

Intro to DECA



Today's Agenda

1

What is DECA

2

Time Commitments

3

Events

4

Conferences

What is DECA

1

Business Program, not club

2

Choose your event and written

3

Compete at Conferences

4

BE THE ONE



Time Commitments



ALL HAND MEETINGS

There will be weekly lunch meetings on Wednesdays dedicated to time with mentor pods.

WORKSHOPS

DECA will have workshop meetings every Wednesday after school. From 2.45 - 4

EVENTS

DECA will host events such as Mock conference here at Valley, as well as conferences that may take up your weekend.



WRITTENS

1

Individual or Team Events
(up to 3 people)

2

Written Document (10-20 pages)

3

Presentation (15 mins)

INDIVIDUAL EVENTS

- Professional Selling & Consulting

TEAM EVENTS

- Business Operations Research
- Project Management
- Entrepreneurship
- Integrated Marketing Campaign

Roleplays

1

Individual Event

2

10 minute prep & presentation

3

BAC Exam

ROLEPLAY CLUSTERS

- Business Management • Marketing
- Hospitality & Tourism • Finance

KEY PERFORMANCE INDICATORS (KPI'S)

- 4 KPI's for each roleplay
- Directly tied to prompt

ROLEPLAY EXAMPLE



EXAMS

Exam content
will be taught
in your
business
classes

1

100 questions in 90 minutes

2

Exam isn't determined by what roleplay
you choose

3

If you choose IMC you have 2 exams

4

First years all have the same exam

Online Events

What are online events?

- Competitions with specific categories
 - ex: social media marketing, sports management etc.
- top 3 is automatically entered into ICDC



**VIRTUAL
BUSINESS**
FOR HIGH SCHOOL

STUKENT





**VIRTUAL
BUSINESS**
FOR HIGH SCHOOL

VBC

- Team Event
- Simulations of running a business
- 8 different categories and topics

1. Accounting
2. Entrepreneurship
3. Fashion
4. Hotel Management
5. Personal Finance
6. Restaurant
7. Retail
8. Sports



STUKENT

Social Media Marketing

- Post content
- Promote product
- Find a strategy
- Monitor customer engagement



Make the most MONEY !!

By...

- Focusing on your target market
- Spending money to make money
- Price your product according to the market
- Take the feedback



SMG

- Team Event
- Trade stocks, bonds, mutual funds
- Based off real world market
- Commission fee of \$5 when trading

Keep trading

However, remember

- Spend money to make money
- Interest and transaction fees exist
- Trade when the market is open
 - Monday - Friday
 - 9:30 AM ET - 4:00PM ET



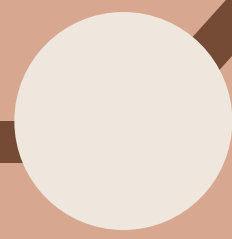
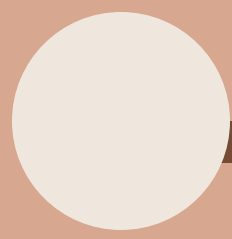


REGISTRATION
DEADLINE
September 25

MOCK CONFERENCE
October 26

SEPTEMBER
REGISTRATION & WRITTEN

OCTOBER
VCMC



OFFICIAL
BUSINESS

From this point on your written needs to be at least 80% complete

SVCDC SUBMISSION:
December 8

CONFERENCE SEASON

SVCDC
SCDC
ICDC

NOVEMBER-JANUARY
FINALIZING WRITTEN

JANUARY- MARCH
CONFERENCES

Conferences

LOTS OF FUN

Apart from competing DECA conferences are a great place to have fun and make new friends. There are usually a variety of social events and activities, such as game nights, disney, and sporting events.



SVCDC
SDCD
ICDC