



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Operations

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 nature of operations.
- Explain the nature and scope of purchasing.
- Explain the concept of production.
- Maintain inventory of supplies.

EVENT SITUATION

You are to assume the role of a small business owner. You own STICKER MANIA, an online company that sells unique stickers for both business and personal use. A new employee (judge) has asked you about the importance of your supplies and purchasing methods.

STICKER MANIA sells unique stickers and custom designed stickers for both professional and personal use. Customers can choose from pre-designed stickers or have the option to upload images and create personalized stickers. STICKER MANIA has been in business for one year and is doing quite well.

You have hired an employee (judge) to help you monitor customer orders and maintain the office structure. One large task you have given the employee (judge) is to help with the reordering of the specialty papers and inks needed for printing.

The new employee (judge) has asked why maintaining the business's inventory of specialty papers and inks is important. The employee (judge) wants to know why the supplies need to be purchased from the same supplier and not at the local big box retailer. You must also explain to the new employee (judge) the consequences of running out of supplies and the impact it has on production.

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 supplies. 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 STICKER MANIA, an online company that sells unique stickers for both business and personal use. You have asked the owner of the small business (participant) about the importance of your supplies and purchasing methods.

STICKER MANIA sells unique stickers and custom designed stickers for both professional and personal use. Customers can choose from pre-designed stickers or have the option to upload images and create personalized stickers. STICKER MANIA has been in business for one year and is doing quite well.

You have been hired to help monitor customer orders and maintain the office structure. One large task the owner (participant) has given you is to help with is the reordering of the specialty papers and inks needed for printing.

You have asked why maintaining the business's inventory of specialty papers and inks is important. You want to know why the supplies need to be purchased from the same supplier and not at the local big box retailer. The owner (participant) must also explain to you the consequences of running out of supplies and the impact it has on production.

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 supplies.

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

1. How could using a different supplier affect final product?
2. How often should I check the prices of different suppliers that sell the same products?

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 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Operations

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of operations?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain the nature and scope of purchasing?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain the concept of production?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Maintain inventory of supplies?	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						