

2017 - 2018

DECA *Ryerson* DECA



DELEGATE PACKAGE

TABLE OF

CONTENTS

3	A MESSAGE
4	ABOUT
5	HOW IT WORKS
6	CATEGORIES
10	DD SESSIONS
12	EVENTS
14	INVITATIONALS
15	CSR

A MESSAGE FROM THE PRESIDENT



DEAR DELEGATES,

My name is Francesca Pascazi and I am extremely excited to be taking on the role of DECA Ryerson President for the 2017/2018 academic year! I am currently entering my third year as a Marketing Management major and I have been involved with DECA Ryerson since my first year. The learning experiences, connections and friendships I've built over the past two years have been truly invaluable to my own development as a student leader within TRSM and I am looking forward to providing this experience for incoming delegates!

DECA Ryerson embodies the qualities and competencies one should possess to be a successful student leader. Several DECA Ryerson Alumni have gone forward to acquire jobs of high distinction within their respective fields and constantly refer to DECA as a large contributor to the analytical, presentation and interview skills they developed to get where they are today. DECA is evidently a fantastic forum for continual professional development as we strive to procure delegates who are focused leaders and possess amazing work ethic.

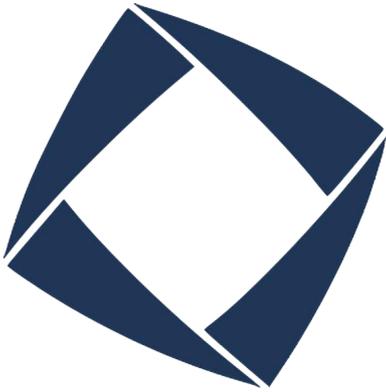
With that being said I would like to welcome you to the DECA Ryerson family and congratulate you on taking the next step towards heightened personal, professional and academic development. Being a delegate of DECA Ryerson, the largest student group at the Ted Rogers School of management will surely be an exciting experience. DECA Ryerson delegates are consistently recognized as a group of strong student leaders, active members of their community and individuals who constantly focus on empowering those around them.

I am looking forward to an engaging year of competing with passion and continuing to set provincial and international records for DECA Ryerson!

Sincerely,

Francesca Pascazi
President, DECA Ryerson

ABOUT DECA



DECA is an internationally recognized organization that prepares emerging leaders for careers in business. It facilitates hundreds of case competitions for students, and is a valuable opportunity for those who want to develop communication, problem solving and leadership skills.



DECA Ryerson is an award-winning and record-breaking chapter of success-driven students at Ryerson, who are consistently striving to reach the pinnacle of academic, social and professional success.



There are two main levels of competition – Provincials and Internationals. Provincials is a qualifier for Internationals.



You compete in 'categories'. They revolve around the 4 'clusters' that DECA focuses on; **Finance**, **Marketing**, **Hospitality** and **Business Management**.

HOW IT WORKS

Step 1

Choose whether you want to do individuals or teams (of 2)

The difference? The amount of time you have to prep and the length of the case is shorter for individuals. This also depends on you and whether you prefer to work individually or in a team.

Step 2

Choose a category

There are categories in each of the four clusters that you can choose from. Clusters include **finance**, **marketing**, **hospitality** and **business management**. A full list is available on the next page, and also on the DECAU Ontario Website.

Step 3

Practice your category

Practice makes perfect! You'll have plenty of opportunities to practice at Delegate Development Sessions however, self practicing is a key component of differentiating yourself from your competition. DECA Ryerson Invitationals is a great opportunity to test your skills before provincials.

Step 4

Ace your category

Use your training to ace your category! You will have opportunities to compete at DECA Ryerson invitationals, provincials and Internationals (if you qualify). Also, DECA awards look amazing on resumes!

CATEGORIES - INDIVIDUAL

Accounting ●

Prep: 15 min | Present: 10 min

ACT cases generally revolve around financial analysis, accounting activities within a firm and accounting services. This category requires some knowledge of basic accounting calculations.

Corporate Finance ●

Prep: 15 min | Present: 10 min

CF cases generally involve providing analytical insights about financial institutions, financial markets and financial instruments. This category requires adequate knowledge of financial metrics.

Fashion & Retail Management ●

Prep: 15 min | Present: 10 min

FRM cases focus on solving common problems in the retail sector, including reaching sales objectives, supply chain management and strategic planning. This category has a highly creative focus, and requires quick thinking.

Human Resources Management ●

Prep: 15 min | Present: 10 min

HRM cases focus on solving internal and external human capital issues such as recruiting, contingency planning and training. This category has a somewhat creative focus, but knowledge of standard HR procedures is important as well.



CATEGORIES - INDIVIDUAL

Management Consulting

Prep: 15 min | Present: 10 min

MCO cases will generally involve using given information to make tough businesses decisions, or giving advice to clients with regards to the issue. This category has a high emphasis on logical, yet creative solutions for a variety of industries.

Restaurant & Food Services

Prep: 15 min | Present: 10 min

RFSM cases focus on solving common problems in the foodservice industry, including marketing, operations management, events, catering and more. This category has a highly creative focus, and requires quick thinking.

Travel Management

Prep: 15 min | Present: 10 min

TM cases revolve around the work of travel services (i.e. what travel agencies do) including ensuring customer satisfaction, and integration of web technology to enhance travel functions. This category requires some creativity.



CATEGORIES - TEAMS (OF 2)



Business Law



Prep: 30 min | Present: 15 min

LAW cases involve dealing with intellectual property, lawsuits and ethical decision making. This category requires a strong understanding of Canadian law at the provincial level, and American law at the international level.



Business To Business



Prep: 30 min | Present: 15 min

B2B cases focus on solving common problems in the B2B environment, including negotiations, partnership agreements, and effective relationship building. This category requires an understanding of B2B functions, and may require some basic math calculations.



International Marketing



Prep: 30 min | Present: 15 min

INT cases focus on solving problems in the global market environment, including operating in international markets and using the different forms of business. This category has a highly creative focus and requires quick thinking.



Marketing Management



Prep: 30 min | Present: 15 min

MM cases focus on marketing (no surprises there). You will be required to create a marketing plan for a given product, service or event. This category has a very high focus on creative, but realistic solutions.

CATEGORIES - TEAMS (OF 2)

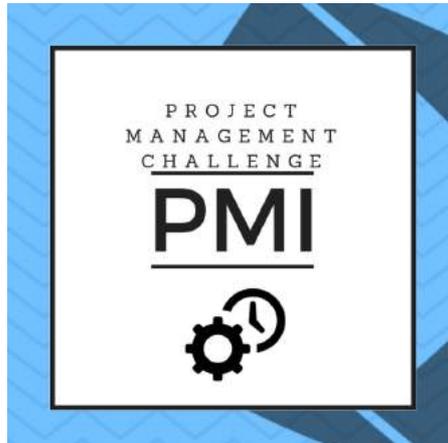


Sports & Entertainment Marketing ●

Prep: 30 min | Present: 15 min

SEM cases focus on solving common problems in the sports and entertainment industry, such as attendance and customer satisfaction of sporting events, movie theaters, concerts and more. This category has a very high focus on creative, but realistic solutions.

CATEGORIES - SPECIAL CASE



Click on the images to learn more about them!



DD SESSIONS

Delegate Development (DD) Sessions take place every other week on Tuesdays, Wednesdays & Thursdays.

At DD Sessions, we will mainly train you for **case studies**. This is what you will be evaluated on during competition.

You only have to come to **ONE of these per week of DD**. We will have a total of 7 DD weeks this year.

DECA case studies all have the same structure, so once you've figured that out, you're **GOLDEN**.

In order to **attend provincials**, you must come to **at least 4 out of the 6 DD sessions** held before provincials.

In addition to training during DD Sessions, we will also have the DECA D2L shared with you with more practice cases, and tips

DD SESSION OVERVIEW

WK1

SEPT.
19, 20, 21

Intro

- Intro to DECA & Categories
- Plans for the year

WK2

OCT.
03, 04, 05

Case Cutting & Dress Code

- Intro to structure, and how to cut a case
- How to dress for DECA

WK3

OCT.
17, 18, 19

KPIs, Confidence & Verbal Skills

- How to approach KPIs
- Developing confidence and verbal skills

WK4

OCT./NOV.
31, 01, 02

Alumni Insight & Research

- DECA Alumni to share their experiences
- How to do external research for DECA

WK5

NOV.
14, 15, 16

Conference Prep & Networking

- Practicing Case Cutting
- How to network (** GUEST SPEAKER TBA)

WK6

JAN
9, 10, 11

Provincials Prep

- Crash course
- Go over provincials details and info

WK7

JAN
23, 24, 25

Feedback & Next Steps ~ Social After

- Provincials feedback
- Executive positions

DECA EVENTS



Aside from DD sessions, DECA Ryerson also hosts a multitude of **other events**. These events aim to help you **apply your soft skills** through **networking opportunities**.

September

13

Welcome Session

DECA Ryerson's introduction of exec team and overview of our year. **Your Value:** Learning about DECA Ryerson's events for the year, meeting the team, networking with your fellow peers as well as an listening to an alumni guest speaker

Time: 6-8pm | Location: Sears Atrium

October

16

Student Group Spotlight Night

Come out to learn about the different student groups underneath the TRSS umbrella. **Your Value:** Learning about what TRSM and TRSS umbrella student groups have to offer, whether it be within your course union, or an interest group.

Time: 6-8pm | Location: TRS Cara Commons

DECA EVENTS

November

6

Dress For Success

In collaboration with RUCSA, come on out to hear from professionals on what is trending and how to properly dress for any business occasion. **Your Value:** Great insight that can be applied to towards DECA Ryerson's conference, as well as Provincials 2018.

Time: 6-9pm | Location: Sears Atrium

Sem 2

TBA

Networking Night

In collaboration with ITMSA, come on out to network with industry professionals, looking to supply our delegates with the tools needed in order to obtain a summer job/ internship **Your Value:** Using the networking skills learned in DD sessions, and the opportunity to create some lasting professional relationships while helping you hunt for that summer time position.

Time: TBA | Location: TBA

Sem 2

TBA

Alumni Gala

Our final event of the year! A celebration of this years' achievements, as well as meeting alumni delegates who have helped us evolve into the student group we are today! **Your Value:** Meeting and networking with the alumni delegates of DECA Ryerson, and celebrate alongside all of your friends of a great year!

Time: TBA | Location: TBA

DECA RYERSON INVITATIONALS

November

24-
26

Who

DECA Ryerson delegates and delegates from all DECA U Chapters are welcomed to participate.

What

DECA Ryerson's 6th annual "Envision" conference will provide delegates with the opportunity to participate in our weekend-long event, highlighting the case competition. In addition, delegates will have the opportunity to engage in valuable workshops, activities, and panels held by numerous industry professionals. The goal of this conference is to help delegates carve their own paths to success, both academically and professionally.

Where

Taking place at the Ted Rogers School of Management, including a 2 night stay at the Chelsea Hotel, located in downtown Toronto.

When

November 24th-26th 2017

Stay tuned for more information about itinerary, guest speakers, and more!



DECA CSR



DECA Ryerson loves to show some love to our community through our **CSR Initiatives!** In order to be **eligible to go to provincials**, you **MUST** participate in the **indicated initiatives** below.

Fall Charity Week Events

FOOD CAN DRIVE

Dates: Oct 2 - Oct 6

Charities Involved: Daily Bread Food Bank

What: Collecting a minimum of 2 non-perishable food items or a \$5 donation on Tilt to donate to the daily bread food bank during the Thanksgiving season.

^!! Provincial Requirement: Donation of minimum 2 non-perishable food items.

BAKE SALE

Dates: Oct 2, 4 & 6

Charities Involved: The Leukemia and Lymphoma Society of Canada

What: Selling freshly baked goods to all Ryerson students to spread holiday cheer and donate all proceeds to The Leukemia and Lymphoma Society of Canada.

DECA CSR

HOLIDAY TOY DRIVE

Dates: Nov 27 - Dec 1

Charities Involved: SickKids Hospital

What: Collecting donations of new toys, activities, art, books, event tickets, electronics or a \$5 donation on Tilt to donate to SickKids Hospital during the holiday season.

^!! Provincial Requirement: Donating 2 toys or \$5

Coming up next semester...

CHEEK SWAB DRIVE

DECA X CAPITALIZE FOR KIDS

DECA X TRSS: BLOOD DRIVE

Charities involved:
*One Match/Canadian
Blood Services*

Charities involved:
*Canadian Blood
Services*

Dates and Details on these events will be announced soon.
Follow us on social media to stay informed!

SEE YOU SOON!

Engage.

Compete.

Empower.

See you next week at DD Sessions!

Room: Kerr Hall West 379



Business
CAREERHUB