

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	82	48			
Preliminary Case Study	89	82			
Final Case Study	83	75			
Overall	171	49			



Student: Andy Chen
School: Turner Fenton HS
Association: Ontario
Competitive Event: Entrepreneurship Team Decision Making

Comprehensive Exam Entrepreneurship and Small Business Management Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100		
Channel Management	100	100	100		
Communications	0	50	50		
Customer Relations	100	100	100		
Economics	50	50	66		
Emotional Intelligence	75	50	75		
Entrepreneurship	85	80	81		
Financial Analysis	54	33	55		
Human Resources Management	100	100	100		
Information Management	100	100	100		
Market Planning	83	75	85		
Marketing	0	50	50		
Marketing-Information Management	100	100	100		
Operations	86	80	84		
Pricing	100	100	100		
Product/Service Management	100	100	100		
Professional Development	75	75	80		
Promotion	71	60	75		
Quality Management	100	100	100		
Risk Management	100	100	100		
Selling	100	100	100		
Strategic Management	87	75	87		

Preliminary Case Study Market Planning					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Develop marketing plan?	✓	85			
2. Set marketing goals and objectives?	✓	75			
3. Explain the concept of marketing strategies?	✓	87			
4. Explain the concept of market and market identification?	✓	88			
5. Build corporate brand?	✓	88			
6. Explain the role of promotion as a marketing function?	✓	88			
7. Explain factors that influence customer/client/business buying behavior?	✓	88			
8. Reason effectively and use systems thinking?	✓	80			
9. Make judgments and decisions, and solve problems?	✓	75			
10. Communicate clearly and show evidence of collaboration?	✓	100			
11. Show evidence of creativity?	✓	80			
12. Overall impression and responses to the judge's questions	✓	100			

Final Case Study Entrepreneurship					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Describe entrepreneurial planning considerations?	✓	100			
2. Explain tools used by entrepreneurs for venture planning?	✓	50			
3. Describe external resources useful to entrepreneurs during concept development?	✓	50			
4. Use creative problem-solving in business activities/decisions?	✓	75			
5. Create processes for ongoing opportunity recognition?	✓	75			
6. Determine factors affecting business risk?	✓	75			
7. Demonstrate connections between company actions and results?	✓	75			
8. Reason effectively and use systems thinking?	✓	75			
9. Make judgments and decisions, and solve problems?	✓	66			
10. Communicate clearly and show evidence of collaboration?	✓	100			
11. Show evidence of creativity?	✓	100			
12. Overall impression and responses to the judge's questions	✓	100			

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.