

State Business Challenge/Solving a Business Problem Competition

DESCRIPTION OF EVENT

This competition will take place on January 17th. Below are the details of the competition. A limited amount of slots are available for this competition because of space limitations. This competition is made up of mixed teams, and participants enter as individuals and not as a school or company. Coordinators may nominate students for this competition. There will be up to a two-spaces per company. A waiting list will be started on the day of the competition for those not registered to compete. Please consult the competition host for specific details related to their competition.

GUIDELINES

- By early December, students/companies registered for the SBC will receive a Business Case Study and have the opportunity to read and review the case to examine the challenges, opportunities and risks facing the company.
- On the afternoon of the event, students will be assigned to a team of 7-8 students and will be given "The Challenge." The mission is for each team to analyze company data, identify relevant information for the assigned task, and prepare a solutions-based presentation to industry partner judges. Each team will be provided with one laptop in order to prepare their presentation. Teams must complete their mission in 2 hours.
- As the teams work, judges will have the opportunity to observe and evaluate performance, professionalism, and effectiveness. This evaluation will contribute to the team's overall score.
- At the end of the 2 hours, teams will make a 7-minute presentation to judges, followed by 5 minutes of questions.
- In addition to the criteria of teamwork, teams are rated on their analysis of the company, the strategies they recommend and the strength of their answers to judges' questions.
- $\circ\quad$ Proposed Time Frame for competition:
 - 1:30 pm 3:45 pm Study of problem by teams/Strategies to problem developed.
 - 3:30 pm 4:30/5:00 pm Presentation of business strategy to judges.



State Business Challenge Scoring Rubric

Each element will be rated from 1 to 5 points. A score of five is outstanding and a score of one needs significant improvement

Category	5	4	3	2	1
Understanding the	*Demonstrates an	*Demonstrates a good	*Demonstrates a	*Demonstrates less	*Demonstrates a poor
key case facts,	excellent under-	understanding of the	satisfactory	than average	understanding of the
supplemental	standing of the key	key facts in the case	understanding of the	understanding of the	key facts in the case
information	facts in the case	study, supplemental	key facts in the case	key facts in the case	study, supplemental
provided, and	study, supplemental	information, and	study, supplemental	study, supplemental	information, and
related business	information, and	related business topics	information, and	information, and	related business
topics	related business		related business	related business	topics
<u>Score:</u>	topics		topics	topics	
Response to judges'	*Always answers to	*Consistently answers	*Most answers to the	*Occasionally answers	*Rarely answers to
questions	the point and shows	to the point and shows	point and shows	to the point and	the point and shows
	poise under pressure	poise under pressure	decent poise under	shows little poise	no poise under
	*Always	*Consistently	pressure	under pressure	pressure
Score:	demonstrates the	demonstrates the	*Frequently	* Occasionally	*Rarely demonstrated
	ability to think quickly	ability to think quickly	demonstrates the	demonstrated the	the ability to think
	*Extremely persuasive	*Convincing in	ability to think quickly	ability to think quickly	quickly
	in defending positions	defending positions	*Adequately defends	*Less than adequately	*Poorly defends
	that are challenged	that are challenged	positions that are	defends positions that	positions that are
	*Each team member	*Although some team	challenged	are challenged	challenged
	plays a substantial	members play a	*Some team	*Some team	*One or two team
	role	greater role than	members dominate,	members dominate,	members dominate,
		others, each student contributed	while the others	while the others make limited contributions	while the others
		significantly	contribute to varying	innited contributions	contribute negligibly
Drecontation skills	* 4 1	*Consistently	degrees *Mostly demonstrates	*Occasionally	*Darahi damanstratas
Presentation skills	*Always demonstrates logical	demonstrates logical	logical and coherent	*Occasionally demonstrates logical	*Rarely demonstrates logical and coherent
	and coherent	and coherent	organization	and coherent	organization
	organization	organization	*Some students speak	organization	*Students speak with
Score:	*Each student speaks	*Most students speak	with confidence and	*Few students speak	no confidence and
<u>50010.</u>	with great confidence	with confidence and	with sufficient volume	with confidence and	insufficient volume to
	and with sufficient	with sufficient volume	to be heard by all	with sufficient volume	be heard by all
	volume to be heard	to be heard by all	*Frequently	to be heard by all	*Rarely integrates
	by all	*Consistently	integrates audio-	*Occasionally	audio-visual
	*Always integrates	integrates audio-visual	visual aids/media	integrates audio-	aids/media
	audio-visual	aids/media	appropriately	visual aids/media	appropriately
	aids/media	appropriately	*Some team	appropriately	*One or two team
	appropriately	*Some team members	members dominate,	*Some team	members dominate,
	*Each team member	play greater role than	while the others	members dominate,	while the others do
	plays a substantial	others, each student	contribute to varying	others make	not contribute
	role	contributes	degrees	insignificant	
		significantly		contributions	
Quality of the	*Extremely persuasive	*Consistently	*Mostly persuasive	*Occasionally	*Rarely persuasive
arguments	*Conclusions drawn	persuasive	*Conclusions drawn	persuasive	*conclusions drawn
presented	from the data are	*Conclusions drawn	from the data are	*Conclusions drawn	from the data lack
	always logical and	from the date ate	mostly logical and	from the data are	logic and insight
	insightful	consistently logical and	insightful	occasionally logical	*Recommendations
	*Recommendations	insightful	*Recommendations	and insightful	are rarely supported
Score:	are always supported	*Recommendations	are mostly supported	*Recommendations	by relevant data and
	by relevant data and	are consistently	by relevant data and	are occasionally	convincing evidence
	convincing evidence	supported by relevant	convincing evidence	supported by relevant	
		data and convincing		data and convincing	
		evidence		evidence	
Total Score:	/20	Judge's Signatur	e:		
	1				

2018 California State Conference and Exhibition
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Competition Information
veinternational.org
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