

Idaho DECA Guide for Competitive Categories



Introduction

Welcome to the Idaho Competitive Categories Guide! DECA, an internationally recognized youth leadership development program, provides competitive categories designed to enable students on their path toward mastering many critical business, finance, marketing, and management skills. This guide equips you with invaluable resources to thrive when competing in DECA.

Categories in which Students Compete

DECA offers a very broad history of competitive events to lure students who are interested in anything within the business field. Such categories entail Business Management and Administration, Marketing, Finance, Hospitality and Tourism, and Entrepreneurship. Each category has its unique way of examining the student's ability to interact with various aspects of business and leadership.

General Preparation Resources

Books: These may be such texts as "Principles of Marketing," by Philip Kotler, and "The Lean Startup," by Eric Ries.

Websites: In the domain of finance, a reference website for refreshing basic concepts can consider Investopedia. For marketing strategies, one can consider any of HubSpot's Marketing Blog.

Learning Courses: Learning courses are available on business fundamentals, digital marketing, and financial literacy through Coursera and Udemy.

Category-Specific Resources

1. Business Management and Administration

Key Topics: Organizational structure, leadership styles, human resources management.

Resources: Jim Collins "Good to Great," articles published in Harvard Business Review, and the MIT Sloan Management Review.

Quizlet Vocab: [Flashcards for Business Management and Administration](#)

2. Marketing

Area of focus: Branding, digital marketing, market research.

Resources: "Influence: The Psychology of Persuasion" by Robert Cialdini, Marketing Week articles, Digital Garage courses provided by Google.

Quizlet Vocab: [Flashcards for Marketing](#)

3. Finance

Key Topics: Components on financial statement analysis, investment principles, corporate finance.

Resources: "The Intelligent Investor" by Benjamin Graham, finance courses at Khan Academy, Bloomberg Market Concepts.

Quizlet Vocab: [Flashcards for Finance](#)

4. Hospitality and Tourism

Key Concepts: Great customer service, planning travel services and trends, event planning.

References: "The New Gold Standard" by Joseph Michelli, Cornell University's online classes in hospitality, Skift for industry news.

Quizlet Vocab: [Flashcards for Hospitality and Tourism](#)

5. Entrepreneurship

Key topics: Business model development, pitching ideas, management of a start-up.

Resources: "Zero to One" by Peter Thiel, Startup School by Y Combinator, TechCrunch articles.

Quizlet Vocab: [Flashcards for Entrepreneurship](#)

Recommendations for Competition Preparations

Study Strategies: Prepare a study schedule with this recommendation in mind, study case analysis and understand the evaluation criteria.

Practice: Engage in dummy competitive competitions, role playing as well as practicing presentations.

Networking: Networking with the alumni, DECA conferences participation, online forums participation.

DECA Chapter Resources

Local Chapter Activities: Take an active part in the local DECA chapters to gain the real-world experiences along with the mentorship exposures.

Mentorship: A debate with the chapter advisors and networking with some experienced DECA members.

Links that I found useful:

Basic terms used for various different events→ [Basic DECA terms](#)

DECA Competitive tips on YouTube→ [DECA Roleplay Tips](#), [Tips for Written Events by Nelson Lee](#)

Realize as you journey towards DECA competitive events that the destination is just as valuable as what gets you there during your journey. These are stepping stones on the way to building a solid foundation in business and leadership. Best of luck with all your DECA experiences!