



PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

Principles of Business Management and Administration **PBM**
Sponsored by College Board

Principles of Entrepreneurship **PEN**
Sponsored by IE University

Principles of Finance **PFN**
Sponsored by National Association of State Procurement Officials (NASPO)

Principles of Hospitality and Tourism **PHT**
Sponsored by American Hotel and Lodging Educational Institute (AHLEI)

Principles of Marketing **PMK**
Sponsored by Adobe



KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills described by selected business administration core performance indicators that are aligned with National Curriculum Standards and industry validated. Complete lists of performance indicators are available at deca.org. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Participants will also develop many Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking**
Thinks critically to understand and solve problems.
- **Communication**
Communicates clearly, effectively, and with reason.
- **Decision Making**
Considers the impacts of decisions.
- **Innovation**
Demonstrates a creative and innovative mindset.

DECA's **Principles of Business Administration Events** measure the student's proficiency in those knowledge and skills identified by career practitioners as common academic and technical content across marketing, finance, hospitality, and business management and administration.

The Principles of Business Administration Events are designed for **first time high school DECA members** who are enrolled in introductory-level principles of marketing/business courses. Advanced students with multiple course credits in this area are better served in more advanced competitive events. **Students who were previously members of DECA are not eligible for these events.** Students who joined DECA in middle school may compete in a Principles of Business Administration Event; however, students who competed in a competitive event in middle school are not eligible for these events.

The guidelines for each of the Principles of Business Administration Events have been consolidated to facilitate coordination of participant activities in each career category. This means the guidelines are exactly the same for each career category. However, each career category's role-play will be career specific and will be different and distinct from the role-plays of the other career categories.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the activities and careers that are included in each of the Principles of Business Administration Events.

BUSINESS MANAGEMENT + ADMINISTRATION

Principles of Business Management and Administration: The role-plays will use concepts associated with careers in administrative services, business information management, general management, human resources management, and operations management.

ENTREPRENEURSHIP

Principles of Entrepreneurship: The role-plays will use concepts important to entrepreneurs and small-business owners.

FINANCE

Principles of Finance: The role-plays will use concepts associated with careers in accounting, banking services, business finance, insurance and securities, and investments.

HOSPITALITY + TOURISM

Principles of Hospitality and Tourism: The role-plays will use concepts associated with careers in hotels, restaurants, and tourism and travel.

Principles of Marketing: The role-plays will use concepts associated with careers in marketing communications, marketing management, marketing research, merchandising and professional selling.

EVENT OVERVIEW

- Principles of Business Administration Events consist of two major parts: a **business administration core exam** and a **role-play**. A second role-play event will be given to finalists. The business administration core exam items and the role-play situations are selected from a list of performance indicators identified in the National Curriculum Standards for Business Administration developed by MBA Research for the Career Clusters® Framework and validated by industry representatives.
- The participant will be given a 100-question, multiple-choice, **business administration core exam**.
- The participant will be given a business situation to review. In the **role-play**, the participant must respond to the business situation by translating what he or she has learned into effective, efficient and spontaneous action.
- A list of four performance indicators specific to the business situation is included in the participant's instructions. These are distinct tasks the participant must accomplish during the role-play. The judge will evaluate the participant's performance on these tasks, follow-up questions and Career Competencies.
- The participant will have **10 minutes** to review and to develop a professional approach to the business situation. Participants may use notes made during the preparation time during the role-play.
- Up to **10 minutes** are then allowed for the participant to interact with a judge and explain the designated concepts. The judge is a qualified business executive. Following the role-play, the judge evaluates the participant's responses and records the results on an evaluation form developed especially for each role-play event.
- The participant may not bring printed reference materials, visual aids, etc., to the competitive event. The participant may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods/MP3 players and iPads/tablets may not be used.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials provided during the designated preparation period.
- If any of these rules are violated, the adult assistant must be notified by the judge.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

PRESENTATION JUDGING

The participant will be evaluated according to the Evaluation Form associated with the role-play.

The participant will have a 10-minute preparation period and may make notes to use during the role-play.

After introductions, the judge will begin the 10-minute role-play. Following the participant's response to the business situation, the judge will ask the questions related to the role-play that are provided in the event. These questions will cause the participant to think and respond beyond the performance indicators provided.

The judge will close the role-play by thanking the participant for his or her work. Then the judge will complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



1 PARTICIPANT



BUSINESS ADMIN
CORE EXAM



1 ROLE-PLAY



10 MINUTES
PREPARATION TIME



10 MINUTES
INTERVIEW TIME