



Competitive Events Changes and Their Relationship to Career Clusters

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Brenda Clark, Chapter Advisor

May 1, 2009

The Competitive Events Process

- Competitive Events Continually Change
- Competitive Events Task Force
- Input Available from local and state advisors, curriculum specialists, industry



Competitive Events Task Force

1. Kevin Reisenauer, Chair, North Dakota
2. Jim Gleason, MBA Research (MarkEd)
3. Jim Stone, National Curriculum Research for CTE
4. Rick Mangini, Ohio State Department
5. Diane Pruner, Fairfax County CTE Director
6. Brenda Clark, Local Advisor, Michigan



COMPETITIVE EVENTS FRAMEWORK

Committee 2008-2009

- One local DECA Advisor representing each of the four career clusters:

Business Administration

Finance

Hospitality

Marketing

Roger Cartee, Vermont (DECA, Inc. Board Chair)

Jackie Schiller, Minnesota (DECA, Inc. Board Chair-elect)



Competitive Events Process

- Review of Competitive Events Structure
- Review of Marketing Education and Business Education Curriculum
- Review of Perkins requirements
- Review of Career Clusters as they relate to Marketing and Business Education
- Meeting in November to review competitive events
- Research – survey of state and local advisors
- Meeting in January to review and make recommendations concerning competitive events
- Recommendations to the Board of Directors
- Approved by Board of Directors in March 2009



Competitive Events Framework

What is it?

- A comprehensive plan to align the high school competitive events program with national curriculum standards
- Continual Plan



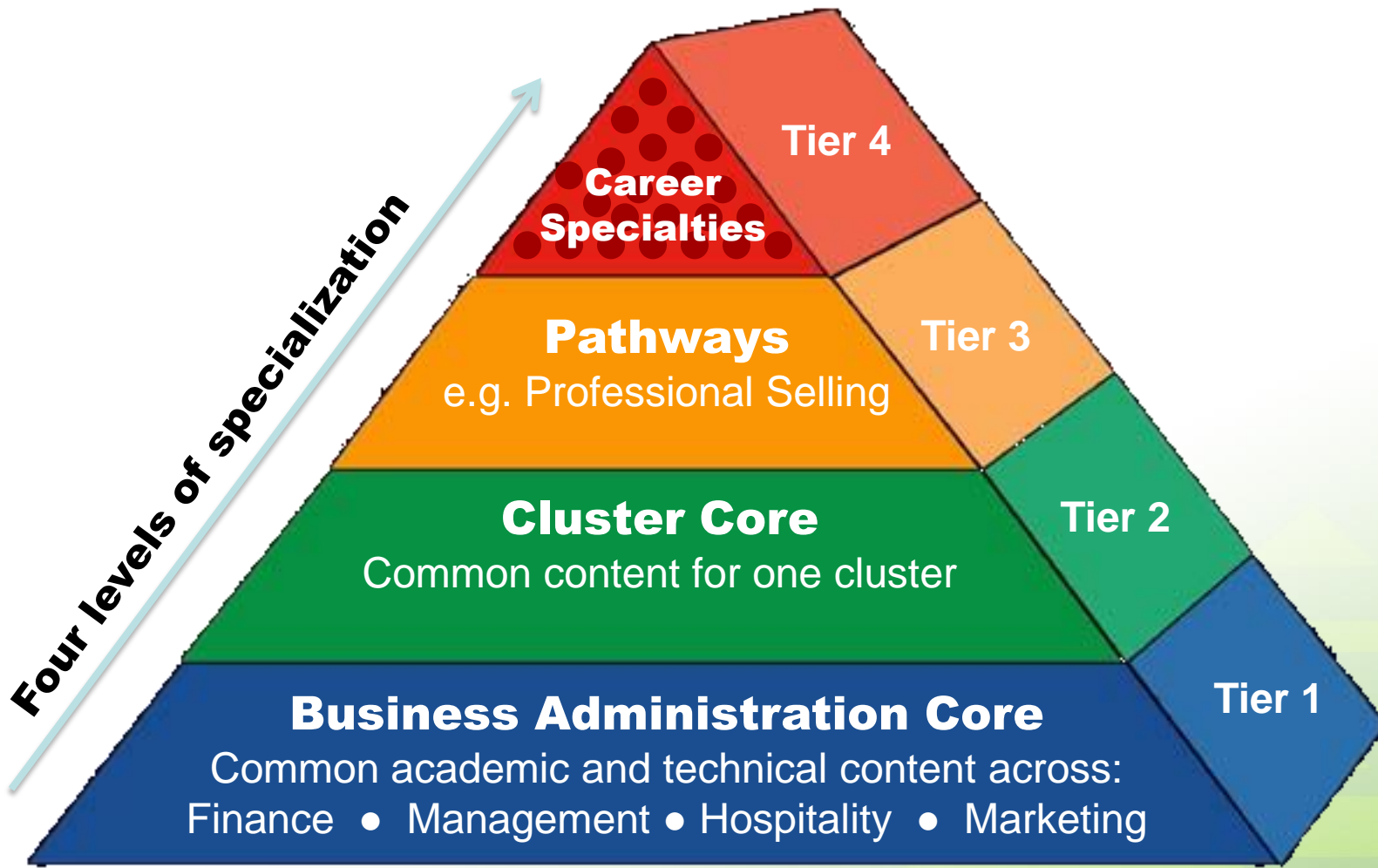
National Curriculum Standards National Career Clusters

- Finance
- Hospitality
- Management and Administration
- Marketing



Curriculum Levels

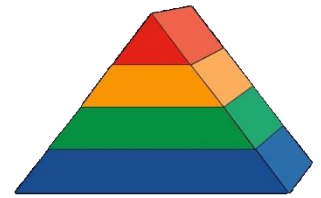
Level	Description
Prerequisite PQ	Content develops employability and job-survival skills and concepts, including work ethics, personal appearance, and general business behavior.
Career-Sustaining CS	Content develops skills and knowledge needed for continued employment in or study of marketing based on the application of basic academics and marketing skills.
Specialist SP	Content provides in-depth, solid understanding and skill development in all marketing functions.
Supervisor SU	Content provides the same in-depth, solid understanding and skill development in all marketing functions as in the marketing-specialist curriculum, and in addition, incorporates content that addresses the supervision of people.
Manager MN	Content develops strategic decision-making skills in all marketing functions needed to manage a business or department within an organization.
Owner ON	Content develops strategic decision-making skills in all aspects of marketing that are needed to own and operate a business.



Six curriculum planning levels within each tier:

1. Prerequisite
2. Career Sustaining
3. Specialist
4. Supervisor
5. Manager
6. Owner





Tier 1: Business Administration Core

This tier represented the skills and knowledge that were identified as common across the business related clusters of Marketing, Business Management and Administration, Finance, Hospitality and Tourism.

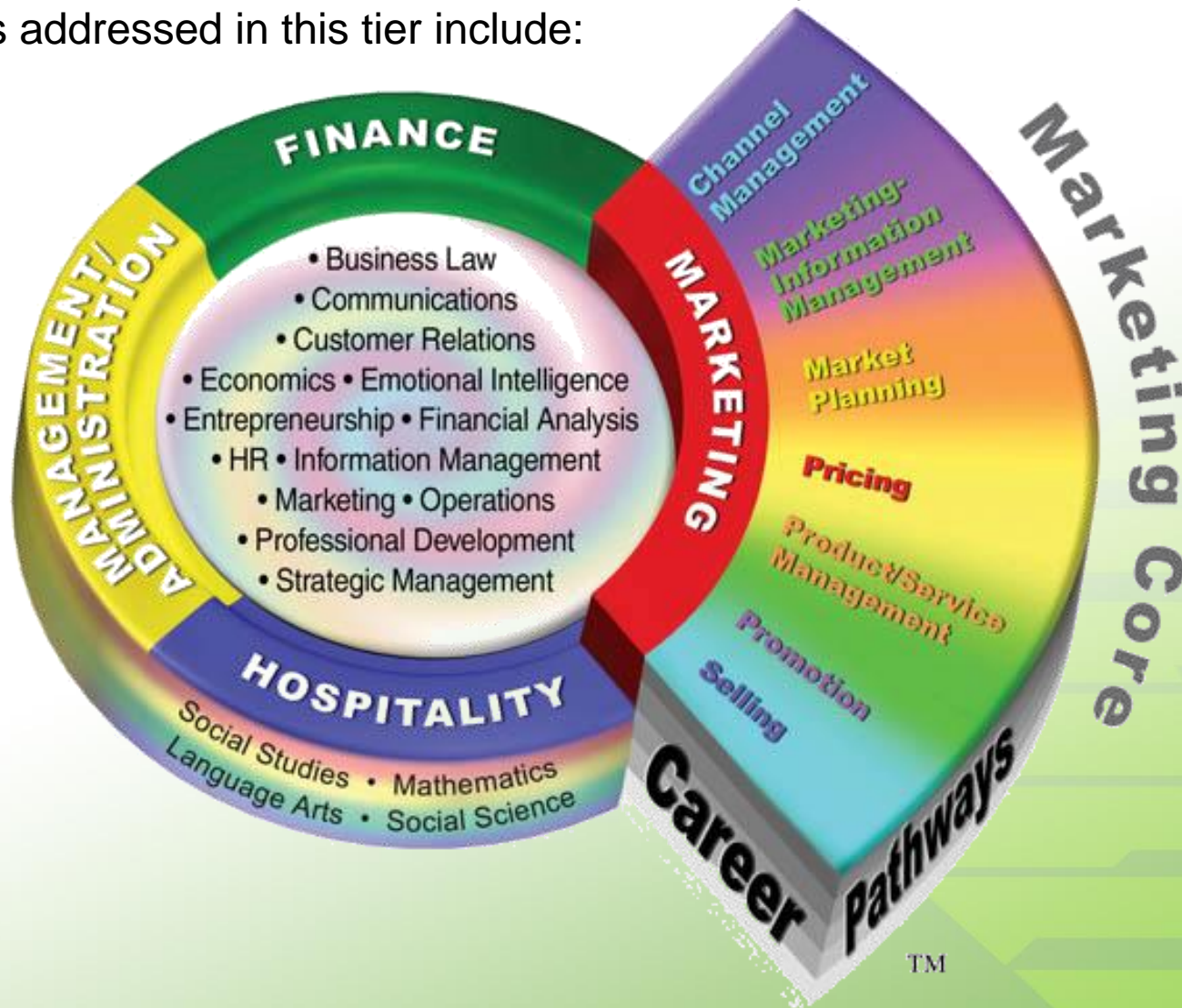
The Business Administration Core is composed of 13 areas:

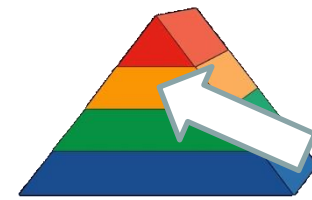
- Business Law
- Communication Skills
- Customer Relations
- Economics
- Emotional Intelligence
- Entrepreneurship
- Financial Analysis
- Human Resources Management
- Information Management
- Marketing
- Operations
- Professional Development
- Strategic Management



Tier 2: Cluster Core

The second tier of specificity represented those skills and knowledge that were identified as common across pathways. The instructional areas addressed in this tier include:





Tier 3: Pathways

This tier addressed the content of a variety of broad-based occupational opportunities called pathways.

Business Management and Administration

Administrative Services
Business Information Management
Corporate/General Management
Human Resources Management
Operations Management

Hospitality and Tourism

Under development
Restaurant & Food/Beverage Service
Hotel and Lodging
Recreation, Amusement, Attractions
Travel and Tourism

Finance

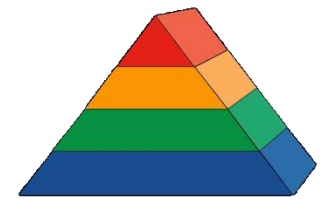
Accounting
Banking Services
Business Finance
Insurance
Securities and Investments

Marketing

Marketing Communications
Marketing Management
Marketing Research
Merchandising
Professional Selling



CAREER CLUSTER TIERS



1. Accounting
2. Banking
3. Finance
4. Insurance
5. Securities and Investments

1. Restaurant and Food Services
2. Hotel & Lodging
3. Sports & Entertainment

1. Information Management
2. Human Resources Management
3. Operations

1. Communications
2. Merchandising
3. Professional Selling
4. Research
5. Marketing Management

**Finance
Career
Cluster**

**Hospitality
Career
Cluster**

**Management
Career
Cluster**

**Marketing
Career
Cluster**

Business Administration Core

Business Law, Communication Skills, Customer Relations, Economics, Emotional Intelligence, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, Strategic Management

COMPETITIVE EVENTS FRAMEWORK

Tier	Current Events	Proposed Events	Instructional Level	Model
Organization, Leadership and Management	14	12 to 15	Higher-Level Performance Indicators	Business Plans, Chapter Projects
Career Cluster Pathways	11 Series 3 Prepared	15 to 25	Prerequisite, Career Sustaining, Specialist	Series and Prepared Presentations
Career Cluster Core	7	7 – Team 5 – Research	Prerequisite, Career Sustaining, Specialist	Team Decision Making, Research Events
Business Administration Core	0	4 <i>One for each cluster</i>	Prerequisite, Career Sustaining, Specialist	Content Interviews



OPTIONS & OPPORTUNITY

- **Teachers will be able to align competitive events with their courses**
- **Teachers will be able to target competitive events to the students' experiences**
- **The competitive events will build on the student's previous classroom experiences**
- **The competitive events will closely align with end of course and end of program assessments**



OPTIONS & OPPORTUNITY

- **The number of events in each pathway will be determined by participation levels.**
- **Associations may want to tailor the events they participate in based on their state standards, enrollment and student interest.**
- **Allocations for ICDC may be adjusted to reflect the participation levels at the state/provincial level.**



OPTIONS & OPPORTUNITY

- **Most states will be using 5 (five) comprehensive exams**
- **States may want to consider online testing**
- **States may want to consider using district level exam scores at the state conference**
- **System may align well with Perkins mandates**



OPTIONS & OPPORTUNITY

- **States will select the events that align with their students interest and state policies**
- **DECA will survey states annually to determine which events each state will run and adjust competitor allocations accordingly**



Competitive Event Changes for 2009-2010

Business Administration Core

These four (4) events will consist of **one written comprehensive exam** (Business Administration Core) and **one content interview**.
Only first-year DECA members are eligible.

Principles of Business Administration and Management

Principles of Finance

Principles of Hospitality and Tourism

Principles of Marketing

To implement four new DECA events at the Business Administration Core Level for 2009-2010.



Competitive Event Changes for 2009-2010

Career Cluster Core

(Management) Team Decision Making Events

Business Law and Ethics

Business Management and Administration Core

Financial Analysis (Becomes Financial Services)

Finance Core

Hospitality Services

Hospitality Core

Travel and Tourism Marketing

Hospitality Core

Buying and Merchandising

Marketing Core

Sports and Entertainment Marketing

Marketing Core

Coming in 2010-2011: Marketing Communications

Management Team Decision Making Events will be reclassified as Team Decision Making Events



Competitive Event Changes for 2009-2010

The Internet Marketing Management Team Decision Making Event will be dropped effective with the 2009-2010 school year.

- Internet Marketing can be implemented into other events as role play or test questions.



Competitive Event Changes for 2009-2010

Career Cluster Core

Marketing Research Events → Business Operations Research

Business

Includes human resources, information technology and personal and contracted services businesses.

Business Management and Administration Core

Finance

Includes banks, credit unions, accounting, investments, and other financial businesses.

Finance Core

Hospitality

Includes hotel, restaurants and tourism related businesses.

Hospitality Core

Buying and Merchandising

Includes retail and wholesale businesses that provide consumer goods.

Marketing Core

Sports and Entertainment Marketing

Includes businesses that conduct sporting and or entertainment events.

Marketing Core

The Marketing Research Events will be reclassified as Business Operations Research Events.



Competitive Event Changes for 2009-2010

Five Distinct Comprehensive Exams

Business Administration Core

Business Management and Administration Core

Finance Core

Hospitality and Tourism Core

Marketing Core

There will be 5 comprehensive exams used in DECA Competition.



Comprehensive Exam Matrix

<u>CORE EXAMINATION</u>	<u>INDIVIDUAL EVENTS</u>	<u>TEAM EVENTS</u>
Business Management and Administration		Business Law and Ethics
Finance	Accounting	Finance
Hospitality	Hotel and Lodging Management Quick Serve Restaurant Restaurant and Food Service Mgmt	Hospitality Services Travel and Tourism
Marketing	Apparel and Accessories Automotive Services Business Services Food Marketing Marketing Management Retail Merchandising Sports and Entertainment Marketing	Buying and Merchandising Sports and Entertainment Marketing Advertising Campaign Fashion Merchandising Technical Sales Event (INDIVIDUAL)
Business Administration	Principles of Business Administration Principles of Finance Principles of Hospitality Principles of Marketing	



Comprehensive Exam Content

	District	State	ICDC
BA Core	60%	50%	40%
Cluster	40%	50%	60%

Curriculum Planning Level

Pre Requisite	40%	20%	10%
Career Sustaining	60%	80%	50%
Specialist	0	0	40%



Questions





COMPETITIVE EVENTS CHANGES AND RELATIONSHIP TO CAREER CLUSTERS 2008-2009