

VBC Personal Finance VBC Retail

VBC Restaurant VBC Sports



FINANCE



HOSPITALITY
+ TOURISM



MARKETING

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Participants in the DECA **Virtual Business Challenge** (VBC) operate a computerized business simulation utilizing a competition version of the Virtual Business software. The VBC qualifying rounds are conducted via the Internet, where participants post competition scores for chartered association, regional and overall rankings.

In the **VBC Personal Finance (VBCPF)** track, participants will:

- manage bank accounts, credit and debit cards, bills, credit scores, taxes, insurance and investing
- interpret actions, charts and graphs to make strategic financial decisions and optimize net worth

In the **VBC Restaurant (VBCRS)** track, participants will:

- manage specific marketing and business concepts such as market research, menu design and pricing, advertising strategies and purchasing within their own restaurant
- interpret actions, reports and financial information in order to make strategic marketing decisions for their restaurant to optimize profitability

In the **VBC Retailing (VBCRT)** track, participants will:

- manage specific marketing concepts such as pricing, purchasing and promotion within their own convenience store
- interpret actions, charts and graphs in order to make strategic marketing decisions for their store to optimize profitability

In the **VBC Sports (VBCSP)** track, participants will:

- manage specific marketing concepts such as ticket pricing, media planning and sponsorships within their own football franchise
- interpret actions, charts and graphs in order to make strategic marketing decisions for their franchise to optimize profitability



EVENT OVERVIEW



1 to 3 PARTICIPANTS



ONLINE SIMULATION

- Entries will be composed of **one to three members** of the DECA chapter. A team member may be on a personal finance, a restaurant, a retail and a sports team at the same time; however, a team member may not be on two personal finance, two restaurant, two sports or two retail teams at the same time. No additional team members may be added once a team has registered.
- For all tracks, the **top two teams** from each region from each of the qualifying rounds will be eligible to compete at ICDC. However, eligibility to attend ICDC is determined by the chartered associations, based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines. Only one team per chapter per round per track may qualify to compete at ICDC.
- A member may compete in the personal finance VBC, the restaurant VBC, the retail VBC, and the sports VBC; however, the member will be allowed to participate in only one VBC area at the ICDC.
- The Virtual Business Challenge will contain two (2) ICDC qualifying events.
 - Challenge 1: Monday, October 20, 2014, 10:00 a.m. EDT through Friday, November 14, 2014, 5:00 p.m. EST
 - Challenge 2: Monday, January 12, 2015, 10:00 a.m. EST through Friday, February 6, 2015, 5:00 p.m. EST
- Members qualifying for participation at ICDC must wear a DECA blazer during the competitive session.
- Top teams in each chartered association may receive recognition at their chartered association event.
- For complete Virtual Business Challenge event guidelines and procedures, go to <http://vbc.knowledgematters.com/vbc>.