

Global Business

The global economy is a complex, continually flowing and constantly changing network of information, goods, services, and cultures. Most nations rely on other nations for natural resources to supply their needs and wants. Global business also provides new markets and investment opportunities as well as promotion of better relationships.

Competencies

This event is composed of two (2) parts: an objective test and a decision-making problem (case study) with the decision presented and defended before a panel of judges.

Objective Test

The objective test may include questions on communication including language and culture, ownership and management, legal issues, global business environment, treaties and trade agreements, taxes and government regulations, marketing, currency exchange, human resource management, and finance.

Case Study

The case study will consist of a problem encountered in the international/global arena. The case may cover one or more of the following areas: business planning, human resource management, operations, financial management, and global marketing. The 2012 case study will consist of a problem encountered in the international/global arena. All the questions raised in the case must be addressed during the oral presentation.

Eligibility

Each chapter may enter teams comprised of two (2) or three (3) members.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

Objective Test

A one-hour objective test will be administered based on the previously listed competencies. Team members will take one objective test collaboratively.

The top teams with the highest scores will be scheduled for the performance.

Oral Presentation

Twenty (20) minutes before performance, each team will receive the case study. Two note 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, visual aids, or equipment may be brought to or used during the preparation or performance.

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The team has ten (10) minutes to present the case. 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 decisions and rationale to the judges.

A timekeeper will stand at nine (9) minutes. When each team is finished, the time used will be recorded. A five point (5) deduction will be made for presentations over ten (10) minutes. Following each presentation the judges will conduct a three-minute (3) question and answer period. Participants should be prepared to defend their decisions and respond to questions from the judges.



Global Business Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
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	
Explanation of Case					
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	
Total Points					/100 max.
Time Penalty	Deduct five (5) points for presentations over 10 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when the dress code is not followed.				
Final Score					/100 max.
Objective Test Scores	(to be used only in the event of a tie)				

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments: