



## **CAREER CLUSTER**

Business Management & 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 21<sup>st</sup> 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 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**

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- Critical Thinking – Reason effectively and use systems thinking.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

## **PERFORMANCE INDICATORS**

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- Distinguish between economic goods and services.
- Explain the principles of supply and demand.
- Describe factors that affect the business environment.
- Explain the concept of competition.

## **EVENT SITUATION**

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You are to assume the role of an employee at RODRIGUEZ MANAGEMENT COMPANY, a company that provides leases for commercial properties. A new employee (judge) has asked why leasing rates fluctuate.

RODRIGUEZ MANAGEMENT COMPANY has many commercial clients that lease properties for business use. The company has been in business for over forty years, and some businesses have been leasing their properties from RODRIGUEZ the entire forty years.

A new employee (judge) has noticed that monthly lease amounts vary depending on when the contracts were signed, even on properties that offer the same amount of space. The new employee (judge) is confused and has asked you to explain why monthly lease amounts vary if they are the same size.

You will explain to the new employee (judge) factors affecting the business environment that affect price, how supply and demand affects price and how competition affects price. You will also explain to the new employee (judge) the difference in the economic goods and services that RODRIGUEZ MANAGEMENT COMPANY offers.

You will explain the information to the new employee (judge) in a role-play to take place at the office. The employee (judge) will begin the role-play by greeting you and asking to hear your explanation. After you have explained and have answered the employee's (judge's) questions, the employee (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

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You are to assume the role of a new employee at RODRIGUEZ MANAGEMENT COMPANY, a company that provides leases for commercial properties. You have asked a co-worker (participant) why leasing rates fluctuate.

RODRIGUEZ MANAGEMENT COMPANY has many commercial clients that lease properties for business use. The company has been in business for over forty years and some businesses have been leasing their properties from RODRIGUEZ the entire forty years.

You have noticed that monthly lease amounts vary depending on when the contracts were signed, even on properties that offer the same amount of space. You are confused and have asked a co-worker (participant) to explain why monthly lease amounts vary if they are the same size.

Your co-worker (participant) will explain factors affecting the business environment that affect price, how supply and demand affects price and how competition affects price. Your co-worker (participant) will also explain the difference in the economic goods and services that RODRIGUEZ MANAGEMENT COMPANY offers.

The participant will present information to you in a role-play to take place at the office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

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

1. How does signing a multi-year lease benefit a business?
2. How does a business signing a multi-year lease benefit our company?

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

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

## EVALUATION INSTRUCTIONS

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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.

### 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	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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION  
2022**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

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

**INSTRUCTIONAL AREA:**  
Economics

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

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
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.	Explain the principles of supply and demand?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Describe factors that affect the business environment?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Explain the concept of competition?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						