



CAREER CLUSTER
Finance

INSTRUCTIONAL AREA
Information Management

PRINCIPLES OF FINANCE EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Describe current business trends
2. Obtain needed information efficiently
3. Discuss the nature of information management
4. Explain the role of ethics in information management

INTERVIEW SITUATION

You are to assume the role of a **Candidate for an Internship** with **Fandek and Associates**, a local accounting firm that has been in business for over 50 years. You have submitted your resume and have been invited for a personal interview with one of the **Associates** (judge). This interview will be used to measure your knowledge and understanding of one aspect of the accounting industry. The associate (judge) wants to make sure you understand the importance of information management as it relates to Fandek and Associates before considering you for an internship position.

In the first part of the interview you will need to explain the importance of collecting information about clients and how that information can be used in a positive way. Be sure to include the performance indicators listed on the first page of this event. As a discussion point, the Associate (judge) shared the following clip from an article that he/she recently read about industry trends:

“Everyone tells you that you have to get on social media, and you do – but not necessarily to promote yourself. One of the most important uses accounting firms are finding in social media is in “social listening” – following your clients’ tweets, blogs, and Facebook posts to learn about what they’re thinking and doing. It’s a great way to get an unvarnished view of what’s keeping them up at night, what matters to them, and when their birthday is. And while you’re at it, why not find out what your competition is doing?”

Following your explanation, the associate (judge) will ask you to respond to additional questions.

The interview will take place in the associate’s (judge’s) office. The associate (judge) will begin the interview by greeting you and asking to hear your explanation regarding business trends and the importance of information management in the workplace. After you have provided your explanation and have answered the associate’s (judge’s) questions, the associate (judge) will conclude the interview by thanking you for your presentation.

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. Performance Indicators
3. Interview 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 an **Associate** with **Fandek and Associates**, a local accounting firm that has been in business for over 50 years. You are interviewing a Candidate for an Internship (participant) with Fandek and Associates. You want to make sure the candidate (participant) understands the importance of information management for your firm before considering them as an intern.

For the first part of the interview, the candidate (participant) has been asked to explain the importance of collecting information about clients and how that information can be used in a positive way. The candidate (participant) must explain the additional performance indicators listed on the first page of this event. As a discussion point, you shared the following clip from an article that you recently read about industry trends:

"Everyone tells you that you have to get on social media, and you do – but not necessarily to promote yourself. One of the most important uses accounting firms are finding in social media is in "social listening" – following your clients' tweets, blogs, and Facebook posts to learn about what they're thinking and doing. It's a great way to get an unvarnished view of what's keeping them up at night, what matters to them, and when their birthday is. And while you're at it, why not find out what your competition is doing?"

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear his/her thoughts regarding recent industry trends in information management.

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

1. Do you believe that “social listening” is an ethical technique for us to use?

Possible answers:

- *Answers will vary, but the participant needs to defend their answer with rational statements.*

2. Are you aware of any other trends in the accounting field that could help provide a competitive advantage for Fandek and Associates?

Possible answers:

- *Answers will vary, but the participant should be able to share 1 or 2 industry trends. The following are a few examples from the top 20 trends in the accounting industry.*

- *Opportunities in Obama Care*
- *Cooperative Internships*
- *Tablet use for employees*
- *Increasing numbers of mergers and acquisitions*
- *Automated IRS*
- *BYOD – Bring your own device*
- *Transitioning employees who are near retirement into consultant roles*
- *Companies outsourcing their CFO’s*

3. Why do you feel that you are the best candidate for this internship?

Possible answers:

- *Answers will vary, but the participant should be able to understand the importance of not putting down any of the other candidates while making a case for why they are a good match for the company.*

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.

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 FINANCE, 2015

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Information Management

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe current business trends	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
2.	Obtain needed information efficiently	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
3.	Discuss the nature of information management	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
4.	Explain the role of ethics in information management	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
5.	Overall impression and responses to the judge's questions	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
TOTAL SCORE						