



HUMAN RESOURCE MANAGEMENT

The **Human Resource Management** event involves an individual student analyzing a real-world human resource management case situation, then presenting solutions to a judge with experience in human resource management.

BUSINESS MANAGEMENT + ADMINISTRATION

EVENT OVERVIEW

Each **case study** has a unique evaluation form that measures performance indicators specific to the situation with a possible 100 points. Preliminary round competition will consist of an evaluation of the presentation to the judge. Students will be ranked by section and a predetermined number of students will be named finalists. Finalists will be given a second case situation. The following guidelines will be applied to the presentations at the International Career Development Conference.

The students will assume the role of a management/supervisory level employee for the organization represented by the situation. The position of the judge will be determined by the specific case situation. The case situation is presented in written form.

LEARNING OUTCOMES

Through the analysis of the case situation and the presentation of ideas to the judge, the students will develop or reinforce the following areas in relation to human resource management:

- Applying human resource management principles and techniques to the specific organizational environment
- Analyzing human resource situations, organizing thoughts and identifying solutions
- Demonstrating knowledge/understanding of personnel needs
- Organizing and communicating ideas and concepts effectively

21st CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

PRESENTATION GUIDELINES

- The student will be given a **case situation** involving a management problem in the area of human resources.
- Each student will have **30 minutes** for analyzing the situation and preparing a presentation.
- Students may not consult anyone about the management situation. Any cell phone use, text messaging, email, etc. is prohibited during the entire competitive event.
- A personal or laptop computer/hand-held digital organizer may be used when appropriate. Students must use battery power for the prep time and presentation, even if there are electrical outlets in the room. Such digital organizers may be prepared ahead of time (i.e., standard headings for a PowerPoint presentation) provided there is no reference to the specific case situation.
- Students may bring materials to develop visual aids to assist them in their presentation. The supplies may consist of poster paper, flip charts, blank paper, art supplies, etc. Such visual aids may be prepared ahead of time (i.e., standard headings on a flip chart) provided there is no reference to the specific case situation.
- Students are allowed to bring reference materials to use in preparing their presentation. This may include electronic (such as CD encyclopedias) as well as print materials (such as magazines or textbooks).
- Only materials that can be easily carried to and from the prep and judging areas will be permitted (includes any computer equipment, visual aids, reference materials, etc.). Only the students themselves may handle and set up their material. No outside assistance will be allowed.
- Students may utilize the Internet during both prep and presentation times. The availability of Internet service is the responsibility of the students.
- No specified set-up time will be allowed. All set up will be part of the allotted presentation time. Timing will begin when the students enter the judging area (i.e., judge booth).
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials allowed during the designated preparation period.
- Students will interact with the judges for up to **15 minutes**. This includes time for the students to present their pattern of thought and reason for their decisions/recommendations and to answer the judge's questions.
- When using a presentation aid, such as a laptop computer, the noise level must be kept at a conversational level that does not interrupt other students. If this guideline is not followed, the student will be interrupted (during the prep or presentation time) and asked to follow the noise policy.
- Competitors are also responsible for following the information provided in the General Rules and Regulations for competition found on page 3.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.

Failure to follow guidelines may result in disqualification.

PRESENTATION SCHEDULE

30 minutes for the student to analyze the situation and prepare a response (prep time)

15 minutes for the student's presentation and questions from the judges

5 minutes for judge to score



1 STUDENT



1 CASE STUDY



PREPARATION
TIME



PRESENTATION
TIME

JUDGE INSTRUCTIONS

The Human Resource Management event was created by Collegiate DECA in response to the career opportunities available for college graduates in the area of human resource management.

A student with a career interest in human resource management will analyze a case situation related to human resource management. The student will make decisions/recommendations regarding the situation and make a presentation to you, the judge. This case situation is presented in written form.

The student will assume the role of an employee responsible for human resource management for the organization represented by the situation. The role of the judge will be determined by the specific case situation.

JUDGING THE PRESENTATION

- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- Students will be evaluated according to a specific evaluation form with the case study.
- Students will be scheduled for presentations at 20 minute intervals. Remember, your role will be determined by the specific human resource management situation.
- Please place the student's name and identification number (using labels if provided) on the bubble score sheet as instructed (if not already done). If a bubble sheet has not been provided, this information must be placed on the evaluation form for this event.
- You will interact with the student for up to 15 minutes. This includes time for the students to present to you based on the case study situation, and for you to make comments and ask questions.
- To insure fairness, judges should develop 2 to 3 standard questions, based on the specific case, which will be asked of each student. (In developing the questions please consider that the students have to respond spontaneously.) After asking the standard questions you may ask other questions for clarification specific to the current student.
- Following the 15 minute interaction period, please thank the student but give no indication of their performance/score. If appropriate to the situation, please state that a decision will be made soon and that the student will be notified of the decision.
- During the last 5 minutes, after the student is excused from the judging area, you may score the student. Refer to the Evaluation Criteria section for the guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.

Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the evaluation is 100 points.

Note: If a bubble score sheet is not provided, indicate your scores on the evaluation form.

PRESENTATION SCHEDULE

15 minutes for presentation by the student and questions by the judges

5 minutes for scoring by the judges

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the student a Certificate of Excellence.

We hope you are impressed by the quality of work of these students with a career interest in the field of human resource management. If you have any suggestions for improving this event, please mention them to your event manager.

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the student, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. A solution which earns this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.