

# 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.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- communication including language and culture
- ownership and management
- legal issues
- structure of global business organization
- treaties and trade agreements
- taxes and government regulations
- marketing
- currency exchange
- human resource management
- finance
- ethics

## **PERFORMANCE COMPETENCIES**

- demonstrate critical thinking and problem solving
- describe case study and explain recommendations
- effective communication skills
- explain strengths and weakness of proposed solution
- effectively answer questions

## **NBEA STANDARDS REINFORCED BY EVENT**

Accounting: the accounting cycle

Economics and Personal Finance: economic systems, international economic concepts

Entrepreneurship: global markets

International Business: foundations of international business, organization structures for international business activities, international trade relations, international management, international marketing, international finance

Management: global perspective

Marketing: foundations of marketing, the marketing mix

**CAREER CLUSTER(S):** Business, Management & Administration; Finance; Government & Public Administration; Marketing, Sales, & Service

## **ELIGIBILITY**

The top five (5) teams composed of two (2) to three (3) members from the winter regional conferences may enter this event. If a chapter has no winner in the top five (5), it may enter one team in this event.

1. Participants must be on record in the state and national offices as having paid dues by February 15.
2. Participants failing to report on time for the event will not be permitted to compete.
3. Participants must be selected in accordance with the regulations of the local chapter and state association.
4. No more than one (1) team member may have won first place at a previous State Business Leadership Conference nor competed in this event at a prior National Leadership Conference.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

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

A one (1) hour objective test will be administered based on the competencies listed. Team members will take one objective test collaboratively. The top fifteen (15) teams with the highest score will be scheduled for the performance. Nongraphing calculators will be provided. The objective test score will be used to break a tie.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers; they may use their own cordless calculators. No graphing calculators, Palm Pilots, or other memory storage devices may be used.

The 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 presentation.

### **PERFORMANCE GUIDELINES**

1. The top fifteen (15) teams with the highest score on the objective test will advance to the performance. In the case of a tie, the objective test score will be added to determine final rank.
2. Members of the fifteen (15) participating finalist teams will report to the preparation room twenty (20) minutes before their performance time. Twenty (20) minutes before the performance, each team will receive the case study.
3. 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. Only these note cards may be used.
4. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
5. 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.
6. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
7. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
8. The performance is open to conference attendees who are not performing participants of this event.

### **JUDGING**

The tests will be machine graded. Ties will be broken based on the last ten (10) questions and in groups of ten (10) thereafter if a tie still exists.

### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

### **NATIONAL ENTRIES**

Washington State may enter two (2) winning teams for national competition.



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## 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	
<b>Explanation</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language 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	
Demonstrated the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>					<b>/100 max.</b>
<b>Objective Test Score</b> (To be used in the event of a tie.)					

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator