PRINCIPLES OF FINANCE EVENT

CAREER CLUSTER
Finance

INSTRUCTIONAL AREA
Financial Analysis

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Describe the need for financial information.
- Explain the nature of balance sheets.
- Describe the nature of income statements.
- Explain legal considerations for accounting.

EVENT SITUATION

You are to assume the role of an employee at ACCOUNTING & MORE, a firm that provides accounting services for businesses. A new client (judge) wants you to explain why small businesses need to keep financial records for accounting and the importance of tracking money flow and financial status.

The new client (judge) recently opened a small business and does not have a firm understanding of what financial information needs to be accounted for and tracked. The new client (judge) is happy to hire ACCOUNTING & MORE to take on the responsibilities but has asked you to explain the basics of what is needed and why.

You must explain the following to the new client (judge):

- Balance sheets
- Income statements
- Legal considerations in accounting
- The need for accurate and up-to-date financial information

You will explain the information to the new client (judge) in a role-play to take place at the office. The new client (judge) will begin the role-play by asking you about financial information. After you have discussed the information with the new client (judge) and have answered the new client's (judge's) questions, the new client (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of a new client of ACCOUNTING & MORE, a firm that provides accounting services for businesses. You want the employee (participant) to explain why small businesses need to keep financial records for accounting and the importance of tracking money flow and financial status.

You recently opened a small business and do not have a firm understanding of what financial information needs to be accounted for and tracked. You are happy to hire ACCOUNTING & MORE to take on the responsibilities but have asked the employee (participant) to explain the basics of what is needed and why.

The employee (participant) must explain the following:
- Balance sheets
- Income statements
- Legal considerations in accounting
- The need for accurate and up-to-date financial information

The participant will present information to you in a role-play to take place at the office. You will begin the role-play by greeting the participant and asking about financial information.

During the course of the role-play you are to ask the following questions of each participant:

1. What is an ethical consideration in accounting?
2. Who do I need to communicate the financial information to?

After the employee (participant) has explained the information and has answered your questions, you will conclude the role-play by thanking the employee (participant).

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the exam score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.

DECA

PRINCIPLES OF FINANCE – 2026

JUDGE'S EVALUATION FORM
ICDC PRELIMINARY

Participant: ____________________________

ID Number: ____________________________

INSTRUCTIONAL AREA:
Financial Analysis

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the need for financial information.	0-1-2-3	4-5-6-7	8-9-10-11	12	
2.	Explain the nature of balance sheets.	0-1-2-3	4-5-6-7	8-9-10-11	12	
3.	Describe the nature of income statements.	0-1-2-3	4-5-6-7	8-9-10-11	12	
4.	Explain legal considerations for accounting.	0-1-2-3	4-5-6-7	8-9-10-11	12	
SOLUTION						
5.	**Unique** Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
6.	**Practical** Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
7.	**Effective** Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
8.	**Critical Thinking** Think critically to understand and solve problems.	0-1	2-3	4-5	6	
9.	**Communication** Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
10.	**Decision Making** Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
11.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2-3	4-5-6	7-8-9	10	
					TOTAL SCORE	