2026 MICHIGAN DECA
2027 STATE CONFERENCE COMPETITION

THESE EVENTS START COMPETITION AT THE STATE CONFERENCE

BUSINESS GROWTH PLAN (EBG)

ALL participants of the Business Growth Plan event must be documented owners and/or operators of the REAL business.
Proof of ownership documentation must be included after the appendix in the project. A parents' business does not qualify. Be sure to review the event guidelines for the list of acceptable documention.

BUSINESS SERVICES OPERATIONS RESEARCH (BOR)

BUYING & MERCHANDISING OPERATIONS RESEARCH (BMOR)

FINANCE OPERATIONS RESEARCH (FOR)

FRANCHISE BUSINESS PLAN (EFB)

HOSPITALITY & TOURISM OPERATIONS RESEARCH (HTOR)

INDEPENDENT BUSINESS PLAN (EIB)

INTERNATIONAL BUSINESS PLAN (IBP)

SPORTS & ENTERTAINMENT MARKETING OPERATIONS RESEARCH (SEOR)

1-3 MEMBERS PER TEAM
WRITTEN PROJECT COMPONENT LIMITED TO 20 PAGES
PRESENTATION TO JUDGE
NO COMPREHENSIVE EXAM
PROJECT UPLOAD DUE FEBRUARY 15
HARD COPY NOT NEEDED

CHAPTER ALLOTMENT IN EACH OF THE EVENTS ABOVE:

1-99 MEMBERS = 2 TEAMS/ENTRIES
100+ MEMBERS = 3 TEAMS/ENTRIES

BUSINESS SOLUTIONS PROJECT (PMBS)

CAREER DEVELOPMENT PROJECT (PMCD)

COMMUNITY AWARENESS PROJECT (PMCA)

COMMUNITY GIVING PROJECT (PMCG)

FINANCIAL LITERACY PROJECT (PMFL)

SALES PROJECT (PMSP)

1-3 MEMBERS PER TEAM
WRITTEN PROJECT COMPONENT LIMITED TO 20 PAGES
PRESENTATION TO JUDGE
NO COMPREHENSIVE EXAM
PROJECT UPLOAD DUE FEBRUARY 15
HARD COPY NOT NEEDED

CHAPTER ALLOTMENT IN EACH OF THE EVENTS ABOVE:

1-99 MEMBERS = 1 TEAM/ENTRY
100+ MEMBERS = 2 TEAMS/ENTRIES

ALL FIVE PITCH DECK EVENTS START COMPETITION AT THE DISTRICT CONFERENCE IN ORDER TO QUALITY FOR THE STATE CONFERENCE

- INNOVATION PLAN (EIP)
- INTEGRATED MARKETING CAMPAIGN EVENTS (IMCE, IMCP, IMCS)
- START UP BUSINESS PLAN (ESB)

MICHIGAN ONLY EVENTS

LEADERSHIP & TEAMWORK (MILTW)

3 MEMBERS PER TEAM
A team of 2 may compete with a 15 point penalty
LIMITED TO ONE TEAM PER CHAPTER
NON-SENIORS ONLY
Business Administration Core Exam at SCDC
Case Situation and Presentation to Judge
No competition at ICDC

ETHICS TEAM EVENT (MIETH)

2 MEMBERS PER TEAM
LIMITED TO ONE TEAM PER CHAPTER
SENIORS ONLY
Topic Posted in February on mideca.org
Business Mgmt & Admin Cluster Exam at SCDC
Written Project turned in at SCDC
Presentation to Judge
No competition at ICDC

SCHOOL BASED ENTERPRISE (MISBE)

1-2 MEMBERS PER TEAM
LIMITED TO ONE TEAM PER GOLD CERTIFIED OR GOLD RE-CERTIFIED SBE
Optional SCDC competition for Gold Certified and Gold Re-Certified Chapters
Presentation to Judge
No Comprehensive Exam
Students can also compete in another event that competes Thursday or Friday Afternoon

CHAPTER AWARD PROGRAM (MICAP)

1-3 MEMBERS PER TEAM
LIMITED TO ONE TEAM PER CHAPTER
Hard Copy of Project due February 15
No Comprehensive Exam
Presentation to Judge
Students can also compete in another event that competes on Friday

MERIT AWARD PROGRAM (MIGMAP)

INDIVIDUAL STUDENTS
LIMITED TO 8 STUDENTS PER CHAPTER
Only individuals achieving Gold Level will compete at SCDC
Hard copy of Project -and- PDF file upload due February 15
Presentation to Judge
No Comprehensive Exam
Students can also compete in another event that competes on Friday

NEXT BIG THING MICHIGAN DECA