



CAREER CLUSTER
Business Management and Administration

INSTRUCTIONAL AREA
Economics

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION 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 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

1. Distinguish between economic goods and services.
2. Describe the functions of prices in markets.
3. Explain the concept of competition.
4. Identify factors affecting a business's profit.

EVENT SITUATION

You are to assume the role of customer service manager at the local CITY POST OFFICE. The CITY POST OFFICE is part of the national postal system and offers mail related services to customers such as shipping of packages and letters, providing post office boxes and sales of stamps and other related items. You have been asked to speak to a customer (judge) that is upset by the price increase of postage stamps.

Years ago, the majority of the public used the national postal service for mailing packages and letters. Now, with the growth of private shipping and delivery companies, many former postal customers are using private companies. In an attempt to stay profitable, the postal service has been increasing the cost of postage frequently. The price of first class stamps and other postage increased last week. It was last increased 18 months ago.

A customer (judge) at the CITY POST OFFICE asked to purchase a booklet of 20 postage stamps and became confused and angry when the price was more than expected. The customer (judge) has asked to speak to a manager to hear an explanation for the increase in price.

You will explain the reason for the price increase to the customer (judge) in a role-play to take place at the service desk. The customer (judge) will begin the role-play by greeting you and asking to hear the reason why prices have increased. After you have explained the reasons and have answered the customer's (judge's) questions, the customer (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. 21st 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 customer at the local CITY POST OFFICE. The CITY POST OFFICE is part of the national postal system and offers mail related services to customers such as shipping of packages and letters, providing post office boxes and sales of stamps and other related items. You have asked to speak to a customer service manager (participant) because you are upset by the price increase of postage stamps.

Years ago, the majority of the public used the national postal service for mailing packages and letters. Now, with the growth of private shipping and delivery companies, many former postal customers are using private companies. In an attempt to stay profitable, the postal service has been increasing the cost of postage frequently. The price of first class stamps and other postage increased last week. It was last increased 18 months ago.

You asked to purchase a booklet of 20 postage stamps and became confused and angry when the price was more than expected. You have asked to speak to a manager (participant) to hear an explanation for the increase in price.

The participant will explain reasons to you in a role-play to take place at the service desk. You will begin the role-play by greeting the participant and asking to hear about the reasons for the price increase.

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

1. Why should I continue to send my packages through the CITY POST OFFICE instead of using other, private companies?
2. Are there other ways the CITY POST OFFICE can stay profitable aside from raising prices?

Once the customer service manager (participant) has explained the increase and has answered your questions, you will conclude the role-play by thanking the customer service manager (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.



PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION, 2018

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
SAMPLE

INSTRUCTIONAL AREA
Economics

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Distinguish between economic goods and services?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Describe the functions of prices in markets?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain the concept of competition?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Identify factors affecting a business's profit?	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						