



VIRTUAL CASE SIMULATION

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Sponsored by Knowledge Matters



Participants in the Collegiate DECA Virtual Case Simulation competition will take on the role of a restaurant entrepreneur in this interactive, browser-based simulation (accessible from any browser or device).

HOSPITALITY + TOURISM

EVENT OVERVIEW

As restaurant entrepreneurs, students are in charge of opening, setting up, and operating a new restaurant.

In the digital simulation, competitors will identify a target market for their restaurant and work to serve that market well. As they work to build a successful restaurant, they'll be managing and working through many restaurant business issues, including target customers, location, kitchen layout, food purchasing, menu design, and more.

The simulation runs through one virtual year. Competitors' score is based on their restaurant's total (cumulative) profit throughout one year.

Participants can retry the simulation competition multiple times as they learn how the simulation works. Only their best score will count.

AWARDS

1st place will receive \$500.

2nd place will receive \$250.

3rd place will receive \$100.

Thank you to Knowledge Matters for sponsoring this virtual case simulation.

EVENT TIMELINE

Competition Begins	Monday, November 8, 2021
Competition Ends	Friday, November 19, 2021

21st CENTURY SKILLS

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills