



MICHIGAN
DECA **2019-20 Competitive Event Changes**

1. The **Chapter Team Events**, have been replaced with the **Project Management Events** listed below. The events will start competition at the State Career Development Conference. There is a common set of guidelines and evaluation rubrics for the Project Management Events, which are on page 62 in the National DECA Guide and also posted online at deca.org
 - Business Solutions Project (*similar to the Creative Marketing Project*)
 - Career Development Project (*similar to the Entrepreneurship Promotion Project*)
 - Community Awareness Project (*similar to the Public Relations Project*)
 - Community Giving Project (*similar to the Community Service Project*)
 - Financial Literacy Project (*similar to the Financial Literacy Promotion Project*)
 - Sales Project (*similar to the Learn and Earn Project*)
2. The **School Based Enterprise (SBE)** competition allocation has been reduced to only 1-2 chapter members that are allowed to attend the State and International Conferences.
3. **Written event projects** earning 25 or more penalty points will not be allowed to compete at the State Conference (Merit Award Project is 30 or more penalty points, and the Chapter Award Project is 40 or more penalty points). Projects will be returned to the chapter advisor, and the conference registration fee will be refunded at 50%. See the Michigan written event guidelines for information.
4. The **Ethics Team Event (ETH)**, will continue to be offered this year with competition at the State Conference, and will take the Business Management & Administration Cluster exam. The top competitors in the event will qualify for a spot at the International Conference in the *ASPIRE Academy*.
5. The top competitors in the **Leadership and Teamwork Event (LTW)** will qualify for a spot at the International Conference in the *IGNITE Academy*.
6. Chapters that earn **THRIVE level achievement** from the Chapter and Membership Campaigns will only be allowed to take 1-2 chapter members the *THRIVE Academy* at the International Conference.
7. We are using a new online Chapter Registration Portal for conference and housing registrations. The system interacts with the national DECA membership portal, so all students must be submitted as members prior to entering them to attend the conferences. The portal will also require you to have the proper number of chaperones and judges in order to submit your registration. The Chapter Registration Portal will be used for:
 - **Conference Registrations** for State Leadership, District, State and International Conferences.
 - **Housing Registrations** for State Leadership, State and International Conferences.
 - **Online Testing** for the District and State Conferences.
 - **Practice Tests** - students have the ability to take unlimited practice tests as they prep for testing.
 - **State Conference Written Event Submissions** for most written events. *Some events will not need a hard copy submitted, refer to the Michigan written event guidelines for information.*

The open and close date for each conference's portal will be in the detailed instructions, which will be posted on the Forms page throughout the year.

Refer to the event guidelines for more information posted at <http://www.deca.org/high-school-programs/high-school-competitive-events/>

2020 Competitive Event Categories

Michigan DECA does NOT offer competition in DECA's Accounting Applications or Personal Financial Literacy events

	<u>District</u>	<u>State@</u>	<u>International*</u>
Principles Events			
<i>One Core Exam and Role Play Events - Only for non-Seniors, and first year DECA members (not first time competitors)</i>			
Principles of Business Management (PBM)	X	X	6
Principles of Finance (PFN)	X	X	6
Principles of Hospitality and Tourism (PHT)	X	X	6
Principles of Marketing (PMK)	X	X	6
Individual Series Events			
<i>One Cluster Exam and Role Play Events</i>			
Apparel & Accessories Marketing (AAM)	X	X	6
Automotive Services Marketing (ASM)	X	X	6
Business Finance (BFS)	X	X	6
Business Services Marketing (BSM)	X	X	6
Entrepreneurship Series (ENT)	X	X	6
Food Marketing (FMS)	X	X	6
Hotel and Lodging Management (HLM)	X	X	6
Human Resources Management (HRM)	X	X	6
Marketing Communications (MCS)	X	X	6
Quick Serve Restaurant Management (QSRM)	X	X	6
Restaurant and Food Service Management (RFSM)	X	X	6
Retail Merchandising (RMS)	X	X	6
Sports and Entertainment (SEM)	X	X	6
Team Decision Making Events			
<i>One Cluster Exam and Case Situations</i>			
Business Law & Ethics (BLTDM)	X	X	6
Buying and Merchandising (BTDM)	X	X	6
Entrepreneurship (ETDM)	X	X	6
Financial Services (FTDM)	X	X	6
Hospitality Services (HTDM)	X	X	6
Marketing Management (MTDM)	X	X	6
Sports & Entertainment Marketing (STDM)	X	X	6
Travel & Tourism Marketing (TTDM)	X	X	6
State Events			
Chapter Awards Program (CAP)	-	X	Gold
Ethics Team Event (ETH) (<i>Seniors only</i>)	-	1	-
Gold Merit Award Program (MAP)	-	Gold	Gold
Leadership & Teamwork (LTW) (<i>non-Seniors only</i>)	-	1	-

Continued on the next page

Key

- # Indicates a new or revised event
- Indicates that the event does not compete at this level of competition
- X Indicates that the number of individuals or teams may vary due to the number of members in the chapter or district
- @ Indicates the number of individuals or teams eligible to advance from each district to the State Conference
- * Indicates the number of individuals or teams eligible to advance from the State Conference to the International Conference

2020 Competitive Event Categories

	District	State@	International*
Business Operations Research Written Events			
Business Services Operations (BOR)	-	X	4-6
Buying & Merchandising Operations (BMOR)	-	X	4-6
Finance Operations (FOR)	-	X	4-6
Hospitality & Tourism Operations (HTOR)	-	X	4-6
Sports & Entertainment Marketing Operations (SEOR)	-	X	4-6
Project Management Events			
# Business Solutions Project (PMBS)	-	X	4-6
# Career Development Project (PMCD)	-	X	4-6
# Community Awareness Project (PMCA)	-	X	4-6
# Community Giving Project (PMCG)	-	X	4-6
# Financial Literacy Project (PMFL)	-	X	4-6
# Sales Project (PMSP)	-	X	4-6
Entrepreneurship Written Events			
Business Growth Plan (EGB)	-	X	4-6
Franchise Business Plan (EFB)	-	X	4-6
Independent Business Plan (EIB)	-	X	4-6
Innovation Plan (EIP)	-	X	4-6
International Business Plan (IBP)	-	X	4-6
Start-Up Business Plan (ESB)	-	X	4-6
Integrated Marketing Campaign Events			
Integrated Marketing Campaign - Event (IMCE)	-	X	4-6
Integrated Marketing Campaign - Product (IMCP)	-	X	4-6
Integrated Marketing Campaign - Service (IMCS)	-	X	4-6
Professional Selling & Consulting Events			
Financial Consulting (FCE)	X	3	4-6
Hospitality & Tourism Professional Selling (HTPS)	X	3	4-6
Professional Selling (PSE)	X	3	4-6
Direct to the International Career Development Conference			
School Based Enterprise (SBE)	-	Gold Optional	Refer to event guidelines
Stock Market Game (SMG)	-	-	Refer to event guidelines
Virtual Business Challenge: Accounting (VBCAC)	-	-	Refer to event guidelines
Virtual Business Challenge: Fashion (VBCFA)	-	-	Refer to event guidelines
Virtual Business Challenge: Hotel Management (VBCHM)	-	-	Refer to event guidelines
Virtual Business Challenge: Personal Finance (VBCPF)	-	-	Refer to event guidelines
Virtual Business Challenge: Restaurant (VBCRS)	-	-	Refer to event guidelines
Virtual Business Challenge: Retail (VBCRT)	-	-	Refer to event guidelines
Virtual Business Challenge: Sports (VBCSP)	-	-	Refer to event guidelines

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