



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