



2020-2021 COMPETITIVE EVENT CHANGES/UPDATES

Updates from Michigan DECA

1. **All District Conferences will be conducted virtually in December.** You will need to attend the virtual award ceremony in January to find out your chapter's medalists.
2. **Online Testing** guidelines and rules have changed this year to allow students to test either at school with a Proctor, or virtually from home. As such, the test will be open book but reduced to 70 minutes. *Students that will be testing from home will need to complete the Michigan DECA Honor Code online form with their parents prior to testing.*
3. **Chapter Award Program (CAP)** participants at the State Conference will be allowed to compete in a roleplay event that competes on Friday, as well as the CAP event which competes on Thursday.
4. **Gold Level Merit Award Program (GMAP)** participants will upload their project to the written event judge portal for the State Conference competition by February 11, 2021. The uploaded copy must be a PDF, and will be used for online judging prior to the conference. A hard copy is also due to the Michigan DECA office, which will be used for penalty point evaluation. The presentation portion of the competition will be continued to be evaluated at the conference in front of a judge.

Updates from DECA, Inc.

1. **Team Decision Making Events** will combine the 10-minute presentation and 5-minute judge questions period to 15 minutes for presentation and judge questions.
2. **Virtual Business Challenge–Entrepreneurship (VBCEN)** event has been added.
3. The format for the **Virtual Business Challenge** competition will change. For each track, all 16 teams will compete in two sessions, and the final rankings will be determined based on the cumulative score from both sessions.
4. Participants in the **Business Solutions Project (PMBS)** will upload their written entry electronically for ICDC as DECA pilots electronic written entry submission. Once DECA Inc. receives registration from Michigan DECA, (national) DECA Inc. will e-mail the chapter advisors with entries in PMBS with instructions on how to upload the written entry. This written entry will be the entry used to score during preliminary and final competition at ICDC.
5. The **School Based Enterprise (SBE)** competition allocation has been changed to 1-3 chapter members that are allowed to attend the State and International Conferences. There are two different certification guidelines this year, for chapters that are in-person, and for chapters that are virtual. Be sure to read the guidelines carefully.

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

2021 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 - refer to the event guidelines for more information
- 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

2021 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: Entrepreneurship (VBCEN)	-	-	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

Key

- # Indicates a new or revised event - refer to the event guidelines for more information
- 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

State Conference Competitive Event Schedule

All times are subject to change

<i>Event</i>	<i>Advisor/Event Assistant Orientation</i>	<i>Student Orientation</i>	<i>Competition</i>
Business Growth Plan Business Services Operations Business Solutions Project Buying & Merchandising Operations Career Development Project Chapter Awards Program Community Awareness Project Community Giving Project Financial Literacy Project Financial Operations Franchise Business Plan Gold Merit Awards Program Hospitality & Tourism Operations Independent Business Plan Innovation Plan Integrated Marketing Campaign - Event Integrated Marketing Campaign - Product Integrated Marketing Campaign - Service International Business Plan Sales Project Sports & Entertainment Operations Start-Up Business Plan	<p style="text-align: center;">Thursday</p> <p style="text-align: center;">1:00 p.m. to 1:45 p.m.</p>	<p style="text-align: center;">Thursday</p> <p style="text-align: center;">2:00 p.m. to 2:45 p.m.</p>	<p style="text-align: center;">Thursday</p> <p style="text-align: center;">3:00 p.m. to 7:00 p.m.</p>
Business Finance Business Law & Ethics TDM Business Services Marketing Buying & Merchandising TDM Financial Consulting Financial Services TDM Food Marketing Hospitality & Tourism Prof. Selling Leadership & Teamwork Marketing Management TDM Principles of Business Management Principles of Finance Principles of Hospitality & Tourism Principles of Marketing Professional Selling Event Restaurant & Food Service Management Retail Merchandising School Based Enterprise	<p style="text-align: center;">Thursday</p> <p style="text-align: center;">one hour prior to student orientation</p>	<p style="text-align: center;">Thursday</p> <p style="text-align: center;">a 45 minute window during 4:00 p.m. to 6:00 p.m.</p> <p style="text-align: center;"><i>specific times will be posted online in February</i></p>	<p style="text-align: center;">Friday Morning</p> <p style="text-align: center;"><i>specific times will be posted online in February</i></p>
Apparel & Accessories Marketing Automotive Services Marketing Entrepreneurship Series Entrepreneurship TDM Ethics Team Event Hospitality Services TDM Hotel & Lodging Management Human Resources Management Marketing Communications Series Quick Serve Restaurant Management Sports & Entertainment Series Sports & Entertainment TDM Travel & Tourism TDM	<p style="text-align: center;">Thursday</p> <p style="text-align: center;">one hour prior to student orientation</p>	<p style="text-align: center;">Thursday</p> <p style="text-align: center;">45 minute window during 4:00 p.m. to 6:00 p.m.</p> <p style="text-align: center;"><i>specific times will be posted online in February</i></p>	<p style="text-align: center;">Friday Afternoon</p> <p style="text-align: center;"><i>specific times will be posted online in February</i></p>