



## **CAREER CLUSTER**

Entrepreneurship

## **INSTRUCTIONAL AREA**

Promotion

# **ENTREPRENEURSHIP TEAM DECISION MAKING EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 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), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and 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.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

## **PERFORMANCE INDICATORS**

- Describe the nature of entrepreneurship.
- Explain the need for entrepreneurial discovery.
- Identify the impact of small business/entrepreneurship on market economies.
- Explain the role of promotion as a marketing function.
- Identify types of public-relations activities.
- Explain communications channels used in public-relations activities.
- Explain types of advertising media.

## CASE STUDY SITUATION

You are to assume the role of an investment team working at NEW FUND, an investment firm that specializes in venture capital located in a city of 4 million people. You will be meeting with the founder of the firm (judge) to discuss your plans to increase the number of start-ups coming from small towns.

The majority of start-ups that receive investor funding are located in large metropolitan areas. Entrepreneurs in large cities often have more local resources for funding than entrepreneurs living in small communities. Venture capitalists wrongly assume that start-ups from small communities do not have as much earning potential as those in metropolitan areas.

In an effort to increase the number of small town start-ups that receive venture capital funding, the founder of NEW FUND (judge) wants your team to plan activities in small town cities across the nation that will showcase local start-ups and give small town entrepreneurs the chance to secure venture capital.

The founder (judge) wants your team to create the activities that will occur in small towns that will showcase local start-ups, how representatives from NEW FUND will be involved, and how the promotion of local start-ups will positively affect the small towns.

You will present ideas to the founder (judge) in a meeting to take place in the founder's (judge's) office. The founder (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the founder's (judge's) questions, the founder (judge) will conclude the meeting by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

1. Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen career area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.
2. Participants will have a 30-minute preparation period and may make notes to use during the role-play.
3. During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.
4. During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

### JUDGE CHARACTERIZATION

You are to assume the role of the founder of NEW FUND, an investment firm that specializes in venture capital located in a city of 4 million people. You have asked an investment team from the company (participant team) to develop a plan to increase the number of start-ups coming from small towns.

The majority of start-ups that receive investor funding are located in large metropolitan areas. Entrepreneurs in large cities often have more local resources for funding than entrepreneurs living in small communities. Venture capitalists wrongly assume that start-ups from small communities do not have as much earning potential as those in metropolitan areas.

In an effort to increase the number of small town start-ups that receive venture capital funding, you want the investment team (participant team) to plan activities in small town cities across the nation that will showcase local start-ups and give small town entrepreneurs the chance to secure venture capital.

You want the investment team (participant team) to create the activities that will occur in small towns that will showcase local start-ups, how representatives from NEW FUND will be involved, and how the promotion of local start-ups will positively affect the small towns.

The participant team will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant team and asking to hear about their ideas.

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

1. What is the best way to communicate the planned activities to residents of the small towns?
2. Should the planned activities be promoted nationally, as well? Why or why not?

Once the investment team (participant team) has presented information and has answered your questions, you will conclude the role-play by thanking the investment team (participant team) for the work.

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

## EVALUATION INSTRUCTIONS

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 demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	In any category, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.
Meets Expectations	Information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined score of 70 or better will earn the participant team DECA's Certificate of Excellence at ICDC.
Below Expectations	Information presented does not meet minimum standards of acceptability.
Little/No Value	Either some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).



## ENTREPRENEURSHIP TEAM DECISION MAKING 2020

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

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

**INSTRUCTIONAL AREA:**  
Promotion

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

ID Number: \_\_\_\_\_

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe the nature of entrepreneurship?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the need for entrepreneurial discovery?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify the impact of small business/entrepreneurship on market economies?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify types of public-relations activities?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain communications channels used in public-relations activities?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain types of advertising media?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						