



CAREER CLUSTER
Business Management and
Administration

INSTRUCTIONAL AREA
Customer Relations

BUSINESS LAW AND ETHICS TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Case Study Situation.

You have up to 30 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- 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.

EVENT SITUATION

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

JUDGE CHARACTERIZATION

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

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge’s Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



BUSINESS LAW AND ETHICS TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

ID Number: _____

Rate the participant's ability to:

		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
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	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						