



CAREER CLUSTER
Business Management and Administration

INSTRUCTIONAL AREA
Information Management

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the performance indicators and interview task. You will have up to 10 minutes to review this information to determine how you will perform the task and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the interview situation.
2. You will have up to 10 minutes with the judge, including 5 to 7 minutes to accomplish the task and several minutes to respond to follow-up questions. (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 interview.

PERFORMANCE INDICATORS

1. Assess information needs.
2. Identify ways that technology impacts business.
3. Describe the scope of the Internet.
4. Protect company information and intangibles.



INTERVIEW SITUATION

You are to assume the role of applicant for a full-time web development position at VINTAGE HIGH FASHION, an e-boutique. The e-boutique caters to the discerning, online consumer who is interested in designer chic dating from 1940-1970. You have already submitted your résumé and completed one interview. This second and final interview will be used to measure your knowledge and understanding of fundamental information-technology tools, strategies and systems needed to guide effective business decision-making. The director of information management (judge) wants to be sure that you possess the expertise and skills necessary to manage and perform the required work responsibilities.

In the first part of the interview, you will describe the website design necessary to project the company's exclusive, designer-chic image. The website's objective is to increase sales; improve customer satisfaction; and provide secure electronic transactions. After you have suggested a design, you must recommend protocols, techniques and strategies necessary to make the website secure, easy to navigate and user-friendly. The second part of the interview will consist of answering questions the director of information management (judge) will ask you.

The interview will take place in the director's (judge's) office. The director (judge) will begin the interview by greeting you and asking you to describe an effective website design. After you have recommended ways to make the website user-friendly and secure and have answered the director's (judge's) questions, the director (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. 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 director of information management for VINTAGE HIGH FASHION, an e-boutique. The e-boutique caters to the discerning, online consumer who is interested in designer chic dating from 1940-1970. The applicant (participant) has submitted his/her résumé and has been invited to a second and final interview. The purpose of the second interview is so that you can determine if the applicant (participant) is qualified for a full-time web development position with VINTAGE HIGH FASHION. This second and final interview will be used to measure the applicant's (participant's) knowledge and understanding of information-technology tools, strategies and systems needed to guide effective business decision-making. You want to be sure that the applicant (participant) possesses the expertise and skills necessary to manage and perform the required work responsibilities.

For the first part of this interview, the applicant (participant) has been asked to demonstrate and/or describe the website design necessary to project the company's exclusive, designer-chic image. The website's objective is to increase sales; improve customer satisfaction; and provide secure electronic transactions. After the applicant (participant) has suggested a design, he/she must recommend protocols, techniques and strategies necessary to make the website secure, easy to navigate and user-friendly.

The interview will take place in your office. You will begin the interview by greeting the applicant (participant) and asking to hear the description of an effective website design. After the

participant has made the required recommendations, you are to ask the following questions of each participant:

1. How can consumers benefit from shopping online?
2. Is any company website completely hacker-free?

Once the applicant (participant) has answered your questions, you will conclude the interview by thanking the 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.

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.

JUDGE'S EVALUATION FORM
PBM
SAMPLE EVENT

PERFORMANCE INDICATORS DID THE PARTICIPANT:	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Assess information needs?	20, 19, 18, 17	16, 15, 14, 13, 12	11, 10, 9, 8, 7	6, 5, 4, 3, 2, 1	_____
2. Identify ways that technology impacts business?	20, 19, 18, 17	16, 15, 14, 13, 12	11, 10, 9, 8, 7	6, 5, 4, 3, 2, 1	_____
3. Describe the scope of the Internet?	20, 19, 18, 17	16, 15, 14, 13, 12	11, 10, 9, 8, 7	6, 5, 4, 3, 2, 1	_____
4. Protect company information and intangibles?	20, 19, 18, 17	16, 15, 14, 13, 12	11, 10, 9, 8, 7	6, 5, 4, 3, 2, 1	_____
5. Overall impression and responses to the judge's questions	20, 19, 18, 17	16, 15, 14, 13, 12	11, 10, 9, 8, 7	6, 5, 4, 3, 2, 1	_____
				TOTAL SCORE	_____