



**CAREER CLUSTER**  
Business Management and  
Administration

**INSTRUCTIONAL AREA**  
Customer Relations

## **BUSINESS LAW AND ETHICS TEAM DECISION MAKING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

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- Explain the nature of positive customer relations.
- Demonstrate a customer service mindset.
- Interpret business policies to customers/clients.
- Reinforce service orientation through communication.
- Explain the nature of effective communications.
- Describe the economic impact of inflation on business.
- Determine factors affecting business risk.

## **CASE STUDY SITUATION**

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You are to assume the roles of the manager and the assistant manager at BIG HEN, a local restaurant specializing in chicken dishes. The owner (judge) wants you to determine how to change a popular promotion to make it more lucrative for the business while still maintaining positive customer relations.

BIG HEN is a full-service restaurant known for its chicken wings but also has a large menu full of chicken focused entrees and a few nonchicken options. BIG HEN also has a kids menu. Entrees are priced between \$12.99 - \$19.99, and the kids menu offerings are all priced at \$6.99 with a beverage included.

Every Thursday, BIG HEN offers a special “Kids Eat Free” promotion. The rule for “Kids Eat Free” is that it is only redeemable for in-person dining and an adult must make an additional purchase for the kids menu order to be removed from the bill. The owner (judge) started this promotion to celebrate loyal customers and offer them an incentive to dine at BIG HEN.

Unfortunately, what began as positive customer relations has resulted in customers taking advantage of the promotion. Every Thursday, there are customers that bring in several children for free kids meals and only order an appetizer that is priced at \$5.99. It is not uncommon for a table with one adult and four children to have a total bill of \$5.99 plus tax. Due to the popularity of the promotion, there is always a wait time for tables on Thursdays, and customers without children must wait for the tables with children to clear.

The owner (judge) wants your team to determine how changes can be made to the “Kids Eat Free” promotion that will make it more lucrative for BIG HEN while still maintaining positive customer relations. The owner (judge) also wants your team to determine how to communicate changes to customers.

You will present recommendations to the owner (judge) in a meeting to take place in the owner’s (judge’s) office. The owner (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the owner’s (judge’s) questions, the owner (judge) will conclude the meeting by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization

Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.

4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant team.

### JUDGE CHARACTERIZATION

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You are to assume the role of the owner of BIG HEN, a local restaurant specializing in chicken dishes. You want the manager and the assistant manager (participant team) to determine how to change a popular promotion to make it more lucrative for the business while still maintaining positive customer relations.

BIG HEN is a full-service restaurant known for its chicken wings but also has a large menu full of chicken focused entrees and a few nonchicken options. BIG HEN also has a kids menu. Entrees are priced between \$12.99 - \$19.99, and the kids menu offerings are all priced at \$6.99 with a beverage included.

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You want the manager and the assistant manager (participant team) to determine how changes can be made to the “Kids Eat Free” promotion that will make it more lucrative for BIG HEN while still maintaining positive customer relations. You also want the manager and the assistant manager (participant team) to determine how to communicate changes to customers.

The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about their ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. How far in advance should we inform customers of the changes?
2. What do we need to tell the wait staff regarding the changes?

Once the manager and the assistant manager (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the manager and the assistant manager (participant team) for the work.

You are not to make any comments after the event is over except to thank the participant team.

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participants demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participants demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participants demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## BUSINESS LAW AND ETHICS TEAM DECISION MAKING 2026

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Customer Relations

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of positive customer relations?	0-1-2-3	4-5-6	7-8	9-10	
2.	Demonstrate a customer service mindset?	0-1-2-3	4-5-6	7-8	9-10	
3.	Interpret business policies to customers/clients?	0-1-2-3	4-5-6	7-8	9-10	
4.	Reinforce service orientation through communication?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the nature of effective communications?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe the economic impact of inflation on business?	0-1-2-3	4-5-6	7-8	9-10	
7.	Determine factors affecting business risk?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						