

PANTONE 108 C

Event Exploration Day 1



Welcome to your second year!

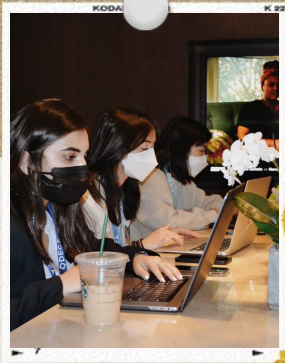
New roleplay categories, so many possibilities!

A preview of what comes next:

- ✗ Individual Series Roleplays
- ✗ Team Decision Making Roleplays
- ✗ Personal Financial Literacy Roleplay



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1.

Individual Series



Roleplay Instructions

- ✗ 1 participant
- ✗ 2 roleplays
- ✗ 10 minutes to prep, 10 minutes to present for each roleplay
- ✗ Must take cluster exam



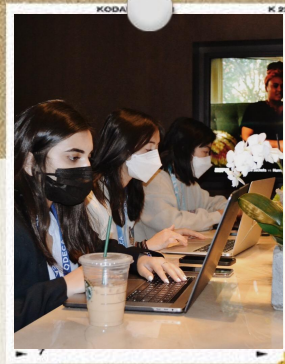
Individual Series Events List

- ✘ Accounting Applications (ACT)
- ✘ Apparel & Accessories Marketing (AAM)
- ✘ Automotive Services Marketing (ASM)
- ✘ Business Finance (BFS)
- ✘ Business Services Marketing (BSM)
- ✘ Entrepreneurship (ENT)
- ✘ Food Marketing (FMS)
- ✘ Hotel & Lodging Management (HLM)
- ✘ Human Resources Management (HRM)
- ✘ Marketing communications (MCS)
- ✘ Quick Serve Restaurant Management (QSRM)
- ✘ Retail Merchandising (RMS)
- ✘ Sports & Entertainment Marketing (SEM)



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Think- Pair- Share!



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2.

Team Decision Making (TDM)



Roleplay Instructions

- ✘ 2 participants
- ✘ 1 case study
- ✘ 30 minutes to prep, 15 minutes to present
- ✘ Must take cluster exam
 - ✘ Exam scores are averaged between the two teammates



TDM Events List

- ✘ Business Law & Ethics (BLTDM)
- ✘ Buying & Merchandising (BTDM)
- ✘ Entrepreneurship (ETDM)
- ✘ Financial Services (FTDM)
- ✘ Hospitality Services (HTDM)
- ✘ Marketing Management (MTDM)
- ✘ Sports & Entertainment Marketing (STDM)
- ✘ Travel & Tourism (TTDM)



Live Roleplay

CASE STUDY SITUATION

You are to assume the roles of the general manager and shift supervisor at FAMILY KITCHEN, a local family restaurant that is open 24-hours. The owner of the restaurant (judge) has asked you to analyze a new restaurant policy, determine if it is ethical, and provide a response.

FAMILY KITCHEN is a new 24-hour restaurant in a college town. The menu features breakfast, lunch and dinner options that are reasonably priced. The restaurant has booths and tables that can seat a total of 125 people. The restaurant is busiest during normal meal hours but does have its fair share of clientele in between meals. The restaurant's slowest time is during the overnight hours.

When FAMILY KITCHEN first opened last year, management noticed that many college students used the restaurant as a destination for late-night studying. Study groups of various sizes meet at FAMILY KITCHEN after the dinner rush is over to work on projects or study for exams. It is not uncommon to see several tables and booths covered in notebooks, laptops and textbooks. The students order coffee and sodas, with free refills provided. If the students do order food, they order an appetizer to share and not a meal. Students spend hours working each night at FAMILY KITCHEN.

The owner of the restaurant (judge) did not like that the college students were using the restaurant as a destination for studying rather than a place to purchase food. To solve the issue, the owner (judge) posted a sign on the front door and at the host stand that reads, "No Loitering, Limit One Hour."

The college students have taken offense to the new sign and feel they are being discriminated against due to their age. The college students have correctly pointed out that FAMILY KITCHEN customers that order meals, as opposed to just appetizers, are not limited to one hour. The college students also pointed out that the restaurant is never busy during the late-night hours, so their stay would not encroach on higher-paying customers.

The owner of the restaurant (judge) has asked you to analyze the rule limiting customers to one hour. The owner (judge) wants you to determine if the one-hour rule is ethical and decide how to best respond to situation.

You will present your analysis and response to the owner (judge) in a meeting to take place in the owner's (judge's) office. The owner (judge) will begin the meeting by greeting you and asking to hear your decision. After you have presented your analysis and response and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting by thanking you for your work.

Case Study

- Family Kitchen has become popular study spot for college students
- Owner wants to place one hour cap on how long they can stay
- Is this ethical?





Live Roleplay

**See a TDM
roleplay in
action!**



Live Roleplay

Case Study

- Family Kitchen has become popular study spot for college students
- Owner wants to place one hour cap on how long they can stay
- Is this ethical?

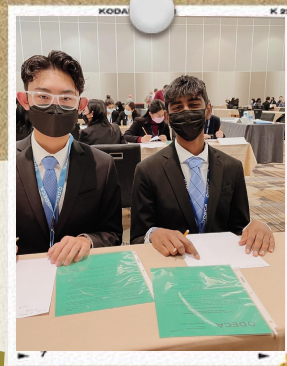


KPI #1: Describe the nature of ethics.

KPI #2: Consider conflicting viewpoints.

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Think- Pair-Share!



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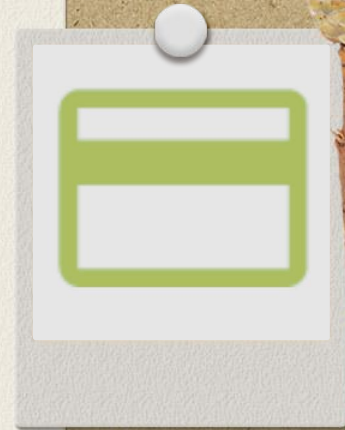
3.

Personal Financial Literacy (PFL)



Roleplay Instructions

- ✗ 1 participant
- ✗ 1 roleplay
- ✗ 10 minutes to prep, 10 minutes to present
- ✗ Must take Financial Literacy exam

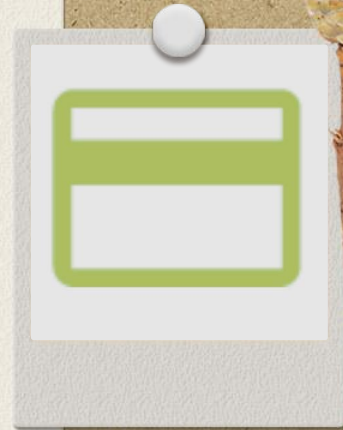


What to know

PFL's curriculum is unique compared to other events.

Here's what it tests you on:

- ✘ Earning Income
- ✘ Spending
- ✘ Saving
- ✘ Investing
- ✘ Managing Credit
- ✘ Managing Risk



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Think- Pair- Share



Recap

2nd+ years

Individual Series

1 participant
2 roleplays
10 mins prep/10 mins present

Team Decision Making


2 participants
1 roleplay
30 mins prep/15 mins present

Personal Financial Literacy

1 participant
1 roleplay
10 mins prep/10 mins present



Recap



**Visit deca.org
under “Competitive
Events” for more
info**

Thanks for listening!

Any questions?

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