COLLEGIATE DECA

ENTREPRENEURSHIP OPERATIONS EVENT

CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Entrepreneurship

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).

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

- Develop plan to invest resources into improving current products or creating new ones.
- Assess the costs/benefits associated with resources.
- Evaluate risk-taking opportunities.
- Explain the concept of product mix.
- Determine services to provide customers.

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CASE STUDY SITUATION

You are the owner of **STEP ONE GYMNASTICS**, a local business that provides children age 3-12 years old with tumbling and gymnastic skills. The business is located in a strip mall in a busy suburban neighborhood and provides boys and girls skills that develop strength, flexibility and gymnastic skills including forward and backward rolls, cartwheels, handstands, backbends, jumps and balance beam walks.

STEP ONE GYMNASTICS offers classes on Tuesday and Thursday evenings and on the weekends. Given the size of the leased space, **STEP ONE GYMNASTICS** is not able to offer as many skill building options as other gyms. **STEP ONE GYMNASTICS** does not offer instruction on pommel horse, rings, parallel and uneven bars or vault due to the lack of space. Parents love **STEP ONE GYMNASTICS** and rave about the staff but view it as a starting point for their children and eventually move on to different gyms that have additional equipment.

At first you were disappointed when students moved on from **STEP ONE GYMNASTICS** to larger gyms, but later realized that being the first step in a child's gymnastics journey is rewarding and parents appreciate the slower immersion into the sport. All class sessions are at full capacity and there is always a waiting list, so the limitations on skill building do not hinder enrollment.

YOUR CHALLENGE

Due to the success of **STEP ONE GYMNASTICS** an investor has offered additional funding. The investor has provided the funding with two options for its use:

Option 1: Add additional classes to the weekly schedule at **STEP ONE GYMNASTICS** so that it is open seven days a week and can accommodate more students.

Option 2: Lease a larger space for the business that would allow for additional skill building.

You will meet with the investor to discuss the following:

- Costs and resources to consider associated with each option
- Benefits and risks with each option
- Possible effects on current staff and customers
- Plan for use of additional funding

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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 team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam 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.

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ENTREPRENEURSHIP OPERATIONS – 2026

JUDGE'S EVALUATION FORM
ASSOCIATION EVENT 1

INSTRUCTIONAL AREA:
Entrepreneurship

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Develop plan to invest resources into improving current products or creating new ones.	0-1-2-3	4-5-6	7-8-9	10	
2.	Assess the costs/benefits associated with resources.	0-1-2-3	4-5-6	7-8-9	10	
3.	Evaluate risk-taking opportunities.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain the concept of product mix.	0-1-2-3	4-5-6	7-8-9	10	
5.	Determine services to provide customers.	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	

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