



**CAREER CLUSTER**  
Entrepreneurship

**INSTRUCTIONAL AREA**  
Economics

## **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.
- 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 entrepreneurial planning considerations.
- Assess risks associated with venture.
- Explain the concept of private enterprise.
- Identify factors affecting a business's profit.
- Determine factors affecting business risk.
- Explain the concept of competition.
- "Sell" ideas to others.

## **CASE STUDY SITUATION**

You are to assume the roles of business partners that will soon begin construction on a new business named RED TRACKS, a restaurant that will open in a suburban neighborhood that sits in a metropolitan area. A third business partner (judge) has asked you to analyze two different restaurant types to consider and make a final decision.

RED TRACKS will be breaking ground soon in a suburban area of a city with 500,000 people. You and your business partner (judge) have spent years scouting for the perfect location, securing funds and obtaining the appropriate licenses. Your business partner (judge) has handled most of the monetary and legal aspects of the restaurant, but the bold, restaurant defining decisions, are your team's to make.

Your team has not yet decided if RED TRACKS should be a family restaurant, serving typical American-fare or a gourmet fine dining restaurant. The decision must be made soon, so your business partner (judge) has asked you to analyze the following:

### **Family Restaurant**

A family restaurant would join hundreds of other family restaurants in the area. All of the family restaurants in the area are chains, either national or regional, which would mean RED TRACKS would be the only unique family restaurant in the area. Your business partner (judge) wants your team to analyze financial implications of a family restaurant, menu items, menu pricing, potential clientele, hours of operation, décor and ease of promotion.

### **Fine Dining**

A fine dining restaurant would join twenty-five other fine dining restaurants in the area. Half of the fine dining restaurants are chain affiliated while the other half are unique to the city. Your business partner (judge) wants your team to analyze the financial implications of a fine dining restaurant, menu items, menu pricing, potential clientele, hours of operation, décor and ease of promotion. After you have shared your analysis with your business partner (judge) you will need to make a final decision.

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

## JUDGE'S INSTRUCTIONS

You are to assume the role of a third business partner that will soon begin construction on a new business named RED TRACKS, a restaurant that will open in a suburban neighborhood that sits in a metropolitan area. You have asked your two other business partners (participant team) to analyze two different restaurant types to consider and make a final decision.

RED TRACKS will be breaking ground soon in a suburban area of a city with 500,000 people. You and your business partners (participant team) have spent years scouting for the perfect location, securing funds and obtaining the appropriate licenses. You have handled most of the monetary and legal aspects of the restaurant, but the bold, restaurant defining decisions, are your business partners' (participant team's) decisions to make.

The business partners (participant team) has not yet decided if RED TRACKS should be a family restaurant, serving typical American-fare or a gourmet fine dining restaurant. The decision must be made soon, so you have asked your partners (participant team) to analyze the following:

A family restaurant would join hundreds of other family restaurants in the area. All of the family restaurants in the area are chains, either national or regional, which would mean RED TRACKS would be the only unique family restaurant in the area. You want your partners (participant team) to analyze financial implications of a family restaurant, menu items, menu pricing, potential clientele, hours of operation, décor and ease of promotion.

A fine dining restaurant would join twenty-five other fine dining restaurants in the area. Half of the fine dining restaurants are chain affiliated while the other half are unique to the city. You want your partners (participant team) to analyze the financial implications of a fine dining restaurant, menu items, menu pricing, potential clientele, hours of operation, décor and ease of promotion. After your business partners (participant team) have shared the analysis with you, they will need to make a final decision.

The business partners (participant team) will present their analysis and recommendation to you in a meeting to take place in your office. You will begin the meeting by greeting the business partners (participant team) and asking to hear their ideas.

After the partners (participant team) have presented their ideas, you are to ask the following questions of each participant team:

1. Now that a decision has been made, what are our next steps?
2. Since we are not chain affiliated, how do we promote our restaurant?

Once the business partners (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

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

## JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational 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.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

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.

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.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present 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 total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that 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).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

*We thank you for your help.*



**ENTREPRENEURSHIP TEAM DECISION  
MAKING, 2018**

**JUDGE'S EVALUATION FORM**  
Sample Event

**INSTRUCTIONAL AREA**  
Economics

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

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

I.D. Number: \_\_\_\_\_

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe entrepreneurial planning considerations?	0-1-2-3	4-5-6	7-8	9-10	
2.	Assess risks associated with venture?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the concept of private enterprise?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify factors affecting a business's profit?	0-1-2-3	4-5-6	7-8	9-10	
5.	Determine factors affecting business risk??	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of competition?	0-1-2-3	4-5-6	7-8	9-10	
7.	"Sell" ideas to others?	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>						