

# Business One-on-One Pilot Competitive Event Business Administration Core

## Purpose

DECA's Business One-on-One competitive events measure the student's proficiency in those skills identified by occupational practitioners as common academic and technical content across marketing, finance, hospitality, and business management and administration.

When fully implemented, the Business One-on-One competitive events category will include four separate competitive events, one each in marketing, finance, hospitality and business management and administration. The guidelines and performance indicators (academic and technical content) will be exactly the same for each event.

The Business One-on-One competitive events are designed specifically for first-year marketing/business students 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 this event.

## Skills Assessed

The participants will demonstrate skills described by the performance indicators in the business administration core. These performance indicators can be found on the Web site at [www.deca.org/celisting.html](http://www.deca.org/celisting.html). The performance indicators have been divided into the following instructional areas:

Business Law	Human Resources Management
Communication Skills	Informational Management
Customer Relations	Marketing
Economics	Operations
Emotional Intelligence	Professional Development
Financial Analysis	

## Procedures

- A Business One-on-One event consists of two major parts: a written comprehensive exam and a content interview with a business executive. A second content interview will be given to finalists. The comprehensive exam items and the content interview situations are selected from a list of performance indicators identified in the National Curriculum Standards for Business Administration developed by MarkED for the States' Career Cluster Project and validated by industry representatives.
- The participant will be given a 100-question, multiple-choice, comprehensive exam testing knowledge of the National Curriculum Standards for Business Administration.
- The participant will be given a written assignment to review. In the content interview the student is asked to explain or demonstrate mastery of a selected group of performance indicators in an interview with an industry representative.

(Continued on next page)

- A list of performance indicators specific to the assignment is included in the participant’s instructions. These are distinct tasks the participant must accomplish during the interview. The judge will evaluate the participant’s performance on these tasks and on follow-up questions.
- Participants will have 10 minutes to review the assignment and to develop a professional approach to the interview. Participants may use notes made during the preparation time during the interview.
- Up to 10 minutes are then allowed for the participant to interact with a competent judge and explain the designated concepts. The judge is a qualified business executive. Following the interview, the judge evaluates the participant’s responses and records the results on an evaluation form developed especially for each content interview event.
- Participants may not bring printed reference materials, visual aids, etc., to the competitive event.
- Participants may not pass material of any kind to the judge.
- 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.

### Presentation Judging

- Participants will be evaluated according to the Evaluation Form.
- Place the name and identification number label on the Scantron sheet (unless it has already been done).
- The participant will have a 10-minute preparation period and may make notes to use during the interview.
- During the first 10 minutes of the interview (after introductions), the judge will begin the interview. During or following the participant’s explanation of the designated concepts, you will ask the questions related to the interview that are provided for you in the event. These questions will cause the student to think and respond beyond the performance indicators provided.
- Close the interview by thanking the participant for his/her work. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.
- 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 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).