



2004 Management Team Decision Making Events

- E-commerce Management Team Decision Making Pilot Event**
- Financial Services Management Team Decision Making Event**
- Hospitality Services Management Team Decision Making Event**
Sponsored by Marriott International, Inc.
- Sports and Entertainment Marketing Management
Team Decision Making Event**
Sponsored by Northwood University
- Travel and Tourism Marketing Management
Team Decision Making Event**

Purpose

The Management Team Decision Making Events provide an opportunity for participants to analyze one or a combination of elements essential to the effective operation of a business in the specific occupational area. These elements may include, but are not limited to, financial management, personnel management, merchandise management, marketing issues, security issues, etc. The business situation to be analyzed will be presented as a case study.

The guidelines for each of the Management Team Decision Making Events have been consolidated to facilitate coordination of the participant activities in each of the occupational categories. Thus, the guidelines will be exactly the same for each occupational category; however, each occupational category's case problem will be occupational specific and each will be different and distinct from the other occupational categories. Each area will be treated separately as a competitive event; however, only one copy of the guidelines is included.

The skills evaluated are selected from a list of performance indicators validated by industry representatives. Participants in these competitive events are not informed in advance of the performance indicators that will be evaluated.

Definitions

The following definitions are used to determine the activities and occupations that are included in each of the Management Team Decision Making Events.

- ◆ **E-commerce:** Marketing and management functions and tasks that can be applied to the selling of products and services by businesses and consumers over the Internet. These can be business-to-business, business-to-consumer or consumer-to-consumer.
- ◆ **Financial Services:** Marketing and management functions and tasks that can be applied in commercial banks, savings and loan associations, credit agencies, credit unions, consumer finance companies, stocks, mutual funds, bonds, commodities brokerages, collection agencies, credit departments of business enterprises, investments and securities, real estate, or personal/business insurance.
- ◆ **Hospitality Services:** Marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, related food and beverage services.

- ◆ **Sports and Entertainment Marketing:** Marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.
- ◆ **Travel and Tourism Marketing:** Marketing and management functions and tasks that can be applied in enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies and other services incidental to the travel or tourism industry.

Procedure

- Each management team must be composed of **two members** of the DECA chapter.
- Each team member will be given a 100-question multiple-choice **comprehensive exam** testing knowledge of the National Curriculum Framework and performance indicators specific to each occupational area. The scores will be averaged to produce a single team score.
- Team members will be given a decision-making **case study situation** involving a management problem in a business in the occupational area. Teams qualifying for a final round will participate in a second case study situation.
- Each team will have 30 minutes to study the situation and organize their analysis using a management decision-making format. During the preparation period, teams may consult only with one another about the management situation. Participants may use notes made during the preparation time during the presentation. No note cards may be used.
- Participant teams will meet with the judge for a 15-minute interview. The team will spend not more than 10 minutes, at the beginning of the interview, describing the team's analysis of the situation given. Both members of the team must participate in the presentation. The judge will spend the remaining 5 minutes questioning the participants. Each participant must respond to at least one question posed by the judge.
- Participants may not bring printed reference materials, audio or visual aids, etc. to the competitive event. Participants may not pass material of any kind to the judge. Participant teams are allowed to make use of a personal or laptop computer and/or a handheld digital organizer they provide. No computer set-up time will be allowed. If participants use a personal computer, they must bring their own battery power pack, as electrical power will NOT be supplied. No other supplies will be allowed.
- The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

Skills Developed

The participant teams will demonstrate skills described by the performance indicators for general marketing as well as learn/understand the importance of

- communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- critical thinking/problem-solving skills
- production skills—the ability to take a concept from an idea and make it real

- teamwork—the ability to be an effective member of a productive group
- priorities/time management—the ability to determine priorities and manage time commitments

Complete lists of marketing performance indicators are available from DECA IMAGES or DECA's Web site, www.deca.org.

Presentation Judging

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the interview.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please close the interview by thanking the team for their work. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of "Exceeds Expectations" in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A "Meets Expectations" rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA's Certificate of Excellence at the international conference.

A "Below Expectations" score means that the information presented does not meet minimum standards of acceptability.

A "Little/No Value" score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.