



**CAREER CLUSTER**  
Business Management and Administration

**INSTRUCTIONAL AREA**  
Operations

## **PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION 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 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

1. Explain the nature of operations.
2. Explain the concept of production.
3. Explain routine security precautions.
4. Protect company information and intangibles.

## **EVENT SITUATION**

You are to assume the role of an operations specialist at BLOOM FACTORY, a large factory that produces popular children's toy figurines. A new tour guide (judge) is being trained to lead tours of the factory to the public and has asked you why safety and security training is important.

BLOOM FACTORY produces thousands of toys every day. The factory has hundreds of employees that ensure efficient and effective production of products. The machinery and systems involved in production are expensive and can be hazardous to those not trained to use them.

Tours of the factory follow along the perimeter of the factory and have clearly designated areas for the tour guides to lead guests through the factory without getting hurt.

The new tour guide (judge) feels that the most important parts of the job are to speak well and have good customer relations skills. The tour guide (judge) has asked you to explain why safety and security training is important to the tour guide, the guests, the factory workers and the factory itself.

You will explain safety to the new tour guide (judge) in a role-play to take place in the front office. The tour guide (judge) will begin the role-play by greeting you and asking to hear about safety and security training. After you have explained why safety and security is important and have answered the new tour guide's (judge's) questions, the tour guide (judge) will conclude the role-play by thanking you for your work.

# JUDGE'S INSTRUCTIONS

## DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Situation Characterization  
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

## JUDGE SITUATION CHARACTERIZATION

You are to assume the role of a new tour guide at BLOOM FACTORY, a large factory that produces popular children's toy figurines. You are being trained to lead tours of the factory to the public and have asked the operations specialist (participant) why safety and security training is important.

BLOOM FACTORY produces thousands of toys every day. The factory has hundreds of employees that ensure efficient and effective production of products. The machinery and systems involved in production are expensive and can be hazardous to those not trained to use them.

Tours of the factory follow along the perimeter of the factory and have clearly designated areas for the tour guides to lead guests through the factory without getting hurt.

You feel that the most important parts of the job are to speak well and have good customer relations skills. You have asked the operations specialist (participant) to explain why safety and security training is important to the tour guide, the guests, the factory workers and the factory itself.

The participant will explain safety and security to you in a role-play to take place in the front 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. What general safety advice should we give to the people taking the tours?
2. There will most likely be children on the tours, so how can we be certain they understand the importance safety?

Once the operations specialist (participant) has explained safety and security and has answered your questions, you will conclude the role-play by thanking the operations specialist (participant) for the work.

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

*Answers will vary but should demonstrate a basic understanding of the concepts.*

# JUDGE'S EVALUATION INSTRUCTIONS

## Evaluation Form Information

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 being 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 chairperson 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.



**PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION, 2018**

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

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

**INSTRUCTIONAL AREA**

Operations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
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 concept of production?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain routine security precautions?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Protect company information and intangibles?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						