



TEAM CASE STUDY EVENTS

- BUSINESS ETHICS
- BUSINESS-TO-BUSINESS MARKETING
- ENTERTAINMENT MARKETING
- EVENT PLANNING
- INTERNATIONAL MARKETING
- MARKETING COMMUNICATIONS
- SPORTS MARKETING

Collegiate DECA's **Team Case Study Events** effectively measure the student's proficiency in the knowledge and skills identified by business and industry professionals as essential to success in a given career. The team of two students is given a description of a specific situation that measures skills, knowledge and attitudes in a given career. Roles in these events could be content area expert, client, customer, employee, supervisor, manager or entrepreneur.

The guidelines for each of the Team Case Study Events have been consolidated to facilitate coordination of participant activities in each career category. This means the guidelines are 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 Case Study Events.

BUSINESS MANAGEMENT + ADMINISTRATION

Business Ethics: A team of two students are challenged with analyzing a business situation containing an ethical dilemma and then presenting a resolution of the dilemma. For the purpose of this event, an ethical dilemma will be defined as a situation where competing values are being weighed and can reasonably be argued both for and against. Case situations will not involve a question of whether a certain action (or lack of action) constitutes a violation of law (i.e., stealing), nor will the situation have a seemingly simple answer (i.e., taking credit for a co-worker's idea).

HOSPITALITY + TOURISM

Event Planning: A team of two students are challenged with analyzing a real-world case study situation that deals with planning an event and then presenting solutions.

LEARNING OUTCOMES

Students will demonstrate knowledge and skills described by performance indicators that are aligned with National Curriculum Standards and industry validated. Complete lists of performance indicators are available at deca.org. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Through participating in these events, students will collaborate as a team to:

- Demonstrate knowledge and understanding of general business concepts and industry-specific concepts
- Analyze situations, organize thoughts and identify solutions
- Apply business principles and techniques to the specific industry and organizational environment
- Organize and communicate ideas and concepts effectively

21ST CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Business-to-Business Marketing: A team of two students are challenged with analyzing a real-world case situation that deals with marketing/business activity between organizations and then presenting solutions.

Entertainment Marketing: A team of two students are challenged with analyzing a real-world entertainment marketing case situation and then presenting solutions. Environments for the case study may include, but are not limited to, entertainment or entertainment events (concerts, theaters, etc.) or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

International Marketing: A team of two students are challenged with analyzing a real-world international case situation and then presenting solutions. For the purpose of this event, the case situation will relate to performing marketing activities in enterprises primarily engaged in exporting or importing industrial or consumer goods in world markets. Particular interest is given to but not limited to one or more of the following areas: trade controls, foreign trade operations, locating markets, negotiation practices, monetary issues and international public relations.

Marketing Communications: A team of two students are challenged with analyzing a real-world marketing communications case study situation including marketing functions and tasks that inform, persuade or remind a target market of ideas, experiences, goods or services and then presenting solutions.

Sports Marketing: A team of two students are challenged with analyzing a real-world sports marketing case situation and then presenting solutions. Environments for the case study may include, but are not limited to, amateur or professional sports or sporting events or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

EVENT OVERVIEW

- Team Case Study Events consist of one major part: one preliminary **case study** event. A second case study event will be given to finalist teams.
- The maximum score for the evaluation is 100 points.
- Each team must be composed of **two members** of the DECA chapter.

CASE STUDY PRESENTATION

- The team of two students will be given a **case study** in which the team must develop a solution by translating what they have learned into effective, efficient and spontaneous action. The role of the team of two students and of the judge will be determined by the specific case study situation.
- Each team of two students will have **60 minutes** for analyzing the situation and organizing a response and interaction.
- A list of performance indicators specific to the case study situation is included in the participant's instructions. These are distinct tasks the team of two students must accomplish within the case study solution. The judge will evaluate the team's performance on these **performance indicators, 21st Century Skills** and **follow-up questions**.
- Students may not consult anyone about the case study situation. Any cell phone use, text messaging, email, etc. is prohibited during the entire competitive event.
- A personal or laptop computer/hand-held digital organizer may be used when appropriate. Students must use battery power for the prep time and presentation, even if there are electrical outlets in the room. Such digital organizers may be prepared ahead of time (i.e., standard headings for PowerPoint presentation) provided there is no reference to the specific event situation.
- Students are allowed to bring reference materials to use in preparing their presentation. This may include electronic (such as CD encyclopedias) as well as print materials (such as magazines or textbooks).
- Students may utilize the Internet during both prep and presentation times. The availability of Internet service is the responsibility of the students.
- Only materials that can be easily carried to and from the prep and judging areas will be permitted. This includes any computer equipment, visual aids, reference materials, etc. Only the students themselves may handle and set up their material. No outside assistance will be allowed.
- No specified set-up time will be allowed. All set up will be part of the allotted presentation time. Timing will begin when the students enter the judging area (i.e., judge booth).
- Students may bring materials to develop visual aids to assist them in their presentation. The supplies may consist of poster paper, flip charts, blank paper, art supplies, etc. Such visual aids may be prepared ahead of time (i.e., standard headings on a flip chart) provided there is no reference to the specific event situation.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials allowed during the designated preparation period.
- Students will interact with the judges for up to **15 minutes**. This includes time for the students to present to the judge and to respond to any questions.
- When using a presentation aid, such as a laptop computer, the noise level must be kept at a conversational level that does not interrupt other students. If this guideline is not followed, the student will be interrupted (during the prep or presentation time) and asked to follow the noise policy.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- Failure to follow guidelines may result in disqualification.



2 PARTICIPANTS



1 CASE STUDY



60 MINUTES
PREPARATION TIME



15 MINUTES
INTERVIEW TIME

PRESENTATION JUDGING

- The team of two students will be given a **case study** in which the team must develop a solution by translating what they have learned into effective, efficient and spontaneous action. The role of the team of two students and of the judge will be determined by the specific case study situation.
- Each team of two students will have **60 minutes** for analyzing the situation and organizing a response and interaction.
- You will then interact with the team of two students for up to **15 minutes**. This includes time for the students to present to you based on the case study situation, and for you to make comments and ask questions.
- Teams will be evaluated according to a specific evaluation form accompanying the case study.
- To ensure fairness, judges should develop two to three standard questions, based on the specific case, which will be asked of each team of two students. When developing the questions, please consider that the students have to respond spontaneously. After asking the standard questions you may ask other questions for clarification specific to the current team of two students.
- After the presentation/interaction with the team of two students is completed, please thank the students but give no indication of the team's performance/score. If appropriate to the situation, please state that a decision will be made soon and that the team will be notified of the decision.
- To ensure fairness, at no time should students be asked where they are from (school, state, country, etc.).
- After the team is excused from the judging area, you have **5 minutes** to score the team. Refer to the Evaluation Criteria section for the guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy.
- Please make sure not to exceed the maximum score possible for each item. Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the evaluation is 100 points.

JUDGING SUMMARY

A score of 70 or better will earn the team a Certificate of Excellence.

Thank you for volunteering your time to evaluate our emerging leaders and entrepreneurs.

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the presentation/interaction is handled in an effective, creative way; in effect, nothing more could be expected of the student, and the decisions/ recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the presentation/interaction is handled well. There may be a few minor problems or omissions, but they are not significant. A presentation/interaction which earns this level in every category would be considered a strong presentation/interaction.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation/interaction. This may be a major omission, a serious misstatement or any other major flaw.