



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Economics

PRINCIPLES OF ENTREPRENEURSHIP EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 21st 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.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the principles of supply and demand.
- Explain the concept of competition.
- Describe the functions of prices in markets.
- Identify factors affecting a business's profit.

EVENT SITUATION

You are to assume the role of the owner of CITY PLOWING, a small business that provides snow removal services. A new employee (judge) wants you to explain why non-contract pricing increases after a blizzard or ice storm.

CITY PLOWING provides residents and businesses in the community with snow removal services. You have three large trucks equipped with snowplows that can move large loads of snow and mechanisms to drop salt and sand on icy roads and slick driveways to prevent buildup.

The new employee (judge) has asked why CITY PLOWING'S rates increase to almost double during and immediately following a blizzard or ice storm for customers not on contract.

You will present the information to the new employee (judge) in a role-play to take place in your office. The new employee (judge) will begin the role-play by asking you about prices. After you have presented the information to the new employee (judge) and have answered the new employee's (judge's) questions, the new employee (judge) will conclude the role-play by thanking you for the information.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21st 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 a new employee at CITY PLOWING, a small business that provides snow removal services. You want the owner (participant) to explain why non-contract pricing increases after a blizzard or ice storm.

CITY PLOWING provides residents and businesses in the community with snow removal services. The business has three large trucks equipped with snowplows that can move large loads of snow and mechanisms to drop salt and sand on icy roads and slick driveways to prevent buildup.

You have asked the owner (participant) why CITY PLOWING'S rates increase to almost double during and immediately following a blizzard or ice storm for customers not on contract.

The participant will present the information to you in a role-play to take place in the owner's (participant's) office. You will begin the role-play by asking about prices.

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

1. Are there any situations where you would reduce pricing?
2. How can CITY PLOWING advertise pricing if it's subject to change?

After the owner (participant) has given you the information and has answered your questions, you will conclude the role-play by thanking the owner (participant).

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

EVALUATION INSTRUCTIONS

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.

| Level of Evaluation | Interpretation Level |
|----------------------|---|
| 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 th 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 th 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 th percentile of business personnel performing this performance indicator. |



PRINCIPLES OF ENTREPRENEURSHIP

JUDGE'S EVALUATION FORM SAMPLE EVENT 3

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Economics

| Did the participant: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain the principles of supply and demand? | 0-1-2-3-4-5 | 6-7-8-9-10 | 11-12-13-14 | 15-16-17-18 | |
| 2. | Explain the concept of competition? | 0-1-2-3-4-5 | 6-7-8-9-10 | 11-12-13-14 | 15-16-17-18 | |
| 3. | Describe the functions of prices in markets? | 0-1-2-3-4-5 | 6-7-8-9-10 | 11-12-13-14 | 15-16-17-18 | |
| 4. | Identify factors affecting a business's profit? | 0-1-2-3-4-5 | 6-7-8-9-10 | 11-12-13-14 | 15-16-17-18 | |
| 21st CENTURY SKILLS | | | | | | |
| 5. | Reason effectively and use systems thinking? | 0-1 | 2-3 | 4-5 | 6-7 | |
| 6. | Communicate clearly? | 0-1 | 2-3 | 4-5 | 6-7 | |
| 7. | Show evidence of creativity? | 0-1 | 2-3 | 4-5 | 6-7 | |
| 8. | Overall impression and responses to the judge's questions | 0-1 | 2-3 | 4-5 | 6-7 | |
| TOTAL SCORE | | | | | | |