



SCHOOL-BASED ENTERPRISES COMPETITION

School-Based Enterprises | Food Operations **SBEF**

Sponsored by Nestlé



School-Based Enterprises | Retail Operations **SBER**

Sponsored by RallyOrder



The **School-based Enterprises competitions** provide an opportunity for participants to demonstrate knowledge and skills learned in a school-based enterprise through an oral presentation.

The SBE competition is available to gold certified and gold re-certified SBEs that are attending the SBE Academy at the International Career Development Conference. In order to attend ICDC, participants must have the approval of the chartered association advisor.

Participants in the SBE Academy and Competition at ICDC cannot participate in a separate Competitive Event or Emerging Leader Series academy.

The guidelines for each school-based enterprise operation have been consolidated to facilitate the coordination of participant activities. This means the same topic, procedure, presentation guidelines and evaluation will be used for both categories.

The presentation must be entered in the category in which the written chapter certification project received certification – food operations or retail operations.

2027 TOPIC

The topic of competition rotates each year and is based on one of the 10 business standards in the written chapter certification project. This year's topic is **Promotion**. The oral presentation should explain how the school-based enterprise achieves the following performance indicators.

- Explain the nature of a promotional plan.
- Explain the use of visual merchandising in retailing.
- Use cross-merchandising techniques.
- Plan special events.
- Identify ways to track marketing-communications activities.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills described by selected business administration core and career cluster 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.
- **Collaboration**
Participates and advocates in groups of all sizes to achieve common goals.
- **Innovation**
Demonstrates a creative and innovative mindset.

EVENT OVERVIEW

- This event consists of one major part: the oral presentation.
- Each event entry will be composed of one to two members of a DECA chapter. All participants must present the project to the judge.
- The participant(s) will organize appropriate information to explain how their school-based enterprise achieves the instructional area and performance indicators.
- The oral presentation may be a maximum of **10 minutes** in length.
- The judge will evaluate the presentation, focusing on how the participants explain their school-based enterprise and the effectiveness of the presentation technique.

PRESENTATION GUIDELINES

- The competition consists of an oral presentation during which the participants will explain how their school-based enterprise achieves the instructional area and performance indicators.
- The participants will present to the judge in a 10-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring note cards pertaining to the project to use as reference during the presentation.
- Participants must adhere to the dress code for when appearing before judges and on-stage.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. **No food or drinks allowed. This includes examples of products in the presentation.** Empty wrappers may be utilized but no actual food or drink are permitted in any capacity.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participants will be evaluated according to the Presentation Evaluation Form.

After introductions, the participants will make a 10-minute presentation to a judge.

At the conclusion of the presentation, the judge will thank the participants. Then the judge will complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.

AWARDS

Judges will select the top preliminary presentation(s) from each section in each category. The finalist teams will be announced at the Achievement Awards Session and will then participate in the final round. The top ten finalists will be called to the stage and receive red-white-blue ribboned medallions with first, second and third places receiving trophies.



1-2 PARTICIPANTS



PRESENT PROJECT



10 MINUTES
PRESENTATION TIME

LEVELS OF EVALUATION

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	A limited or inaccurate understanding of key concepts.	A basic understanding of key concepts.	A solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	A comprehensive understanding of concepts and applies them effectively, including in more complex or extended contexts.
Application of Performance Indicators	Limited or incorrect application of performance indicators, with no connections to SBE operations.	Basic application of performance indicators is evident, but connections to SBE operations are incomplete or inconsistent.	Appropriate application of performance indicators to demonstrate how the SBE achieves the instructional area. Required elements are included and aligned.	Strategic application of performance indicators. Fully aligned to SBE operations and effectively supports a complete, cohesive and compelling presentation.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of ideas and concepts.	Ideas are 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 insightful, logical and strongly supported with relevant evidence, real examples or data from SBE operations. Demonstrates clear practicality and purpose.
Workplace Readiness	Represents an SBE that requires significant advisor intervention and support to operate effectively.	Represents an SBE that demonstrates basic skills and can complete routine tasks with some guidance.	Represents an SBE with solid skills that works independently and completes tasks effectively.	Represents an SBE with advanced skills, operating independently and adapting effectively to new or unpredictable challenges.



SCHOOL-BASED ENTERPRISE COMPETITIONS

SCHOOL-BASED ENTERPRISES | FOOD OPERATIONS **SBEF**

SCHOOL-BASED ENTERPRISES | RETAIL OPERATIONS **SBER**

PRESENTATION EVALUATION FORM

PRESENTATION CONTENT	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
1. Explain the nature of a promotional plan.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
2. Explain the use of visual merchandising in retailing.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
3. Use cross-merchandising techniques.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
4. Plan special events.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
5. Identify ways to track marketing-communications activities.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	

PRESENTATION TECHNIQUE	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
6. Organization Information is presented in a logical sequence that can be easily followed and understood.	0-1	2-3	4	5	
7. Innovation Showcases what makes the SBE distinctive, highlighting creative approaches and original thinking in how the SBE operates.	0-1	2-3	4	5	
8. Delivery Presentation engages the audience using interactive techniques (i.e., visual storytelling, etc.).	0-1	2-3	4	5	
9. Presentation Design Visual aids and themes are used throughout, are appropriate, professional and add value to the presentation.	0-1	2-3	4	5	
10. Overall Impression The degree to which the presentation leaves a lasting impression of the SBE and its operations.	0-1	2-3	4	5	

TOTAL POINTS (100)

TOTAL SCORE