

# BUSINESS DECISION MAKING

*This event recognizes PBL members who develop competency in management, decision making, and who demonstrate knowledge of these key principles. This event is based on team rather than individual competition. In addition to learning and applying business decision-making skills, team participants develop speaking ability and poise through oral presentations.*

## Eligibility

Chapters may submit teams of 2-3 participants who are members from active local chapters, on record in the national center as having paid membership dues by SBLC of the current school year. No more than one team member may have entered this event at a prior NLC.

## Overview

This event consists of two (2) parts: an objective test and a performance component.

A one (1) hour objective test will be administered prior to SBLC based on the competencies listed. Team members will take one objective test collaboratively. Nongraphing calculators may be used.

An interactive case study will be given and consist of a problem encountered by management in one or more of the following areas: business planning, organizational design, economic environment, short-term and long-range planning, human resource management, financial management, and marketing management. All the questions raised in the case must be addressed during the oral presentation.

## Performance Guidelines

- The top ten (10) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be used to break a tie.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.
- Participants should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

## Objective Test Competencies

- principles of business ownership and management (business planning, organizational design, economics, environment, leadership)
- business plans
- ethics and social responsibilities
- financial management
- government regulations
- human resource management
- legal issues
- marketing management
- taxation

## Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self-confidence through knowledge of content and articulation of ideas

- explain content logically and systematically

**REFERENCE: Business Decision Making—Performance RATING SHEET-4**