



COLLEGIATE
DECA

COMPETITION GUIDELINES

INDIVIDUAL CASE STUDY EVENTS

- Corporate Finance
- Entrepreneurship Operations
- Fashion Merchandising and Marketing
- Financial Accounting
- Hotel and Lodging
- Human Resource Management
- Managerial Accounting
- Marketing Management
- Restaurant and Food Service Management
- Retail Management
- Sales Management Meeting
- Travel and Tourism



WELCOME

Congratulations on earning the opportunity to attend the first-ever virtual Collegiate DECA International Career Development Conference. Your hard work, dedication and passion for Collegiate DECA have led you to both great achievements and the opportunity to represent your chapter and chartered association at this #NextLevel of competition!

Prepare yourself by reviewing the important information in this packet as it pertains to your competitive event. Keep in mind that ICDC competition may be conducted differently than at your association level, so please review all instructions in detail and ask if you have any questions.

As one of our key guiding principles, Collegiate DECA members are poised professionals with ethics, integrity and high standards, and conducting oneself in a virtual environment is no different. As you compete, please uphold your personal integrity and ethics while also presenting yourself professionally. Our volunteer business professionals will be looking for you to shine, and we want you to represent yourself, your school, your association and the Collegiate DECA brand in the stellar way we know you can.

Best of luck for a spirited competition and continued success in your future pursuits!

EVENT OVERVIEW

INDIVIDUAL CASE STUDY EVENTS



1 PARTICIPANT



CLUSTER



1 CASE STUDY



PREPARATION TIME



PRESENTATION TIME

SCHEDULE OF EVENTS

ONLINE TEST	Tuesday, April 6 beginning at 8:00 a.m ET until Thursday, April 8 at 11:59 p.m. of your respective time zone
PRELIMINARY COMPETITION	Tuesday, April 6 beginning at 8:00 a.m ET until Thursday, April 8 at 11:59 p.m. of your respective time zone
ANNOUNCEMENT OF FINALISTS	Tuesday, April 13, following Grand Opening Session beginning at 8:00 p.m. ET
FINAL COMPETITION	Friday, April 16, beginning at 10:00 a.m. ET, by appointment
GRAND AWARDS SESSION	Thursday, April 22 beginning at 8:00 p.m. ET

INTEGRITY

As one of our key guiding principles, Collegiate DECA members are poised professionals with ethics, integrity and high standards. Integrity and honor are integral elements of ethical, responsible business leadership. Great care must be taken in maintaining academic integrity while preparing students for their future careers. The reinforcement of those standards is the responsibility of every member, advisor, and administrator. In order to hold such a standard across our organization, every competitor and advisor must agree and certify that the participants and advisor complied with the following guidelines:

1. Participation of the competitors in this, and any, Collegiate DECA competitive events will take place in an honest fashion. Therefore, the contents of this competitive event entry and any solutions provided are solely the work of the student(s).
2. The submitted presentation of this entry was completed by the student(s) who authored the work of the event or completed the case study preparation for the event.
3. The video was completed in one “take,” and videos were not edited, re-shot, or changed.
4. Teleprompters, cue cards or other aids not permitted by the event were not used.
5. No assistance was sought beyond that allowed in any Collegiate DECA competitive event instructions or guidelines.
6. No portion of this entry has been entered into competition prior to this academic/competition year.
7. For case study events, all case studies, prep materials, student notes and associated items were destroyed after the event has been completed.
8. No Collegiate DECA competitive event or test materials will be or have been saved to any storage device remaining in the possession of the competitor(s) or that of any other person; nor has it been saved to any cloud storage.

If it is determined that any one or more of these guidelines has not been adhered to, the entry will be disqualified and information regarding academic integrity violations may be forwarded to the chartered association advisor (if appropriate) and the college or university’s academic integrity office for appropriate action.

ONLINE TESTING

GENERAL INFORMATION

TESTING WINDOW	<ul style="list-style-type: none"> ▪ The competition window will open at 8:00 a.m. ET on Tuesday, April 6, and your exam must be completed by 11:59 p.m. of your respective time zone on Thursday, April 8. Participants can complete their exam anytime during this window. ▪ Participants will have 75 minutes to complete the exam.
TESTING ACCESS	<p>Participants will receive the following from their chapter advisor prior to testing:</p> <ul style="list-style-type: none"> ▪ Username (DECA Member ID) ▪ Password
TESTING FORMAT	<ul style="list-style-type: none"> ▪ 100 question, multiple choice exam. ▪ Questions will be presented in randomized order. ▪ Only one question will appear on the screen at a time.
TECHNOLOGY REQUIREMENTS	<ul style="list-style-type: none"> ▪ Google Chrome and Microsoft Edge are the Internet browsers which work best with the testing software. ▪ Pop-up blockers must be disabled for the testing site to work properly. ▪ It is recommended that chapter advisors coordinate with IT department staff prior to the testing window to ensure that filters will not prevent participants from testing. The most common problem is the testing site being blocked by filtering agents established by the IT department at the school or district level.
WHAT IS PERMISSIBLE DURING TESTING?	<ul style="list-style-type: none"> ▪ Participants will be allowed to take exams at home or at school. ▪ Participants will be allowed to use textbooks and other curricular materials while taking their exam. ▪ Participants will be allowed to use calculators during their exam.
WHAT IS NOT PERMISSIBLE DURING TESTING?	<ul style="list-style-type: none"> ▪ Participants may not receive assistance from anyone else, including teammates, during the exam. ▪ Participants may not close the testing window during the exam.

ONLINE EXAM INSTRUCTIONS

 **TIP** | Plan a time when you can devote **75 minutes** to the online exam. You will need internet access.

1 Log in.	Go to www.decaconnect.org , login using your e-mail and password and navigate to the Collegiate DECA ICDC community. Click on Events and then select Online Testing . From there, login to the testing site using your DECA Member ID and password provided.
2 Enter your username and password.	Note that your password is only valid for one login. If for any reason you need to exit the system and re-enter, your chapter advisor will need to provide you with a new password. Click the checkbox next to the Academic Integrity warning, then click " Submit. "
3 Verify your information.	Verify that your Name, Member ID, School Association and Event Acronym are correct. If the information is not accurate, contact your chapter advisor before starting your exam. If your information is accurate, click " Select " next to the name of your exam.
4 Agree to the terms of the exam.	<ul style="list-style-type: none">▪ You will be presented with DECA Inc.'s Online Exam Agreement. Please read this in its entirety. By starting your exam, you agree to follow the terms in the agreement.▪ You can use textbooks and other curricular materials while taking your exam.▪ You can use a calculator during their exam.▪ You cannot receive assistance from anyone else, including teammates, during the exam.▪ Once you are ready to begin your exam, click on "Start Test." Once you begin the exam, you should not interrupt your exam except for emergencies.
5 Familiarize yourself with the testing system.	When the exam window opens you will see questions presented one-at-a-time. You will notice four things in the top menu bar: <ul style="list-style-type: none">▪ Timer: The timer indicates the amount of time remaining. If time runs out before you finish, your exam will automatically submit with the questions you've answered up to this point.▪ WiFi icon: The WiFi icon indicates your connection strength. Green = good!▪ Answer bubble legend: The answer bubble legend tells you whether or not an answer has been saved in the system.▪ Calculator icon: click on the Calculator icon if you need to use it. You can click and drag the purple border around the calculator to move it on your screen or click the X in the calculator window to close.
6 Complete your exam.	<ul style="list-style-type: none">▪ You will have 75 minutes to complete the exam.▪ Click "Next" after you select an answer.▪ If you don't know the answer to a question, you can skip it and move on to the next one. You will have an opportunity to review all answers before submitting.▪ Once you have answered all questions, you will reach the Review Screen.

7 Review and submit your exam.	<ul style="list-style-type: none">▪ On the Review Screen, you will have an opportunity to review all questions before submitting your exam.▪ If you did not answer a question, those questions are underlined in RED.▪ To change your answer to any question, click on the underlined question. You will then be given an opportunity to change your answer.▪ Once you have reviewed all questions and are ready to submit, click on “Submit Test.” Do this only once – it may take a few seconds for the next page to load.
8 Print confirmation.	You will be presented with a confirmation screen. We recommend printing or saving the confirmation by clicking “Print Confirmation.” Once you see the confirmation screen, click “Back to Test List.”
9 Log out.	<ul style="list-style-type: none">▪ You will now see your homepage and your test status shows Finished. You’ve successfully completed your exam and can now click on “Log Out.”▪ Thank your DECA advisor for their support and guidance this year!

If you have any questions or require assistance during your exam, contact DECA Support through the link in the Collegiate DECA ICDC community on DECA Connect.

PRELIMINARY COMPETITION

GENERAL INFORMATION

CASE STUDY WINDOW

- The competition window will open at **8:00 a.m. ET on Tuesday, April 6**, and videos must be recorded, uploaded and submitted by **11:59 p.m.** of your respective time zone on **Thursday, April 8**. Participants can complete their competitive event anytime during this window.
- Participants will have **2 hours** to complete the entire case study process; however participants will only have **30 minutes** to review the event situation and develop a solution.
- All presentation recordings must be **15 minutes** or less.

CASE STUDY ACCESS

- Participants will receive the following from DECA prior to the case study:
- Username (DECA Member ID)
 - Password

CASE STUDY FORMAT

- Participants will need access to the following:
 - Well-lit location with a simple background and free of noise and distractions
 - Recording device capable of capturing audio and video
 - Notetaking paper and pencil/pen
 - Appropriate materials for preparation and presentation visual aids
 - Video hosting account/service, such as YouTube
 - Internet access
 - Professional attire to meet the dress code
 - Calculator (optional)
- Participants will login to view the event situation, develop their response, record their response, upload the video and submit the link to the video.
- All solutions must be recorded in ONE real-time presentation.
- Judge questions will not be asked during preliminary competition. Participants should simply present a solution to the case study event situation.
- Only the participant presenting and competing may be included in the presentation.
- Videos must be able to be viewed by judges. If video settings are incorrectly set, the judge may not be able to view the presentation.

PROFESSIONALISM

- Participants must be dressed in business professional attire for the presentation. View the official DECA dress code at www.deca.org/cicdc.
- Please keep in mind the case study presentation would be conducted in a professional business setting, and your video background and setting should reflect that. Please make sure that the recording is done in a gathering area such as a living room, commons area, dining room or den.

WHAT IS PERMISSIBLE DURING A CASE

- Participants may choose to record from any device or through a virtual meeting platform.

STUDY PRESENTATION?	<ul style="list-style-type: none"> ○ Example platforms include: Zoom, Microsoft Teams, FlipGrid, Google Meet, GoToMeeting, etc. ▪ The participant must ALWAYS be visible. ▪ Participants are allowed to use reference materials in preparing their presentation. This may include electronic (such as CD encyclopedias) as well as print materials (such as magazines or textbooks). ▪ Participants may utilize the Internet during both prep and presentation times. ▪ Participants may use 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. ▪ Only materials that would 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 participants themselves may handle and set up their material. No outside assistance will be allowed. ▪ Participants may share your screen to show visuals, graphics, PowerPoint or slide decks, or other materials. ▪ Virtual backgrounds may be used.
WHAT IS NOT PERMISSIBLE DURING A CASE STUDY PRESENTATION?	<ul style="list-style-type: none"> ▪ Participants may not consult anyone about the case study situation. Any phone calls, text messaging, email, etc. are prohibited during the entire competitive event. ▪ NO editing of the video nor visual effects/transitions may be included. ▪ Participants may NOT contact the judge prior to or after the presentation to send additional information.
RECOGNITION	<ul style="list-style-type: none"> ▪ The presentation is worth a possible 100 points, and will be weight twice the exam. ▪ Participants will be recognized for top 10 exam scores and the highest score in the section on the preliminary case study with a silver-ribbon medallion. ▪ The participants with the highest scores in each section (exam score) + (case study x 2) will compete as finalists, and receive a blue-ribbon medallion sent to the participants. ▪ Finalists will be announced following the Collegiate DECA ICDC Grand Opening Session on Tuesday, April 13 at 8:00 p.m. ET.

CASE STUDY INSTRUCTIONS

1 Log in.	Go to www.decaconnect.org , login using your e-mail and password and navigate to the Collegiate DECA ICDC community. Click on Events and then select Preliminary Presentations . Click Start the Case Study , and login using your DECA Member ID and password provided.
2 Verify your information.	Verify that your Name, Member ID, and Event are correct. If the information is not accurate, contact DECA Support before starting your case study.
3 Access your scenario.	Click “Scenario” when you’re ready to begin.
4 Read the instructions.	<ul style="list-style-type: none">▪ Read the participant instructions.▪ Click “Start Scenario” to start your time.
5 Read your scenario, and prepare for your presentation.	<ul style="list-style-type: none">▪ You will have 30 minutes to read your case study, and prepare your key ideas and talking points for the presentation.<ul style="list-style-type: none">○ The General and Specific Performance Indicators will appear at the top of the screen.○ Your specific event situation appears below.○ You will not have to address any judge questions.▪ Be mindful of your time.▪ If you wish to begin recording your video prior to the timer expiring, click “Finished Reading Scenario.”
6 Record and upload your presentation.	<ul style="list-style-type: none">▪ You will be automatically taken to this page when your time expires.▪ Use a device or virtual meeting platform to record your video.▪ Your video cannot be longer than 15 minutes.▪ You will have 2 hours to record your video, upload the video to a host site, paste the link to video into the system and submit your entry. Do not edit your video.
7 Provide a link to the video, and submit.	<ul style="list-style-type: none">▪ To add the link, paste the link in the URL field and click “Add.”▪ The video must be able to be viewed using the link as videos that cannot be viewed cannot be evaluated.▪ Once you have finished uploading your link, click “Finished Uploading Files” to submit your official competition entry.
8 Print confirmation.	<ul style="list-style-type: none">▪ Once you click “Finish Uploading Files,” you will return to the home screen. Check that the “Print Confirmation” printer icon is available and can be clicked. Congratulations, you have submitted your official competition entry.

If you have any questions or require assistance during your case study, contact DECA Support through the link in the Collegiate DECA ICDC community on DECA Connect.

FINAL COMPETITION

GENERAL INFORMATION

CASE STUDY WINDOW	<ul style="list-style-type: none">▪ Participants will use the Zoom® platform for final competition.▪ Each competitive event final round will only be offered on one specific day, and participants will have a specific appointment time. There will be no exceptions or appointment date/time adjustments.▪ The competition window will begin at 10:00 a.m. ET each day.▪ All presentations must be 15 minutes or less.
CASE STUDY ACCESS	<p>Participants will receive the following from their chapter advisor prior to the case study:</p> <ul style="list-style-type: none">▪ Zoom® link▪ Appointment time
CASE STUDY FORMAT	<ul style="list-style-type: none">▪ Participants will need access to the following:<ul style="list-style-type: none">○ A Zoom® account○ Well-lit location with a simple background and free of noise and distractions○ Device capable of capturing audio and video○ Notetaking paper and pencil/pen○ Appropriate materials for preparation and presentation visual aids○ Internet access○ Professional attire to meet the dress code○ Calculator (optional)▪ An event director will guide the participant through a series of breakout rooms.<ul style="list-style-type: none">○ Participants will enter the main zoom room (holding area).○ Participants will be moved to a breakout room (prep room) where the instructions and event situation will be shared on the screen for 30 minutes. Participants must have their camera on during the prep time.○ Participants will be moved to a breakout room (judge room) where they will present to the judge for a maximum of 15 minutes.<ul style="list-style-type: none">▪ A dedicated proctor will appear off-camera in the room with the participant and the judge.▪ The judge may ask questions during final competition.○ Following the presentation to the judge, the participants should exit the meeting.
PROFESSIONALISM	<ul style="list-style-type: none">▪ Participants must be dressed in business professional attire for the presentation. View the official DECA dress code at www.deca.org/cicdc.▪ Please keep in mind the case study presentation would be conducted in a professional business setting, and your video background and setting should reflect that. Please make sure that the recording is done in a gather area such as a living room, commons area, dining room or den.

WHAT IS PERMISSIBLE DURING A CASE STUDY PRESENTATION?

- The participant must ALWAYS be visible.
- Participants are allowed to use reference materials in preparing their presentation. This may include electronic (such as CD encyclopedias) as well as print materials (such as magazines or textbooks).
- Participants may utilize the Internet during both prep and presentation times.
- Participants may use 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.
- Only materials that would 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 participant themselves may handle and set up their material. No outside assistance will be allowed.
- Participants may share your screen to show visuals, graphics, PowerPoint or slide decks, or other materials.
- Virtual backgrounds may be used.

WHAT IS NOT PERMISSIBLE DURING A CASE STUDY PRESENTATION?

- Participants may not consult anyone about the case study situation. Any phone calls, text messaging, email, etc. are prohibited during the entire competitive event.
- Participants may NOT contact the judge prior to or after the presentation to send additional information.

RECOGNITION

AWARDS

- For final competition, the overall score will include the (exam score) + (final case study x 2)
 - The top 10 finalists will receive an international finalist medallion.
 - 1st, 2nd, 3rd Place finalists will receive trophies.
- Medallions and trophies will be sent to the Collegiate DECA member after April 22.*

ANNOUNCEMENT OF RECOGNITION

Collegiate DECA will announce the winners during the Grand Awards Session on Thursday, April 22 beginning at 8 p.m. ET / 5 p.m. PT. The session will be livestreamed and available on-demand upon the conclusion.