

# Entrepreneurship

*Owning and managing a business is the goal of many Americans. This event recognizes FBLA members who demonstrate the knowledge and skills needed to establish and manage a business. This event is based on team rather than individual participation. In addition to learning and applying business decision-making skills, team participants develop speaking ability and poise through oral presentations.*

## Competencies

This event is composed of two (2) parts: a written objective test and a decision-making problem (case study) with an interactive role play with a panel of judges.

### Objective Test

The written objective test may include questions on business plans, community/business relations, legal issues, initial capital and credit, personnel management, financial management, marketing management, taxes, and government regulations.

### Case Study

The case study will consist of a problem encountered by entrepreneurs in one or more of the following areas: business planning, human relations, financial management, and marketing. All the questions raised in the case must be addressed during the role play.

### Business Education Curriculum Standards:

Accounting, Communication, Entrepreneurship, Management, Marketing

## Eligibility

Each chapter may enter teams comprised of two (2) or three (3) members. One (1) member of each team may have entered this event at a previous National Leadership Conference. Members must be on record in the Nevada FBLA Online Membership System as having paid dues by the officially published deadline for the current school year. No member may participate in more than one team.

## Procedure

### Objective Test

A one-hour online objective test will be administered based on the listed competencies. Team members (2-3 members per team) will take one objective test collaboratively.

The top (10) teams with the highest score will advance to finals for the case study performance. The order of the performance will be randomly assigned by an impartial person in the event office.

# Entrepreneurship continued...

## Procedure Continued

### Role Play

Twenty (20) minutes before performance, each team will receive the case study.

- ▽ Two (2) index cards will be provided for each participant and may be used during the preparation and performance of the oral segment of the event. Information may be written on both sides of the note cards.
- ▽ No reference materials or visual aids may be brought to or used during the preparation or performance.
- ▽ The team has seven (7) minutes to interact with the judges.
- ▽ One member should introduce the team and describe or summarize the case study.
- ▽ All team members must participate in the presentation.
- ▽ The team members will be allowed to use their note cards in explaining their decision and rationale to the judges.

A timekeeper will stand at six (6) minutes and again at (7) minutes.

Role Play performances are open to conference attendees, except performing participants of this event.



# Entrepreneurship Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Problem is understood and well defined	0	1 – 5	6 – 10	11 – 15	
Alternatives are recognized with pros and cons stated and evaluated	0	1 – 5	6 – 10	11 – 15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1 – 5	6 – 10	11 – 15	
Anticipated results are based on correct reasoning	0	1 – 5	6 – 10	11 – 15	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
<b>Explanation of the Case</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language is used	0	1 – 5	6 – 10	11 – 15	
Team members are forceful and show self-confidence, poise and good voice projection	0	1 – 3	4 – 7	8 – 10	
All team members participate actively during the presentation	0	1 – 2	3 – 4	5	
<b>Presentation Score</b>	<b>/100 max.</b>				
<b>Dress Code Penalty</b>	Deduct five (5) points when dress code is not followed.				
<b>Final Score</b>	<b>/100 max.</b>				
<b>Objective Test Score</b>	To be used only in the event of a tie.				

Names: \_\_\_\_\_

School: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: