



**SUGGESTED TIMELINE FOR MANUAL DEVELOPMENT AND SUBMISSION
BASED ON SCDC HELD IN LATE FEBRUARY/EARLY MARCH**

Manual	Page #'s	Description	Begin	Submit
Business Operations Research Events	Up to 20	The Business Operations Research Events provide an opportunity for participants to demonstrate knowledge and skills needed by management personnel through the preparation of a detailed written strategic plan and presentation based on the results of a research study.	No later than mid-November. Mid-October is better.	See your states event calendar.
Project Management Events	Up to 20	DECA's Project Management Events require participants to use project management skills to initiate, plan, execute, monitor and control, and close a project.	As early as the conclusion of previous years SCDC – should allow time to plan, implement, and evaluate event for write-up.	See your states event calendar.
Innovation Plan	Up to 10	The Innovation Plan Event involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used.	No later than mid-November.	See your states event calendar.
Start-Up Business Plan	Up to 10	The purpose of the Start-Up Business Plan Event is to provide an opportunity for the participant to develop and present a proposal to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity.	No later than mid-November.	See your states event calendar.
Independent Business Plan	Up to 20	The Independent Business Plan Event involves the development of a comprehensive proposal to start a new business. Any type of business may be used.	No later than mid-November.	See your states event calendar.
International Business Plan	Up to 20	The International Business Plan Event involves the development of a proposal to start a new business venture in an international setting. Any type of business may be used.	No later than mid-November.	See your states event calendar.

Business Growth Plan	Up to 20	<p>The Business Growth Plan involves the idea generation and strategy development needed to grow an existing business. Participants in the Business Growth Plan will analyze their current business operations and identify opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc.</p>	No later than mid-November.	See your states event calendar.
Franchise Business Plan	Up to 20	<p>The purpose of the Franchise Business Plan Event is designed for participants to present a comprehensive business plan proposal to buy into an existing franchise. The participant seeks to become a franchisee. The Franchise Business Plan Event includes the development and presentation of various aspects of a plan to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan.</p>	No later than mid-November.	See your states event calendar.
Integrated Marketing Campaigns	Up to 10	<p>DECA's Integrated Marketing Campaign Events provide opportunities for members to develop an integrated marketing campaign of no more than 45 days in length for a real event, product or service and present the campaign in a role-play situation.</p>	No later than mid-November.	See your states event calendar.

Below is a general timeline for research events (adjust to your states deadlines as needed):

October: read guidelines, select business, set up a plan, contact source at place of business; implement research project

Nov-Dec: develop strategic plan, write up paper, edit, and revise

January first week: polish paper and check for penalty points

Jan-Feb: work on visuals and presentation