

The Entrepreneurship Components of DECA's Competitive Events

Business Ownership and Management
Business Development

DECA's competitive events have impressive teaching utility for entrepreneurship. A look at the list of competitive events reveals a wealth of opportunities for participants to deal with entrepreneurship as a topic in competition. Some events are specifically named as entrepreneurship events. These events allow participants to prepare and present plans and proposals for creating businesses (or expanding an existing business or securing a franchise business). The specific business plan events are also entrepreneurship oriented. (The entrepreneurship participating events are evaluated more on the presentation than the manual, and the manual is smaller. However, they both contain similar entrepreneurial elements.) The new Entrepreneurship Promotion Project offers a useful task for those just encountering entrepreneurship. By informing others about the unique place of entrepreneurship in our economy, students are required to learn about the concept themselves.

Career Clusters and the Competitive Events

Entrepreneurial concepts and applications are embedded in each of the four Career Clusters DECA addresses, and entrepreneurship also stands independently as a separate offering. These relationships allow DECA to address the entrepreneurial possibilities for students regardless of their career interest or educational plans.

The Competitive Events Program offers an excellent example of the strength of DECA's entrepreneurship activities. **DECA recognizes two pathways within entrepreneurship:**

- **business development**
- **business ownership and management**

Because of this, DECA members have the options of exploring entrepreneurship within a career cluster or independently as a separate option. The chart at the right illustrates where the entrepreneurship pathways intersect with the competitive events.



Online Activities

1. <u>7 UP Challenge</u> (Web campaign or banner ad)	X	
2. <u>Virtual Business Challenge</u>	X	
3. <u>The Stock Market Game</u>	X	

Business Management and Entrepreneurship Events

1. <u>E-commerce Business Plan</u>		X
2. <u>Entrepreneurship Written</u>		X
3. <u>International Business Plan</u>		X
4. <u>Entrepreneurship Participating—Independent</u>		X
5. <u>Entrepreneurship Participating—Franchising</u>		X

Management Team Decision Making Events

1. <u>Business Law and Ethics</u>	X	
2. <u>E-commerce</u>	X	
3. <u>Financial Analysis</u>	X	
4. <u>Hospitality Services</u>	X	
5. <u>Sports and Entertainment</u>	X	
6. <u>Travel and Tourism</u>	X	

Marketing Research Events

1. <u>Business and Financial Services</u>	X	
2. <u>Food Marketing</u>	X	
3. <u>General Marketing</u>	X	
4. <u>Hospitality and Recreation Marketing</u>	X	
5. <u>Retail Marketing</u>	X	

Individual Series Events

1. <u>Accounting Applications Series</u>	X	
2. <u>Apparel and Accessories Marketing, Associate Level</u>		
3. <u>Apparel and Accessories Marketing, Management Level</u>	X	
4. <u>Business Services Marketing</u>	X	
5. <u>Food Marketing, Associate Level</u>		
6. <u>Food Marketing, Management Level</u>	X	
7. <u>Marketing Management</u>	X	
8. <u>Quick Serve Restaurant Management</u>	X	
9. <u>Restaurant and Food Service Management</u>	X	
10. <u>Retail Merchandising, Associate Level</u>		
11. <u>Retail Merchandising, Management Level</u>	X	
12. <u>Vehicles and Petroleum Marketing</u>	X	

Marketing Representative Events

1. <u>Advertising Campaign</u>	X	
2. <u>Fashion Merchandising Promotion Plan</u>	X	
3. <u>Technical Sales</u>	X	

Chapter Team Events

1. <u>Civic Consciousness Project</u>	X	X
2. <u>Creative Marketing Project</u>	X	X
3. <u>Entrepreneurship Promotion Project</u>	X	X
4. <u>Learn and Earn Project</u>	X	X
5. <u>Public Relations Project</u>	X	X