Hospitality and Tourism, Hospitality Services Team Decision Making

### Hotel and Lodging Management Series

1 Participant

HLM

**Description:** Perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services.

**Key Attributes:**

- Hospitality and Tourism Career Cluster Exam
- 2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Travel and Tourism team decision making, Virtual Business Challenge - Hotel Management

### Principles of Hospitality & Tourism

1 Participant

PHT

**Description:** The business situation will use concepts associated with careers in Hotels, Restaurants, and Tourism and Travel.

**Key Attributes:**

- Business Core Administration Exam
- Role-play (10 min prep + 10 min presentation)
- Designed for first year DECA members

**Similar Events:** Hospitality and Tourism Operations Research, Hospitality and Tourism Professional Selling, Hospitality Services Team Decision Making

### Quick Serve Restaurant Management Series

1 Participant

QSRM

**Description:** Perform marketing and management functions and tasks in retail establishments, wholesale establishments, and manufacturing firms primarily engaged in the quick-serve industry.

**Key Attributes:**

- Hospitality and Tourism Career Cluster Exam
- 2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Restaurant and Food Service Management Series, Virtual Business Challenge - Restaurant

### Restaurant & Food Service Management Series

1 Participant

RFSM

**Description:** Perform marketing and management functions and tasks in a full-service restaurant or a food-service business.

**Key Attributes:**

- Hospitality and Tourism Career Cluster Exam
- 2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Quick Serve Restaurant Management Series, Virtual Business Challenge - Restaurant

### Hospitality Services Team Decision Making

2 Participants

HTDM

**Description:** Includes marketing and management functions that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services.

**Key Attributes:**

- Hospitality and Tourism Career Cluster Exam
- Role-play (30 min prep + 15 min presentation)

**Similar Events:** Principles of Hospitality and Tourism, Hospitality and Tourism Operations Research, Hospitality and Tourism Professional selling



### Travel and Tourism Team Decision Making

2 Participants

TTDM

**Description:** Includes marketing functions that can be applied in passenger transportation, travel service, attracting and serving the traveling public, and other services related to travel or tourism.

**Key Attributes:**

Hospitality and Tourism Career Cluster Exam

Role-play (30 min prep + 15 min presentation)

**Similar Events:** Hospitality and Tourism Operations Research, Hotel and Lodging Management Series, Principles of Hospitality and Tourism

### Hospitality & Tourism Operations Research

1-3 Participants

HTOR

**Description:** Providing products and services related to event management, lodging, restaurant management and travel and tourism industries. Examples include: hotels, lodging services.

**Key Attributes:**

Written Entry - 20 pages allowed

Present Plan (15 min)

**Similar Events:** Hospitality and Tourism Professional Selling, Hospitality Services Team Decision Making, Principles of Hospitality and Tourism

### Virtual Business Challenge - Hotel Management

1-3 Participants

VBCHM

**Description:** Manage various aspects of a hotel such as determining roommates, making bids on group sales and setting staffing schedules. Monitor competitors, analyze reports and watch social media feedback.

**Key Attributes:**

Written Entry - 10 pages allowed

Present Plan (15 min)

**Similar Events:** Hotel and Lodging management series, Virtual Business Challenge - Restaurant, Principles of Hospitality and Tourism

### Virtual Business Challenge - Restaurant

1-3 Participants

VBCRS

**Description:** Manage specific marketing and business concepts such as market research, menu design and pricing, and advertising strategies within a restaurant. Interpret reports and actions to optimize profitability.

**Key Attributes:**

Written Entry - 10 pages allowed

Present Plan (15 min)

**Similar Events:** Restaurant and Food Service Mgmt. Series, Quick Serve Restaurant Management Series





## Entrepreneurship Series

1 Participant

ENT

**Description:** Perform the ability to recognize opportunities and act on them, determine needs, identify markets, utilize marketing research, and use management skills.

### Key Attributes:

- Entrepreneurship Career Cluster Exam
- 2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Entrepreneurship Team Decision Making, Virtual Business Challenge - Entrepreneurship

## Entrepreneurship Team Decision Making

2 Participants

ETDM

**Description:** Includes the ability to recognize opportunities and act on them, determine needs, identify markets, identify sources of capital and use management skills.

### Key Attributes:

- Entrepreneurship Career Cluster Exam
- Case-study (30 min prep + 15 min presentation)

**Similar Events:** Entrepreneurship Series, Virtual Business Challenge - Entrepreneurship

## Business Growth Plan

1-3 Participants

EBG

**Description:** Involves the idea generation and strategy development needed to grow an existing business. Analyze current business operations and identify opportunities to grow and expand the business.

### Key Attributes:

- Written Entry - 20 pages allowed
- Present Plan (15 min)

**Similar Events:** Entrepreneurship Series, Franchise Business Plan, Innovation Plan

## Franchise Business Plan

1-3 Participants

EFB

**Description:** Present a comprehensive business plan proposal to buy into an existing franchise. The participant seeks to become a franchisee.

### Key Attributes:

- Written Entry - 20 pages allowed
- Present Plan (15 min)

**Similar Events:** Business Solutions Project, Business Growth Plan, Innovation Plan

## Independent Business Plan

1-3 Participants

EIB

**Description:** Involves the development of a comprehensive proposal to start a new business. Any type of business may be used.

### Key Attributes:

- Written Entry - 20 pages allowed
- Present Plan (15 min)

**Similar Events:** Innovation Plan, International Business Plan

## International Business Plan

1-3 Participants

IBP

**Description:** Involves the development of a proposal to start a new business venture in an international setting. Any type of business may be used.

### Key Attributes:

- Written Entry - 20 pages allowed
- Present Plan (15 min)

**Similar Events:** Independent Business plan, Innovation Plan



## Innovation Plan

1-3 Participants

EIP

**Description:** Involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product, or service.

**Key Attributes:**

Written Entry - 10 pages allowed

Present Plan (15 min)

**Similar Events:** International Business Plan, Independent Business Plan

## Start-up Business Plan

1-3 Participants

ESB

**Description:** Develop and present a proposal to form a business. Develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity.

**Key Attributes:**

Written Entry - 10 pages allowed

Present Plan (15 min)

**Similar Events:** Innovation Plan, Business Growth Plan, Entrepreneurship Series

## Virtual Business Challenge - Entrepreneurship

1-3 Participants

VBCEN

**Description:** Conduct market research, spot new business opportunities and embark on an entrepreneurial venture with 20 different businesses to choose from.

**Key Attributes:**

Written Entry - 10 pages allowed

Present Portfolio (15 min)

**Similar Events:** Entrepreneurship Series, Virtual Business Challenge - Accounting, Entrepreneurship Team Decision Making



# DECA

## PERSONAL FINANCIAL LITERACY

## Personal Financial Literacy

1 Participant

PFL

**Description:** Measures the personal finance knowledge and skills that K-12 students should possess. This event is designed to measure the participant's ability to apply reliable information and systematic decision making to personal financial decisions.

**Key Attributes:**

Personal Financial Literacy Career Cluster Exam

Role-play (10 min prep + 10 min presentation)

**Similar Events:** Virtual Business Challenge - Personal Finance

## Virtual Business Challenge - Personal Finance

1-3 Participants

VBCPF

**Description:** In the VBC Personal Finance track, participants will manage bank accounts, credit and debit cards, bills, credit scores, taxes, insurance and investing.

**Key Attributes:**

Written Entry - 10 pages allowed

Present Portfolio (15 min)

**Similar Events:** Personal Financial Literacy



## Accounting Application Series

1 Participant

**ACT**

**Description:** Perform management functions and tasks focusing on the application of financial data to business planning, collection and organization of data, and analysis of data to make business decisions.

**Key Attributes:**

- Finance Career Cluster Exam
- 2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Virtual Business Challenge - Accounting, Principles of Business Administration and Management, Business Services Operations Research

## Financial Consulting

1 Participant

**FCE**

**Description:** Assume the role of a financial consultant. A small-business client would like you to share and explain different peer-to-peer platforms and make a recommendation that will have a positive financial impact.

**Key Attributes:**

- Finance Career Cluster Exam
- Present Consultation or Presentation (15 min)

**Similar Events:** Business Finance Series, Financial Services Team Decision Making

## Financial Services Team Decision Making

2 Participants

**FTDM**

**Description:** Refer to services offered in the finance industry by financial institutions. Concepts include understanding the source and purpose of financial statements, and analysis of data for planning purposes.

**Key Attributes:**

- Finance Career Cluster Exam
- Case-study (30 min prep + 15 min presentation)

**Similar Events:** Finance Operations Research, Business Finance Series, Financial Consulting

## Stock Market Game

1-3 Participants

**SMG**

**Description:** Develop and Manage an investment portfolio. Each team manages all aspects of the portfolio including stock selection, buying and selling. The goal is to increase the value of the portfolio. This event provides an opportunity for students to learn how to invest in the stock market.

**Key Attributes:**

- Written Entry - 10 pages allowed
- Present Portfolio (15 min)

## Business Finance Series

1 Participant

**BFS**

**Description:** Perform management functions focusing on high-level financial and business planning. Concepts include understanding the purpose of financial statements and data for corporate planning.

**Key Attributes:**

- Finance Career Cluster Exam
- 2 Role-plays (10 min prep + 10 min presentation)

**Similar Events:** Finance Operations Research, Financial Consulting, Financial Services Team Decision Making

## Principles of Finance

1 Participant

**PFN**

**Description:** Includes concepts associated with careers in accounting, banking services, business finance, insurance and securities, and investments.

**Key Attributes:**

- Business Administration Core Exam
- Role-play (10 min prep + 10 min presentation)
- Designed for first year DECA members

**Similar Events:** Finance Operations Research, Principles of Business Administration and Research

## Finance Operations Research

1-3 Participants

**FOR**

**Description:** Providing financial services to commercial and retail customers. Examples may include: banks, credit unions, accounting firms, investment companies and real estate firms.

**Key Attributes:**

- Written Entry - 20 pages allowed
- Present Research or Plan (15 min)

**Similar Events:** Business Finance Series, Financial Consulting, Financial Services Team Decision Making

## Virtual Business Challenge - Accounting

1-3 Participants

**VBCAC**

**Description:** Use forensic accounting to identify fraud & errors and use managerial accounting techniques to maximize profit. Analyze accounting documents such as T-accounts, worksheets and journals.

**Key Attributes:**

- Written Entry - 10 pages allowed
- Present Portfolio (15 min)

**Similar Events:** Accounting Application Series, Virtual Business Challenge - Entrepreneurship