



# ENTREPRENEURSHIP SERIES

ROLE-PLAYS USED IN DECA'S  
**INDIVIDUAL SERIES EVENTS**



2020



# ENTREPRENEURSHIP SERIES

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## 2020 ROLE-PLAYS

### INCLUDES:

INTEGRATE DECA'S ROLE-PLAYS AND CASE STUDIES INTO YOUR CLASSROOM

ROLE-PLAY 1: CHANNEL MANAGEMENT

ROLE-PLAY 2: ENTREPRENEURSHIP

ROLE-PLAY 3: ECONOMICS



## INTEGRATE DECA'S ROLE-PLAYS AND CASE STUDIES INTO YOUR CLASSROOM

With its connection to National Curriculum Standards, DECA's Competitive Events Program is designed to be integrated into classroom instruction to help members apply learning and connect to business. As teaching tools, DECA's role-plays and case studies provide relevant, meaningful problems for students to solve, provide a standards-based evaluation, increase rigor of the instruction, result in evidence of student learning and expose students to DECA – all as part of classroom instruction.

### **STEP 1: FAMILIARIZE YOURSELF WITH EVENT GUIDELINES AND PERFORMANCE INDICATORS.**

Use the DECA Guide to familiarize yourself with event guidelines that explain how each competitive event will operate – time limits, exam specifications, interactions with a judge, etc.

Role-plays and case studies are developed using performance indicators – key concepts from national curriculum standards that students should learn during the school year. DECA uses five lists of performance indicators which are organized by career cluster – business administration core, business management and administration, finance, hospitality and tourism, and marketing, as well as personal financial literacy.

Each performance indicator list is arranged by instructional areas to assist advisors with planning units of instruction. Advisors teaching accounting courses, for example, can use the Finance Career Cluster performance indicator list to plan their curriculum while advisors teaching marketing courses can use the Marketing Career Cluster performance indicator list.

### **STEP 2: UNDERSTAND HOW ROLE-PLAYS AND CASE STUDIES ARE DESIGNED.**

The career cluster and primary instructional area for role-plays and case studies are identified at the top of the first page of the event.

Role-plays used for DECA's Principles of Business Administration Events measure four performance indicators from the business administration core.

Case studies used for DECA's Team Decision Making Events measure seven performance indicators. Usually, at least four of the seven performance indicators have been selected from the case study's instructional area. Therefore, if the event situation is asking the participant to develop a promotion plan, most of the performance indicators will be from the promotion instructional area.

Role-plays used for DECA's Individual Series Events measure five performance indicators. Usually, at least three of the five performance indicators have been selected from the event situation's instructional area. The career pathway is also identified on the role-play, which may include performance indicators from that specific pathway as well.

Role-plays used for DECA's Personal Financial Literacy event measure three performance indicators from the National Standards in K-12 Personal Finance Education, created and maintained by the Jump\$tart Coalition® for Personal Financial Literacy.

### **STEP 3: START ORGANIZING SAMPLE EVENTS.**

Each year, DECA posts sample role-plays and case studies on [deca.org](http://deca.org). Shop DECA also sells previously used events each year. Gather these samples and begin to categorize them by instructional area.

### **STEP 4: USE SAMPLE EVENTS AS A CLASSROOM ACTIVITY.**

As you teach different instructional areas during the year, use corresponding role-plays and case studies as learning tools. While the traditional competitive event setting requires interaction with judges, many advisors have used role-plays and case studies as:

- warm-up activities at the beginning of classes.
- writing exercises that require students to write their ideas for solving the problem presented in the role-play or case study.
- public speaking exercises that require students to deliver an oral report or recorded video that presents their ideas for solving the problem presented in the role-play or case study.
- assessment tools in lieu of a multiple-choice quiz/test.

Since the evaluation form for each role-play and case study assesses the performance indicators, you are assessing students' performance according to national curriculum standards which are industry validated and aligned to career clusters.

### **ADDITIONAL RESOURCES**

Event guidelines, performance indicator lists, sample events and sample exam questions are available at [www.deca.org/compete](http://www.deca.org/compete). Sample role-play presentations can be viewed at [www.deca.org](http://www.deca.org). Advisors may wish to show the videos and ask students to evaluate the presentations using the evaluation forms. Shop DECA sells many items to assist advisors with integrating DECA into curriculum at [shopdeca.org](http://shopdeca.org).



**CAREER CLUSTER**

Entrepreneurship

**INSTRUCTIONAL AREA**

Channel Management

## **ENTREPRENEURSHIP SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

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- Explain the nature of channels of distribution.
- Select channels of distribution.
- Explain the nature of channel strategies.
- Explain the nature of overhead/operating costs.
- Evaluate risk-taking opportunities.

## **EVENT SITUATION**

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You are to assume the role of the owner of VICTOR MAY, a business that creates made-to-order handbags, tote bags, clutches, and purses. Your business partner (judge) wants the business to add an additional sales channel and has provided you with two possibilities. You must analyze the possible sales channels and recommend the best fit for VICTOR MAY.

VICTOR MAY's only sales channel currently is its website. Customers are able to page through available fabrics and patterns to create custom made products. A customer first chooses the type of bag desired, then chooses the fabric inside the bag, the outer fabric, the type of strap and closure. VICTOR MAY has hundreds of styles of fabrics and accessories to choose from. Customers place an order and the bag is made-to-order and shipped.

Your business partner (judge) feels that VICTOR MAY can take sales to the next level by adding an additional sales channel. Your business partner (judge) has two ideas that would fit well, but wants you to analyze each for overhead expenses, staffing needs, and possible risks.

### **Idea 1: Pop-up stores**

Your business partner (judge) has identified retail space in suburban shopping malls and outdoor mixed-use spaces that offer 3-month leasing for temporary retailing. VICTOR MAY could open three pop-up stores that feature product samples, available fabrics, straps, and accessories for customers to custom order on-site with finished product shipped directly to the customer.

### **Idea 2: In-home parties**

VICTOR MAY can introduce in-home parties, having a company representative bring product samples, fabrics, straps, and accessories to small groups gathered at the host's home or other venue. The company representative would make a presentation, facilitate orders, and answer questions. Finished products would be shipped directly to the host.

You will present your analysis to your business partner (judge) in a role-play to take place in the business partner's (judge's) office. The business partner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your analysis and have answered the business partner's (judge's) questions, the business partner (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

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You are to assume the role of a business partner of VICTOR MAY, a business that creates made-to-order handbags, tote bags, clutches, and purses. You want the owner (participant) to add an additional sales channel and have provided two possibilities. The owner (participant) must analyze the possible sales channels and recommend the best fit for VICTOR MAY.

VICTOR MAY's only sales channel currently is its website. Customers are able to page through available fabrics and patterns to create custom made products. A customer first chooses the type of bag desired, then chooses the fabric inside the bag, the outer fabric, the type of strap and closure. VICTOR MAY has hundreds of styles of fabrics and accessories to choose from. Customers place an order and the bag is made-to-order and shipped.

You feel that VICTOR MAY can take sales to the next level by adding an additional sales channel. You have two ideas that would fit well, but want the owner (participant) to analyze each for overhead expenses, staffing needs, and possible risks.

#### Idea 1: Pop-up stores

You have identified retail space in suburban shopping malls and outdoor mixed-use spaces that offer 3-month leasing for temporary retailing. VICTOR MAY could open three pop-up stores that feature product samples, available fabrics, straps, and accessories for customers to custom order on-site with finished product shipped directly to the customer.

#### Idea 2: In-home parties

VICTOR MAY can introduce in-home parties, having a company representative bring product samples, fabrics, straps, and accessories to small groups gathered at the host's home or other venue. The company representative would make a presentation, facilitate orders, and answer questions. Finished products would be shipped directly to the host.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. Aside from hiring employees to work in the additional sales channel, what internal hiring needs do we need to consider at our headquarters?
2. How can we best promote our new sales channel to our current customers?
3. How can we best promote our new sales channel to customers that are not familiar with our company?

Once the owner (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the owner (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## **EVALUATION INSTRUCTIONS**

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### **Evaluation Form Interpretation**

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**ENTREPRENEURSHIP SERIES  
2020**

**JUDGE'S EVALUATION FORM**

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Channel Management

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of channels of distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Select channels of distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the nature of channel strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of overhead/operating costs?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Evaluate risk-taking opportunities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						



**CAREER CLUSTER**  
Entrepreneurship

**INSTRUCTIONAL AREA**  
Entrepreneurship

## ENTREPRENEURSHIP SERIES EVENT

### PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

#### **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

#### **PERFORMANCE INDICATORS**

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- Describe entrepreneurial planning considerations.
- Assess start-up requirements.
- Explain tools used by entrepreneurs for venture planning.
- Explain the nature of businesses' reporting requirements.
- Build product/service brand.

## **EVENT SITUATION**

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You are to assume the role of a small business consultant. You will meet with an entrepreneur (participant) to discuss the initial steps that must be completed or researched before the entrepreneur (participant) markets the new business.

The entrepreneur (judge) is venturing into a photography business in a city with 150,000 people. The entrepreneur (judge) owns all the photography equipment needed to take professional photographs and has a membership to an online professional printing company that will print photographic prints and other products with images.

Even though there are several other professional photographers in the community, the entrepreneur (judge) feels there are enough weddings, parties, youth sports teams, and families to attract customers. The entrepreneur (judge) has \$5,000 in the bank and has secured a family member to volunteer services as an assistant until the photography business is profitable to hire staff. The name of the new business is **PERFECT PRINT**.

While the entrepreneur (judge) feels confident in taking professional photographs, the entrepreneur (judge) is unsure how to begin the process of having **PERFECT PRINT** become an actual business. The entrepreneur (judge) will meet with you to discuss the initial steps that must be completed or researched before **PERFECT PRINT** can begin operations. The entrepreneur (judge) wants to understand what is required to make **PERFECT PRINT** a legal business, how to find customers, market the business, and build the brand. The entrepreneur (judge) is willing to spend half of the \$5,000, if needed, in start-up recommendations.

You will present your advice to the entrepreneur (judge) in a role-play to take place in the entrepreneur's (judge's) office. The entrepreneur (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your advice and have answered the entrepreneur's (judge's) questions, the entrepreneur (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

---

You are to assume the role of an entrepreneur. You will meet with a small business consultant (participant) to discuss the initial steps that must be completed or researched before you market the new business.

You are venturing into a photography business in a city with 150,000 people. You own all the photography equipment needed to take professional photographs and have a membership to an online professional printing company that will print photographic prints and other products with images.

Even though there are several other professional photographers in the community, you feel there are enough weddings, parties, youth sports teams, and families to attract customers. You have \$5,000 in the bank and have secured a family member to volunteer services as an assistant until the photography business is profitable to hire staff. The name of the new business is PERFECT PRINT.

While you feel confident in taking professional photographs, you are unsure how to begin the process of having PERFECT PRINT become an actual business. You will meet with the small business consultant (participant) to discuss the initial steps that must be completed or researched before PERFECT PRINT can begin operations. You want to understand what is required to make PERFECT PRINT a legal business, how to find customers, market the business, and build the brand. You are willing to spend half of the \$5,000, if needed, in start-up recommendations.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. How would meeting with my competition be beneficial?
2. How should I price my products compared to the competition? Explain
3. Why is it important to have all of this information in place before I market the business?

Once the small business consultant (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the small business consultant (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## **EVALUATION INSTRUCTIONS**

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### **Evaluation Form Interpretation**

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**ENTREPRENEURSHIP SERIES  
2020**

**JUDGE'S EVALUATION FORM**

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Entrepreneurship

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe entrepreneurial planning considerations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Assess start-up requirements?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain tools used by entrepreneurs for venture planning?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of businesses' reporting requirements?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Build product/service brand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						

**CAREER CLUSTER**

Entrepreneurship

**INSTRUCTIONAL AREA**

Economics

**ENTREPRENEURSHIP SERIES EVENT****PARTICIPANT INSTRUCTIONS**

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- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

**21<sup>st</sup> CENTURY SKILLS**

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

**PERFORMANCE INDICATORS**

- Explain the concept of private enterprise.
- Identify factors affecting a business's profit.
- Determine factors affecting business risk.
- Describe the nature of cost/benefit analysis.
- Explain considerations in making the decision to hire staff.

## **EVENT SITUATION**

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You are to assume the role of founder of PEACEFUL, an online and print monthly magazine. Your business partner (judge) has notified you that your advertising revenue fell by nearly 50% this week and needs you to analyze options and make a decision regarding this revenue source.

PEACEFUL's, like other magazines, largest revenue source comes from advertising. While the company was in its infancy, with a small but growing circulation, you chose to pay for an advertising network. The advertising network connects PEACEFUL to advertisers, for both online and print ads. Paying for an advertising network meant there was not a need to hire an in-house advertising sales staff.

The advertising network currently working with PEACEFUL was chosen for its low fees. While it is an inexpensive network, the network was demonstrating results by providing advertising for the magazine. Unfortunately, the advertising network lost many of its corporate partners within the week and PEACEFUL's advertising revenue has fallen by nearly 50%. The advertising network has promised a strong network of corporate partners by next month. This is the first time the advertising network has not performed well for PEACEFUL. PEACEFUL's paid circulation has grown to over 100,000 and its website now has over 575,000 monthly users.

A decision needs to be made as soon as possible to determine how to proceed. Your business partner (judge) has given you three options to analyze. You must analyze the pros and cons of each option, include a cost/benefit analysis, and share a final decision with your partner (judge).

- Option 1: Stay with the current advertising network (costs remain the same)
- Option 2: Move to a more trusted advertising network that is double the price of the current network (double the cost of current network)
- Option 3: Hire a full-time internal sales person to sell advertising for the magazine (salary, not including benefits, would match the cost of trusted advertising network)

You will present your analysis and recommendation to your business partner (judge) in a role-play to take place in your partner's (judge's) office. Your business partner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your analysis and have answered your business partner's (judge's) questions, your business partner (judge) will conclude the role-play by thanking you for your work.

## **JUDGE'S INSTRUCTIONS**

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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In preparation for this event, you should review the following information with your event manager and other judges:

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Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

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You are to assume the role of a business partner at PEACEFUL, an online and print monthly magazine. You have notified the founder (participant) that the magazine's advertising revenue fell by nearly 50% this week and you need the founder (participant) to analyze options and make a decision regarding this revenue source.

PEACEFUL'S, like other magazines, largest revenue source comes from advertising. While the company was in its infancy, with a small but growing circulation, the founder (participant) chose to pay for an advertising network. The advertising network connects PEACEFUL to advertisers, for both online and print ads. Paying for an advertising network meant there was not a need to hire an in-house advertising sales staff.

The advertising network currently working with PEACEFUL was chosen for its low fees. While it is an inexpensive network, the network was demonstrating results by providing advertising for the magazine. Unfortunately, the advertising network lost many of its corporate partners within the week and PEACEFUL'S advertising revenue has fallen by nearly 50%. The advertising network has promised a strong network of corporate partners by next month. This is the first time the advertising network has not performed well for PEACEFUL. PEACEFUL's paid circulation has grown to over 100,000 and its website now has over 575,000 monthly users.

A decision needs to be made as soon as possible to determine how to proceed. You have given the founder (participant) three options to analyze. The founder (participant) must analyze the pros and cons of each option, include a cost/benefit analysis, and share a final decision.

- Option 1: Stay with the current advertising network (costs remain the same)
- Option 2: Move to a more trusted advertising network that is double the price of the current network (double the cost of current network)
- Option 3: Hire a full-time internal sales person to sell advertising for the magazine (salary, not including benefits, would match the cost of trusted advertising network)

The participant will present the analysis to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. How did our growing circulation play into your decision?
2. Explain which option is the worst for the magazine.
3. Why is it important to make this important decision quickly?

Once the founder (participant) has presented the analysis and has answered your questions, you will conclude the role-play by thanking the founder (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## **EVALUATION INSTRUCTIONS**

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### **Evaluation Form Interpretation**

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
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Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**ENTREPRENEURSHIP SERIES  
2020**

**JUDGE'S EVALUATION FORM**

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**

Economics

ID Number: \_\_\_\_\_

Did the participant:

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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**PERFORMANCE INDICATORS**

1.	Explain the concept of private enterprise?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify factors affecting a business's profit?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe the nature of cost/benefit analysis?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain considerations in making the decision to hire staff?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	

**21<sup>st</sup> CENTURY SKILLS**

6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	

**TOTAL SCORE**



**\$8.00 | 20RPH14**