




















Judge Assessment

Ontario

Region: ON

Principles of Business Management and Administration

Composite Score	Ontario	86.67	
	International	73.96	



Oral			
Composite Score	Ontario	86.67 out of 100	
	International	73.96 out of 100	
Explain employment opportunities in business?	Ontario	15.00 out of 18	
	International	13.52 out of 18	
Identify skills needed to enhance career progression?	Ontario	15.67 out of 18	
	International	13.81 out of 18	
Use networking techniques to identify employment opportunities?	Ontario	16.33 out of 18	
	International	13.47 out of 18	
Utilize resources that can contribute to professional development?	Ontario	16.00 out of 18	
	International	12.71 out of 18	
Reason effectively and use systems thinking?	Ontario	5.67 out of 7	
	International	5.01 out of 7	
Communicate clearly?	Ontario	6.00 out of 7	
	International	5.49 out of 7	
Show evidence of creativity?	Ontario	6.00 out of 7	
	International	4.93 out of 7	
Overall impression and responses to the judge's questions	Ontario	6.00 out of 7	
	International	5.02 out of 7	


















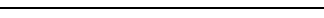
Principles of Finance

Composite Score	Ontario	93.00	
	International	58.59	


Oral			
Composite Score	Ontario	93.00 out of 100	
	International	58.59 out of 100	
Discuss the nature of customer relationship management?	Ontario	17.67 out of 18	
	International	11.32 out of 18	
Describe the use of technology in customer relationship management?	Ontario	17.00 out of 18	
	International	10.50 out of 18	
Build and maintain relationships with customers?	Ontario	17.00 out of 18	
	International	10.85 out of 18	
Reinforce service orientation through communication?	Ontario	16.33 out of 18	
	International	9.85 out of 18	
Reason effectively and use systems thinking?	Ontario	6.33 out of 7	
	International	3.91 out of 7	
Communicate clearly?	Ontario	6.67 out of 7	
	International	4.49 out of 7	
Show evidence of creativity?	Ontario	6.33 out of 7	
	International	3.76 out of 7	
Overall impression and responses to the judge's questions	Ontario	5.67 out of 7	
	International	3.92 out of 7	



















Principles of Hospitality and Tourism

Composite Score	Ontario	89.67	
	International	73.76	

Oral			
Composite Score	Ontario	89.67 out of 100	
	International	73.76 out of 100	
Discuss the nature of customer relationship management?	Ontario	16.67 out of 18	
	International	14.01 out of 18	
Explain the role of ethics in customer relationship management?	Ontario	15.00 out of 18	
	International	12.98 out of 18	
Describe the use of technology in customer relationship management?	Ontario	17.33 out of 18	
	International	13.42 out of 18	
Build and maintain relationships with customers?	Ontario	16.33 out of 18	
	International	13.66 out of 18	
Reason effectively and use systems thinking?	Ontario	6.00 out of 7	
	International	4.95 out of 7	
Communicate clearly?	Ontario	6.33 out of 7	
	International	5.18 out of 7	
Show evidence of creativity?	Ontario	5.67 out of 7	
	International	4.77 out of 7	
Overall impression and responses to the judge's questions	Ontario	6.33 out of 7	
	International	4.79 out of 7	

Principles of Marketing

Composite Score	Ontario	86.33	
	International	62.51	

Oral			
Composite Score	Ontario	86.33 out of 100	
	International	62.51 out of 100	
Describe factors that affect the business environment?	Ontario	18.00 out of 18	
	International	11.34 out of 18	
Describe the economic impact of inflation on business?	Ontario	15.67 out of 18	
	International	11.48 out of 18	
Explain the economic impact interest-rate fluctuations?	Ontario	16.00 out of 18	
	International	10.86 out of 18	
Explain the principles of supply and demand?	Ontario	15.00 out of 18	
	International	11.71 out of 18	
Reason effectively and use systems thinking?	Ontario	6.00 out of 7	
	International	4.30 out of 7	
Communicate clearly?	Ontario	5.33 out of 7	
	International	4.50 out of 7	
Show evidence of creativity?	Ontario	6.33 out of 7	
	International	4.06 out of 7	
Overall impression and responses to the judge's questions	Ontario	4.00 out of 7	
	International	4.26 out of 7	

Business Law and Ethics Team Decision Making

Composite Score	Ontario	78.00	
	International	74.94	

Oral			
Composite Score	Ontario	78.00 out of 100	
	International	74.94 out of 100	
Explain the role of ethics in human resources management?	Ontario	9.33 out of 10	
	International	6.91 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	5.00 out of 6	
	International	4.91 out of 6	
Show evidence of creativity?	Ontario	3.33 out of 6	
	International	4.57 out of 6	
Overall impression and responses to the judge's questions	Ontario	4.67 out of 6	
	International	4.64 out of 6	
Explain reasons for ethical dilemmas?	Ontario	9.33 out of 10	
	International	7.09 out of 10	
Recognize and respond to ethical dilemmas?	Ontario	9.00 out of 10	
	International	7.32 out of 10	
Recognize/Reward others for their efforts and contributions?	Ontario	6.67 out of 10	
	International	7.45 out of 10	
Respect the privacy of others?	Ontario	7.00 out of 10	
	International	7.75 out of 10	
Choose and use appropriate channel for workplace communication?	Ontario	7.33 out of 10	
	International	7.61 out of 10	
Explain ethical considerations in providing information?	Ontario	8.67 out of 10	
	International	7.33 out of 10	
Reason effectively and use systems thinking?	Ontario	4.00 out of 6	
	International	4.53 out of 6	
Make judgments and decisions, and solve problems?	Ontario	3.67 out of 6	
	International	4.85 out of 6	

Buying and Merchandising Team Decision Making

Composite Score	Ontario	86.00	
	International	71.96	

Oral			
Composite Score	Ontario	86.00 out of 100	
	International	71.96 out of 100	
Explain the nature of channels of distribution?	Ontario	8.67 out of 10	
	International	7.14 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	5.33 out of 6	
	International	4.64 out of 6	
Show evidence of creativity?	Ontario	5.00 out of 6	
	International	4.37 out of 6	
Overall impression and responses to the judge's questions	Ontario	5.33 out of 6	
	International	4.57 out of 6	
Explain the nature of channel-member relationships?	Ontario	8.33 out of 10	
	International	7.13 out of 10	
Describe ethical considerations in channel management?	Ontario	8.67 out of 10	
	International	6.99 out of 10	
Coordinate channel management with other marketing activities?	Ontario	8.33 out of 10	
	International	7.13 out of 10	
Build and maintain relationships with customers?	Ontario	8.33 out of 10	
	International	7.16 out of 10	
Explain factors that influence customer/client/business buying behavior?	Ontario	8.00 out of 10	
	International	6.93 out of 10	
Describe factors used by businesses to position corporate brands?	Ontario	8.33 out of 10	
	International	6.84 out of 10	
Reason effectively and use systems thinking?	Ontario	6.00 out of 6	
	International	4.41 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.67 out of 6	
	International	4.66 out of 6	












Entrepreneurship Team Decision Making

Composite Score	Ontario	82.67	
	International	73.57	



Oral			
Composite Score	Ontario	82.67 out of 100	
	International	73.57 out of 100	
Develop marketing plan?	Ontario	8.00 out of 10	
	International	7.48 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	4.67 out of 6	
	International	4.50 out of 6	
Show evidence of creativity?	Ontario	4.67 out of 6	
	International	4.35 out of 6	
Overall impression and responses to the judge's questions	Ontario	5.33 out of 6	
	International	4.48 out of 6	
Set marketing goals and objectives?	Ontario	9.33 out of 10	
	International	7.49 out of 10	
Explain the concept of marketing strategies?	Ontario	8.00 out of 10	
	International	7.13 out of 10	
Conduct SWOT analysis for use in marketing planning process?	Ontario	7.67 out of 10	
	International	7.31 out of 10	
Identify communications channels used in sales promotion?	Ontario	7.67 out of 10	
	International	7.43 out of 10	
Explain types of promotion?	Ontario	9.00 out of 10	
	International	7.34 out of 10	
Build product/service brand?	Ontario	8.00 out of 10	
	International	7.23 out of 10	
Reason effectively and use systems thinking?	Ontario	5.67 out of 6	
	International	4.37 out of 6	
Make judgments and decisions, and solve problems?	Ontario	4.67 out of 6	
	International	4.48 out of 6	



























Financial Services Team Decision Making

Composite Score	Ontario	84.25	
	International	66.66	

Oral			
Composite Score	Ontario	84.25 out of 100	
	International	66.66 out of 100	
Identify factors affecting a business's profit?	Ontario	9.00 out of 10	
	International	6.85 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	4.75 out of 6	
	International	4.20 out of 6	
Show evidence of creativity?	Ontario	4.25 out of 6	
	International	3.86 out of 6	
Overall impression and responses to the judge's questions	Ontario	5.25 out of 6	
	International	4.01 out of 6	
Determine factors affecting business risk?	Ontario	8.50 out of 10	
	International	6.87 out of 10	
Demonstrate the wise use of credit?	Ontario	8.75 out of 10	
	International	6.48 out of 10	
Discuss the role of ethics in finance?	Ontario	8.25 out of 10	
	International	6.46 out of 10	
Describe the nature of cash flow statements?	Ontario	8.25 out of 10	
	International	6.55 out of 10	
Describe the need for financial information?	Ontario	8.00 out of 10	
	International	6.37 out of 10	
Extract relevant information from written materials?	Ontario	8.50 out of 10	
	International	6.41 out of 10	
Reason effectively and use systems thinking?	Ontario	5.50 out of 6	
	International	4.18 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.25 out of 6	
	International	4.41 out of 6	



























Hospitality Services Team Decision Making

Composite Score	Ontario	92.33	
	International	73.37	

Oral			
Composite Score	Ontario	92.33 out of 100	
	International	73.37 out of 100	
Describe marketing functions and related activities?	Ontario	8.67 out of 10	
	International	7.60 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	5.67 out of 6	
	International	4.56 out of 6	
Show evidence of creativity?	Ontario	5.67 out of 6	
	International	4.29 out of 6	
Overall impression and responses to the judge's questions	Ontario	5.00 out of 6	
	International	4.42 out of 6	
Explain the use of marketing strategies in hospitality and tourism?	Ontario	9.00 out of 10	
	International	7.50 out of 10	
Explain factors that influence customer/client/business buying behavior?	Ontario	9.00 out of 10	
	International	7.08 out of 10	
Demonstrate connections between company actions and results?	Ontario	9.33 out of 10	
	International	6.96 out of 10	
Explain promotional methods used by the hospitality and tourism industry?	Ontario	9.67 out of 10	
	International	7.42 out of 10	
Communicate core values of product/service?	Ontario	9.67 out of 10	
	International	7.49 out of 10	
Differentiate between service marketing and product marketing?	Ontario	9.00 out of 10	
	International	7.11 out of 10	
Reason effectively and use systems thinking?	Ontario	6.00 out of 6	
	International	4.47 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.67 out of 6	
	International	4.47 out of 6	

Marketing Management Team Decision Making

Composite Score	Ontario	79.25	
	International	70.58	

Oral			
Composite Score	Ontario	79.25 out of 100	
	International	70.58 out of 100	
Explain the nature of corporate branding?	Ontario	8.50 out of 10	
	International	7.12 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	4.50 out of 6	
	International	4.31 out of 6	
Show evidence of creativity?	Ontario	4.25 out of 6	
	International	4.24 out of 6	
Overall impression and responses to the judge's questions	Ontario	4.25 out of 6	
	International	4.35 out of 6	
Describe factors used by marketers to position products/services?	Ontario	7.75 out of 10	
	International	7.00 out of 10	
Describe the role of customer voice in branding?	Ontario	8.25 out of 10	
	International	6.98 out of 10	
Describe factors used by businesses to position corporate brands?	Ontario	8.25 out of 10	
	International	6.78 out of 10	
Explain the concept of marketing strategies?	Ontario	8.00 out of 10	
	International	7.10 out of 10	
Identify communications channels used in sales promotion?	Ontario	8.25 out of 10	
	International	7.19 out of 10	
Explain key factors in building a clientele?	Ontario	7.75 out of 10	
	International	7.03 out of 10	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.26 out of 6	
Make judgments and decisions, and solve problems?	Ontario	4.50 out of 6	
	International	4.21 out of 6	



























Sports and Entertainment Marketing Team Decision Making

Composite Score	Ontario	90.00	
	International	85.44	

Oral			
Composite Score	Ontario	90.00 out of 100	
	International	85.44 out of 100	
Explain the nature of corporate branding?	Ontario	9.00 out of 10	
	International	8.73 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	5.67 out of 6	
	International	5.35 out of 6	
Show evidence of creativity?	Ontario	5.33 out of 6	
	International	5.09 out of 6	
Overall impression and responses to the judge's questions	Ontario	4.67 out of 6	
	International	5.01 out of 6	
Describe factors used by businesses to position corporate brands?	Ontario	9.33 out of 10	
	International	8.59 out of 10	
Explain business ethics in product/service management?	Ontario	8.67 out of 10	
	International	8.35 out of 10	
Describe the use of customer voice in branding?	Ontario	8.67 out of 10	
	International	8.42 out of 10	
Identify company's brand promise?	Ontario	9.00 out of 10	
	International	8.59 out of 10	
Explain the role of promotion as a marketing function?	Ontario	9.00 out of 10	
	International	8.41 out of 10	
Identify the elements of the promotional mix?	Ontario	9.67 out of 10	
	International	8.47 out of 10	
Reason effectively and use systems thinking?	Ontario	5.67 out of 6	
	International	5.24 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.33 out of 6	
	International	5.19 out of 6	

Travel and Tourism Team Decision Making

Composite Score	Ontario	86.67	
	International	79.77	

Oral			
Composite Score	Ontario	86.67 out of 100	
	International	79.77 out of 100	
Describe the nature of ethics?	Ontario	8.00 out of 10	
	International	8.05 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	4.67 out of 6	
	International	4.84 out of 6	
Show evidence of creativity?	Ontario	6.00 out of 6	
	International	4.68 out of 6	
Overall impression and responses to the judge's questions	Ontario	5.67 out of 6	
	International	4.85 out of 6	
Explain reasons for ethical dilemmas?	Ontario	8.33 out of 10	
	International	7.95 out of 10	
Recognize and respond to ethical dilemmas?	Ontario	8.33 out of 10	
	International	8.08 out of 10	
Explain ethical considerations in providing information?	Ontario	8.00 out of 10	
	International	7.81 out of 10	
Explain the nature of corporate branding?	Ontario	8.33 out of 10	
	International	8.04 out of 10	
Explain factors that motivate people to choose a hospitality and tourism site?	Ontario	8.67 out of 10	
	International	7.74 out of 10	
Identify company's brand promise?	Ontario	9.33 out of 10	
	International	8.29 out of 10	
Reason effectively and use systems thinking?	Ontario	5.67 out of 6	
	International	4.62 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.67 out of 6	
	International	4.82 out of 6	

Accounting Applications Series























Composite Score	Ontario	86.33	
	International	66.76	























Role Play			
Composite Score	Ontario	91.67 out of 100	
	International	63.50 out of 100	
Discuss the nature of the accounting cycle?	Ontario	13.67 out of 14	
	International	8.46 out of 14	
Overall impression and responses to the judge's questions	Ontario	4.67 out of 6	
	International	3.89 out of 6	
Prepare a trial balance?	Ontario	13.67 out of 14	
	International	7.99 out of 14	
Identify and correct accounting errors?	Ontario	14.00 out of 14	
	International	8.06 out of 14	
Describe the need for financial information?	Ontario	14.67 out of 14	
	International	9.27 out of 14	
Exhibit self-confidence?	Ontario	12.67 out of 14	
	International	9.91 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	3.95 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.00 out of 6	
	International	3.96 out of 6	
Communicate clearly?	Ontario	4.33 out of 6	
	International	4.27 out of 6	
Show evidence of creativity?	Ontario	4.00 out of 6	
	International	3.74 out of 6	

Role Play 2			
Composite Score	Ontario	81.00 out of 100	
	International	70.03 out of 100	
Record inventory transactions?	Ontario	11.33 out of 14	
	International	10.44 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.00 out of 6	
	International	4.36 out of 6	
Explain methods used to value inventory?	Ontario	11.67 out of 14	
	International	9.84 out of 14	
Determine the cost/value of inventory?	Ontario	11.00 out of 14	
	International	9.30 out of 14	
Calculate the cost of goods sold?	Ontario	10.67 out of 14	
	International	8.86 out of 14	
Describe the need for financial information?	Ontario	11.67 out of 14	
	International	10.25 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.37 out of 6	
Make judgments and decisions, and solve problems?	Ontario	4.67 out of 6	
	International	4.06 out of 6	
Communicate clearly?	Ontario	5.00 out of 6	
	International	4.64 out of 6	
Show evidence of creativity?	Ontario	5.00 out of 6	
	International	3.89 out of 6	

Apparel and Accessories Marketing Series

Composite Score	Ontario	83.67	
	International	71.19	

Role Play			
Composite Score	Ontario	85.33 out of 100	
	International	71.69 out of 100	
Discuss motivational theories that impact buying behavior?	Ontario	13.00 out of 14	
	International	9.72 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.33 out of 6	
	International	4.53 out of 6	
Analyze product information to identify product features and benefits?	Ontario	12.67 out of 14	
	International	9.47 out of 14	
Place merchandise for impact?	Ontario	10.67 out of 14	
	International	9.45 out of 14	
Use cross-merchandising techniques?	Ontario	12.33 out of 14	
	International	9.71 out of 14	
Create promotional signs?	Ontario	9.00 out of 14	
	International	10.52 out of 14	
Reason effectively and use systems thinking?	Ontario	6.00 out of 6	
	International	4.37 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.67 out of 6	
	International	4.37 out of 6	
Communicate clearly?	Ontario	6.00 out of 6	
	International	4.88 out of 6	
Show evidence of creativity?	Ontario	4.67 out of 6	
	International	4.67 out of 6	

Role Play 2			
Composite Score	Ontario	82.00 out of 100	
	International	70.68 out of 100	
Identify components of a retail image?	Ontario	12.67 out of 14	
	International	10.11 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.67 out of 6	
	International	4.24 out of 6	
Explain factors that influence customer/client/business buying behavior?	Ontario	10.67 out of 14	
	International	10.09 out of 14	
Discuss actions employees can take to achieve the company's desired results?	Ontario	11.33 out of 14	
	International	9.95 out of 14	
Demonstrate connections between company actions and results?	Ontario	11.67 out of 14	
	International	9.54 out of 14	
Identify communications channels used in sales promotion?	Ontario	10.33 out of 14	
	International	9.67 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.34 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.33 out of 6	
	International	4.37 out of 6	
Communicate clearly?	Ontario	4.67 out of 6	
	International	4.33 out of 6	
Show evidence of creativity?	Ontario	4.67 out of 6	
	International	4.03 out of 6	



Automotive Services Marketing Series























Composite Score	Ontario	82.67	
	International	66.32	























Role Play			
Composite Score	Ontario	82.67 out of 100	
	International	65.31 out of 100	
Explain the nature of a promotional plan?	Ontario	12.67 out of 14	
	International	9.29 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.00 out of 6	
	International	4.06 out of 6	
Coordinate activities in the promotional mix?	Ontario	11.33 out of 14	
	International	8.77 out of 14	
Identify communications channels used in sales promotion?	Ontario	12.00 out of 14	
	International	8.98 out of 14	
Explain the concept of marketing strategies?	Ontario	11.67 out of 14	
	International	8.53 out of 14	
Reinforce service orientation through communication?	Ontario	10.67 out of 14	
	International	9.24 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.11 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.33 out of 6	
	International	3.91 out of 6	
Communicate clearly?	Ontario	4.00 out of 6	
	International	4.29 out of 6	
Show evidence of creativity?	Ontario	5.00 out of 6	
	International	4.14 out of 6	

Role Play 2			
Composite Score	Ontario	82.67 out of 100	
	International	67.33 out of 100	
Describe the need for marketing data?	Ontario	12.33 out of 14	
	International	10.09 out of 14	
Overall impression and responses to the judge's questions	Ontario	4.67 out of 6	
	International	4.09 out of 6	
Identify data monitored for marketing decision making?	Ontario	12.67 out of 14	
	International	9.36 out of 14	
Discuss the nature of sampling plans?	Ontario	12.67 out of 14	
	International	9.27 out of 14	
Describe data-collection methods?	Ontario	11.00 out of 14	
	International	9.58 out of 14	
Identify ways to track marketing-communications activities?	Ontario	9.67 out of 14	
	International	8.95 out of 14	
Reason effectively and use systems thinking?	Ontario	5.67 out of 6	
	International	3.96 out of 6	
Make judgments and decisions, and solve problems?	Ontario	4.33 out of 6	
	International	3.83 out of 6	
Communicate clearly?	Ontario	5.00 out of 6	
	International	4.27 out of 6	
Show evidence of creativity?	Ontario	4.67 out of 6	
	International	3.92 out of 6	


Business Finance Series


















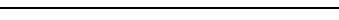


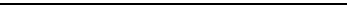
Composite Score	Ontario	86.33	
	International	70.81	























Role Play			
Composite Score	Ontario	90.33 out of 100	
	International	72.58 out of 100	
Perform budgetary cost analysis?	Ontario	12.67 out of 14	
	International	10.15 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.33 out of 6	
	International	4.48 out of 6	
Perform responsibility center budgeting?	Ontario	12.67 out of 14	
	International	9.94 out of 14	
Discuss the analysis of a company's financial situation using its financial statements?	Ontario	11.67 out of 14	
	International	10.33 out of 14	
Describe the role of ethics in finance?	Ontario	13.67 out of 14	
	International	9.74 out of 14	
Draw conclusions based on information analysis?	Ontario	13.33 out of 14	
	International	10.60 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.18 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.33 out of 6	
	International	4.31 out of 6	
Communicate clearly?	Ontario	6.00 out of 6	
	International	4.66 out of 6	
Show evidence of creativity?	Ontario	4.67 out of 6	
	International	4.19 out of 6	

Role Play 2			
Composite Score	Ontario	82.33 out of 100	
	International	69.04 out of 100	
Use the time value of money to make business decisions?	Ontario	12.00 out of 14	
	International	9.59 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.33 out of 6	
	International	4.51 out of 6	
Calculate capital investment return?	Ontario	11.67 out of 14	
	International	9.40 out of 14	
Identify project benefits and costs?	Ontario	10.67 out of 14	
	International	9.52 out of 14	
Explain the time value of money?	Ontario	12.67 out of 14	
	International	9.56 out of 14	
Apply information to accomplish a task?	Ontario	10.67 out of 14	
	International	9.32 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.31 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.00 out of 6	
	International	4.21 out of 6	
Communicate clearly?	Ontario	4.67 out of 6	
	International	4.51 out of 6	
Show evidence of creativity?	Ontario	4.67 out of 6	
	International	4.12 out of 6	

Business Services Marketing Series

Composite Score	Ontario	90.17	
	International	72.99	

Role Play			
Composite Score	Ontario	91.00 out of 100	
	International	71.39 out of 100	
Discuss the nature of customer relationship management?	Ontario	12.33 out of 14	
	International	10.17 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.33 out of 6	
	International	4.39 out of 6	
Build and maintain relationships with customers?	Ontario	12.33 out of 14	
	International	10.14 out of 14	
Reinforce service orientation through communication?	Ontario	13.33 out of 14	
	International	9.91 out of 14	
Identify product's/service's competitive advantage?	Ontario	12.33 out of 14	
	International	10.00 out of 14	
Discuss motivational theories that impact buying behavior?	Ontario	12.33 out of 14	
	International	9.24 out of 14	
Reason effectively and use systems thinking?	Ontario	5.67 out of 6	
	International	4.17 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.33 out of 6	
	International	4.29 out of 6	
Communicate clearly?	Ontario	6.33 out of 6	
	International	4.67 out of 6	
Show evidence of creativity?	Ontario	5.67 out of 6	
	International	4.41 out of 6	

Role Play 2			
Composite Score	Ontario	89.33 out of 100	
	International	74.58 out of 100	
Describe marketing functions and related activities?	Ontario	12.67 out of 14	
	International	10.66 out of 14	
Overall impression and responses to the judge's questions	Ontario	6.00 out of 6	
	International	4.43 out of 6	
Explain factors that influence customer/client/business buying behavior?	Ontario	12.33 out of 14	
	International	10.63 out of 14	
Discuss actions employees can take to achieve the company's desired results?	Ontario	12.00 out of 14	
	International	10.23 out of 14	
Explain the concept of marketing strategies?	Ontario	12.33 out of 14	
	International	10.45 out of 14	
Coordinate activities in the promotional mix?	Ontario	12.33 out of 14	
	International	10.45 out of 14	
Reason effectively and use systems thinking?	Ontario	5.67 out of 6	
	International	4.34 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.33 out of 6	
	International	4.24 out of 6	
Communicate clearly?	Ontario	6.33 out of 6	
	International	4.91 out of 6	
Show evidence of creativity?	Ontario	4.33 out of 6	
	International	4.24 out of 6	

Entrepreneurship Series





















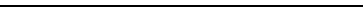

Composite Score	Ontario	82.00	
	International	71.97	























Role Play			
Composite Score	Ontario	80.33 out of 100	
	International	71.64 out of 100	
Explain the nature of overhead/operating costs?	Ontario	11.67 out of 14	
	International	9.72 out of 14	
Overall impression and responses to the judge's questions	Ontario	3.67 out of 6	
	International	4.40 out of 6	
Explain factors affecting pricing decisions?	Ontario	11.33 out of 14	
	International	9.63 out of 14	
Discuss the nature of supply chain management?	Ontario	11.67 out of 14	
	International	10.02 out of 14	
Explain the impact of supply chain on business performance?	Ontario	12.00 out of 14	
	International	9.89 out of 14	
Explain the role of customer service in positioning/image?	Ontario	11.67 out of 14	
	International	10.20 out of 14	
Reason effectively and use systems thinking?	Ontario	4.67 out of 6	
	International	4.34 out of 6	
Make judgments and decisions, and solve problems?	Ontario	4.33 out of 6	
	International	4.51 out of 6	
Communicate clearly?	Ontario	5.00 out of 6	
	International	4.60 out of 6	
Show evidence of creativity?	Ontario	4.33 out of 6	
	International	4.33 out of 6	

Role Play 2			
Composite Score	Ontario	83.67 out of 100	
	International	72.30 out of 100	
Explain the role of promotion as a marketing function?	Ontario	11.67 out of 14	
	International	10.08 out of 14	
Overall impression and responses to the judge's questions	Ontario	4.00 out of 6	
	International	4.37 out of 6	
Identify the elements of the promotional mix?	Ontario	11.67 out of 14	
	International	9.87 out of 14	
Explain communications channels used in sales promotion?	Ontario	12.00 out of 14	
	International	10.13 out of 14	
Select target market?	Ontario	12.33 out of 14	
	International	10.38 out of 14	
Explain the concept of marketing strategies?	Ontario	12.00 out of 14	
	International	9.96 out of 14	
Reason effectively and use systems thinking?	Ontario	4.67 out of 6	
	International	4.20 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.00 out of 6	
	International	4.33 out of 6	
Communicate clearly?	Ontario	5.33 out of 6	
	International	4.66 out of 6	
Show evidence of creativity?	Ontario	5.00 out of 6	
	International	4.33 out of 6	

Food Marketing Series

Composite Score	Ontario	82.83	
	International	76.64	

Role Play			
Composite Score	Ontario	88.00 out of 100	
	International	75.94 out of 100	
Build and maintain relationships with customers?	Ontario	12.67 out of 14	
	International	11.01 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.33 out of 6	
	International	4.62 out of 6	
Reinforce service orientation through communication?	Ontario	12.67 out of 14	
	International	10.81 out of 14	
Interpret business policies to customers/clients?	Ontario	12.00 out of 14	
	International	10.34 out of 14	
Communicate core values of product/service?	Ontario	13.00 out of 14	
	International	10.74 out of 14	
Explain communications channels used in public-relations activities?	Ontario	12.33 out of 14	
	International	10.56 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.48 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.00 out of 6	
	International	4.41 out of 6	
Communicate clearly?	Ontario	5.33 out of 6	
	International	4.57 out of 6	
Show evidence of creativity?	Ontario	4.67 out of 6	
	International	4.40 out of 6	

Role Play 2			
Composite Score	Ontario	77.67 out of 100	
	International	77.33 out of 100	
Explain the nature of marketing plans?	Ontario	11.33 out of 14	
	International	10.94 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.33 out of 6	
	International	4.69 out of 6	
Explain the concept of market and market identification?	Ontario	11.00 out of 14	
	International	11.03 out of 14	
Explain the concept of marketing strategies?	Ontario	10.67 out of 14	
	International	10.82 out of 14	
Identify product's/service's competitive advantage?	Ontario	11.00 out of 14	
	International	10.69 out of 14	
Describe factors used by marketers to position products/services?	Ontario	9.33 out of 14	
	International	10.66 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.55 out of 6	
Make judgments and decisions, and solve problems?	Ontario	4.33 out of 6	
	International	4.55 out of 6	
Communicate clearly?	Ontario	5.67 out of 6	
	International	4.80 out of 6	
Show evidence of creativity?	Ontario	4.00 out of 6	
	International	4.60 out of 6	

Hotel and Lodging Management Series

Composite Score	Ontario	86.33	
	International	71.47	

Role Play			
Composite Score	Ontario	91.00 out of 100	
	International	70.94 out of 100	
Explain employment opportunities in the lodging industry?	Ontario	13.00 out of 14	
	International	10.13 out of 14	
Overall impression and responses to the judge's questions	Ontario	6.00 out of 6	
	International	4.28 out of 6	
Explain the concept of market and market identification?	Ontario	13.00 out of 14	
	International	9.86 out of 14	
Identify ways to segment hospitality and tourism markets?	Ontario	11.33 out of 14	
	International	9.50 out of 14	
Explain the use of marketing strategies in hospitality and tourism?	Ontario	12.33 out of 14	
	International	9.86 out of 14	
Explain promotional methods used by the hospitality and tourism industry?	Ontario	13.33 out of 14	
	International	10.23 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.16 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.33 out of 6	
	International	4.07 out of 6	
Communicate clearly?	Ontario	6.33 out of 6	
	International	4.68 out of 6	
Show evidence of creativity?	Ontario	5.33 out of 6	
	International	4.16 out of 6	

Role Play 2			
Composite Score	Ontario	81.67 out of 100	
	International	71.99 out of 100	
Describe services offered by the hospitality and tourism industry?	Ontario	13.00 out of 14	
	International	10.18 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.00 out of 6	
	International	4.60 out of 6	
Explain the nature of corporate branding?	Ontario	11.67 out of 14	
	International	9.79 out of 14	
Evaluate vendors' goods and services?	Ontario	11.33 out of 14	
	International	9.69 out of 14	
Describe property features that will influence customer appeal?	Ontario	9.67 out of 14	
	International	9.93 out of 14	
Determine factors affecting business risk?	Ontario	11.33 out of 14	
	International	10.08 out of 14	
Reason effectively and use systems thinking?	Ontario	5.33 out of 6	
	International	4.48 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.33 out of 6	
	International	4.37 out of 6	
Communicate clearly?	Ontario	5.67 out of 6	
	International	4.75 out of 6	
Show evidence of creativity?	Ontario	3.33 out of 6	
	International	4.12 out of 6	

Human Resources Management Series

Composite Score	Ontario	88.00	
	International	72.66	

Role Play			
Composite Score	Ontario	82.00 out of 100	
	International	72.98 out of 100	
Discuss factors that impact human resources management?	Ontario	12.00 out of 14	
	International	10.38 out of 14	
Overall impression and responses to the judge's questions	Ontario	4.67 out of 6	
	International	4.35 out of 6	
Identify emerging compensation issues?	Ontario	11.67 out of 14	
	International	10.32 out of 14	
Assist with establishment of work rules?	Ontario	10.67 out of 14	
	International	10.29 out of 14	
Determine factors affecting business risk?	Ontario	12.33 out of 14	
	International	10.32 out of 14	
Explain the concept of productivity?	Ontario	9.67 out of 14	
	International	9.74 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.46 out of 6	
Make judgments and decisions, and solve problems?	Ontario	4.67 out of 6	
	International	4.43 out of 6	
Communicate clearly?	Ontario	5.67 out of 6	
	International	4.52 out of 6	
Show evidence of creativity?	Ontario	5.67 out of 6	
	International	4.17 out of 6	

Role Play 2			
Composite Score	Ontario	94.00 out of 100	
	International	72.33 out of 100	
Determine learning objectives?	Ontario	14.00 out of 14	
	International	10.38 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.67 out of 6	
	International	4.46 out of 6	
Choose learning methods?	Ontario	13.67 out of 14	
	International	10.53 out of 14	
Prepare a training plan?	Ontario	13.00 out of 14	
	International	10.26 out of 14	
Facilitate employee learning?	Ontario	13.33 out of 14	
	International	10.01 out of 14	
Explain the nature of organizational development?	Ontario	12.67 out of 14	
	International	8.56 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.38 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.00 out of 6	
	International	4.39 out of 6	
Communicate clearly?	Ontario	6.00 out of 6	
	International	5.06 out of 6	
Show evidence of creativity?	Ontario	5.67 out of 6	
	International	4.31 out of 6	

Marketing Communications Series

Composite Score	Ontario	81.33	
	International	72.74	

Role Play			
Composite Score	Ontario	79.00 out of 100	
	International	72.29 out of 100	
Discuss the relationship between promotion and marketing?	Ontario	12.33 out of 14	
	International	10.12 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.33 out of 6	
	International	4.52 out of 6	
Explain the components of advertisements?	Ontario	11.67 out of 14	
	International	10.01 out of 14	
Describe effective advertising layouts?	Ontario	9.00 out of 14	
	International	9.94 out of 14	
Write copy for advertisements?	Ontario	10.00 out of 14	
	International	10.03 out of 14	
Track performance of promotional activities?	Ontario	11.33 out of 14	
	International	9.85 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.30 out of 6	
Make judgments and decisions, and solve problems?	Ontario	4.67 out of 6	
	International	4.31 out of 6	
Communicate clearly?	Ontario	4.67 out of 6	
	International	4.71 out of 6	
Show evidence of creativity?	Ontario	5.00 out of 6	
	International	4.49 out of 6	

Role Play 2			
Composite Score	Ontario	83.67 out of 100	
	International	73.20 out of 100	
Collaborate in the design of slogans/taglines?	Ontario	12.00 out of 14	
	International	10.63 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.00 out of 6	
	International	4.45 out of 6	
Generate marketing communications ideas?	Ontario	11.00 out of 14	
	International	10.47 out of 14	
Explain the nature of corporate branding?	Ontario	11.67 out of 14	
	International	10.30 out of 14	
Describe factors used by businesses to position corporate brands?	Ontario	11.33 out of 14	
	International	10.11 out of 14	
Discuss motivational theories that impact buying behavior?	Ontario	12.33 out of 14	
	International	9.78 out of 14	
Reason effectively and use systems thinking?	Ontario	4.67 out of 6	
	International	4.21 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.33 out of 6	
	International	4.26 out of 6	
Communicate clearly?	Ontario	5.00 out of 6	
	International	4.67 out of 6	
Show evidence of creativity?	Ontario	5.33 out of 6	
	International	4.31 out of 6	

Quick Serve Restaurant Management Series

Composite Score	Ontario	84.50	
	International	73.26	

Role Play			
Composite Score	Ontario	86.67 out of 100	
	International	72.24 out of 100	
Identify factors associated with positive customer experiences?	Ontario	13.00 out of 14	
	International	10.34 out of 14	
Overall impression and responses to the judge's questions	Ontario	4.67 out of 6	
	International	4.29 out of 6	
Explain the role of customer service as a component of selling relationships?	Ontario	12.33 out of 14	
	International	10.13 out of 14	
Explain factors that motivate people to choose a hospitality and tourism site?	Ontario	11.33 out of 14	
	International	9.88 out of 14	
Determine hospitality and tourism customer/guest needs?	Ontario	11.67 out of 14	
	International	9.91 out of 14	
Explain considerations in meal pricing?	Ontario	12.67 out of 14	
	International	9.83 out of 14	
Reason effectively and use systems thinking?	Ontario	5.33 out of 6	
	International	4.28 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.33 out of 6	
	International	4.37 out of 6	
Communicate clearly?	Ontario	5.33 out of 6	
	International	4.81 out of 6	
Show evidence of creativity?	Ontario	5.00 out of 6	
	International	4.41 out of 6	

Role Play 2			
Composite Score	Ontario	82.33 out of 100	
	International	74.29 out of 100	
Differentiate between service marketing and product marketing?	Ontario	12.00 out of 14	
	International	10.29 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.00 out of 6	
	International	4.67 out of 6	
Explain factors that influence customer selection of food places and menu items?	Ontario	12.00 out of 14	
	International	10.29 out of 14	
Demonstrate connections between company actions and results?	Ontario	10.67 out of 14	
	International	10.22 out of 14	
Explain the nature and scope of the pricing function?	Ontario	12.00 out of 14	
	International	10.47 out of 14	
Identify product's/service's competitive advantage?	Ontario	10.67 out of 14	
	International	10.27 out of 14	
Reason effectively and use systems thinking?	Ontario	5.33 out of 6	
	International	4.48 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.00 out of 6	
	International	4.43 out of 6	
Communicate clearly?	Ontario	5.33 out of 6	
	International	4.77 out of 6	
Show evidence of creativity?	Ontario	4.33 out of 6	
	International	4.41 out of 6	

Restaurant and Food Service Management Series

Composite Score	Ontario	96.50	
	International	76.56	

Role Play			
Composite Score	Ontario	93.67 out of 100	
	International	81.16 out of 100	
Explain the nature and scope of the pricing function?	Ontario	13.67 out of 14	
	International	11.58 out of 14	
Overall impression and responses to the judge's questions	Ontario	6.00 out of 6	
	International	4.79 out of 6	
Explain the concept of price in the hospitality and tourism industry?	Ontario	13.67 out of 14	
	International	11.44 out of 14	
Explain considerations in meal pricing?	Ontario	13.67 out of 14	
	International	11.46 out of 14	
Determine factors affecting business risk?	Ontario	13.00 out of 14	
	International	11.64 out of 14	
Demonstrate connections between company actions and results?	Ontario	12.00 out of 14	
	International	11.37 out of 14	
Reason effectively and use systems thinking?	Ontario	5.33 out of 6	
	International	4.75 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.67 out of 6	
	International	4.61 out of 6	
Communicate clearly?	Ontario	6.00 out of 6	
	International	4.92 out of 6	
Show evidence of creativity?	Ontario	4.67 out of 6	
	International	4.59 out of 6	

Role Play 2			
Composite Score	Ontario	99.33 out of 100	
	International	71.96 out of 100	
Explain the concept of market and market identification?	Ontario	14.33 out of 14	
	International	9.95 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.67 out of 6	
	International	4.52 out of 6	
Identify ways to segment hospitality and tourism markets?	Ontario	14.33 out of 14	
	International	9.52 out of 14	
Explain the concept of marketing strategies?	Ontario	13.33 out of 14	
	International	10.08 out of 14	
Explain factors that influence customers selection of food places and menu items?	Ontario	13.33 out of 14	
	International	9.63 out of 14	
Explain promotional methods used by the hospitality and tourism industry?	Ontario	15.33 out of 14	
	International	9.89 out of 14	
Reason effectively and use systems thinking?	Ontario	5.67 out of 6	
	International	4.49 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.33 out of 6	
	International	4.36 out of 6	
Communicate clearly?	Ontario	6.33 out of 6	
	International	5.00 out of 6	
Show evidence of creativity?	Ontario	5.67 out of 6	
	International	4.51 out of 6	

Retail Merchandising Series

Composite Score	Ontario	98.50	
	International	70.39	

Role Play			
Composite Score	Ontario	99.33 out of 100	
	International	65.86 out of 100	
Explain the concept of product mix?	Ontario	14.00 out of 14	
	International	9.14 out of 14	
Overall impression and responses to the judge's questions	Ontario	6.00 out of 6	
	International	4.39 out of 6	
Describe factors used by businesses to position corporate brands?	Ontario	13.67 out of 14	
	International	8.63 out of 14	
Identify components of a retail image?	Ontario	14.00 out of 14	
	International	9.03 out of 14	
Explain the relationship between customer service and distribution?	Ontario	14.00 out of 14	
	International	8.97 out of 14	
Determine factors affecting business risk?	Ontario	14.33 out of 14	
	International	8.96 out of 14	
Reason effectively and use systems thinking?	Ontario	5.67 out of 6	
	International	3.95 out of 6	
Make judgments and decisions, and solve problems?	Ontario	6.33 out of 6	
	International	4.17 out of 6	
Communicate clearly?	Ontario	6.00 out of 6	
	International	4.73 out of 6	
Show evidence of creativity?	Ontario	5.33 out of 6	
	International	3.88 out of 6	

Role Play 2			
Composite Score	Ontario	97.67 out of 100	
	International	74.92 out of 100	
Distinguish between retailing and marketing?	Ontario	12.67 out of 14	
	International	10.46 out of 14	
Overall impression and responses to the judge's questions	Ontario	5.33 out of 6	
	International	4.42 out of 6	
Explain factors that influence customer/client/business buying behavior?	Ontario	14.00 out of 14	
	International	10.52 out of 14	
Demonstrate connections between company actions and results?	Ontario	14.67 out of 14	
	International	10.28 out of 14	
Explain the role of promotion as a marketing function?	Ontario	12.67 out of 14	
	International	10.28 out of 14	
Explain the nature of marketing planning?	Ontario	13.67 out of 14	
	International	10.18 out of 14	
Reason effectively and use systems thinking?	Ontario	6.67 out of 6	
	International	4.66 out of 6	
Make judgments and decisions, and solve problems?	Ontario	6.00 out of 6	
	International	4.54 out of 6	
Communicate clearly?	Ontario	6.00 out of 6	
	International	4.99 out of 6	
Show evidence of creativity?	Ontario	6.00 out of 6	
	International	4.58 out of 6	

Sports and Entertainment Marketing Series

















Composite Score	Ontario	96.67	
	International	69.28	

Role Play			
Composite Score	Ontario	93.67 out of 100	
	International	70.29 out of 100	
Discuss the nature of customer relationship management?	Ontario	14.00 out of 14	
	International	10.01 out of 14	
Overall impression and responses to the judge's questions	Ontario	6.00 out of 6	
	International	4.34 out of 6	
Build and maintain relationships with customers?	Ontario	13.67 out of 14	
	International	9.93 out of 14	
Explain the nature of positive customer relations?	Ontario	14.00 out of 14	
	International	9.97 out of 14	
Describe factors used by businesses to position corporate brands?	Ontario	13.67 out of 14	
	International	9.60 out of 14	
Communicate core values of product/service?	Ontario	10.00 out of 14	
	International	9.56 out of 14	
Reason effectively and use systems thinking?	Ontario	6.00 out of 6	
	International	4.24 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.67 out of 6	
	International	4.04 out of 6	
Communicate clearly?	Ontario	5.67 out of 6	
	International	4.42 out of 6	
Show evidence of creativity?	Ontario	5.00 out of 6	
	International	4.18 out of 6	

Role Play 2			
Composite Score	Ontario	99.67 out of 100	
	International	68.26 out of 100	
Explain the concept of product mix?	Ontario	13.33 out of 14	
	International	9.72 out of 14	
Overall impression and responses to the judge's questions	Ontario	6.33 out of 6	
	International	4.15 out of 6	
Generate product ideas?	Ontario	14.00 out of 14	
	International	9.90 out of 14	
Identify product's/service's competitive advantage?	Ontario	14.00 out of 14	
	International	9.57 out of 14	
Explain factors affecting pricing decisions?	Ontario	13.67 out of 14	
	International	9.25 out of 14	
Discuss motivational theories impacting buying behavior?	Ontario	13.00 out of 14	
	International	8.45 out of 14	
Reason effectively and use systems thinking?	Ontario	6.33 out of 6	
	International	4.14 out of 6	
Make judgments and decisions, and solve problems?	Ontario	6.00 out of 6	
	International	4.11 out of 6	
Communicate clearly?	Ontario	6.33 out of 6	
	International	4.75 out of 6	
Show evidence of creativity?	Ontario	6.67 out of 6	
	International	4.21 out of 6	

Personal Financial Literacy

Composite Score	Ontario	87.00	
	International	68.73	

Oral			
Composite Score	Ontario	87.00 out of 100	
	International	68.73 out of 100	
Identify financial and personal reasons that younger adults often choose to rent a home instead buying?	Ontario	21.33 out of 24	
	International	17.05 out of 24	
Compare the short-term and long-term costs and benefits of renting versus buying a home?	Ontario	20.67 out of 24	
	International	16.94 out of 24	
Define key rental contract terminology, including lease term, security deposit, grace period, and eviction?	Ontario	21.00 out of 24	
	International	16.49 out of 24	
Reason effectively and use systems thinking?	Ontario	5.67 out of 7	
	International	4.48 out of 7	
Communicate clearly?	Ontario	6.33 out of 7	
	International	4.78 out of 7	
Show evidence of creativity?	Ontario	5.33 out of 7	
	International	4.28 out of 7	
Overall impression and responses to the judge's questions	Ontario	6.67 out of 7	
	International	4.71 out of 7	


Business Services Operations Research















Composite Score	Ontario	42.40	
	International	36.57	





























Oral			
Composite Score	Ontario	34.20 out of 40	
	International	29.01 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Ontario	7.40 out of 10	
	International	7.13 out of 10	
Describe methods used to design the research study?	Ontario	5.40 out of 6	
	International	4.26 out of 6	
Interpret the research data into information for decision-making?	Ontario	5.20 out of 6	
	International	4.41 out of 6	
Describe strategies and approaches for leading change?	Ontario	5.40 out of 6	
	International	4.23 out of 6	
Describe the nature of budgets?	Ontario	5.00 out of 6	
	International	4.28 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	5.80 out of 6	
	International	4.70 out of 6	

Written			
Composite Score	Ontario	50.60 out of 60	
	International	44.13 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	8.60 out of 10	
	International	7.55 out of 10	
Proposed activities and timelines	Ontario	5.40 out of 6	
	International	4.44 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Ontario	4.40 out of 6	
	International	4.25 out of 6	
Costs associated with proposed strategies	Ontario	3.20 out of 4	
	International	2.90 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.40 out of 3	
	International	2.13 out of 3	
Description of the business or organization	Ontario	2.60 out of 3	
	International	2.31 out of 3	
Description of the target market (demographics and psychographics)	Ontario	2.40 out of 3	
	International	2.22 out of 3	
Overview of the business or organization's data collection practices for business decision making.	Ontario	2.40 out of 3	
	International	2.07 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Ontario	3.00 out of 4	
	International	2.90 out of 4	
Process used to conduct the selected research methods	Ontario	3.40 out of 4	
	International	3.04 out of 4	
Findings of the research study	Ontario	3.60 out of 4	
	International	2.97 out of 4	
Conclusions based on the findings	Ontario	3.60 out of 4	
	International	2.93 out of 4	
Objectives and rationale of the proposed strategic plan	Ontario	5.60 out of 6	
	International	4.42 out of 6	

Buying and Merchandising Operations Research

Composite Score	Ontario	43.67	
	International	37.68	

Oral			
Composite Score	Ontario	37.33 out of 40	
	International	29.05 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Ontario	9.00 out of 10	
	International	7.36 out of 10	
Describe methods used to design the research study?	Ontario	5.33 out of 6	
	International	4.35 out of 6	
Interpret the research data into information for decision-making?	Ontario	5.67 out of 6	
	International	4.15 out of 6	
Describe strategies and approaches for leading change?	Ontario	6.00 out of 6	
	International	4.42 out of 6	
Describe the nature of budgets?	Ontario	5.67 out of 6	
	International	4.18 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	5.67 out of 6	
	International	4.59 out of 6	

Written			
Composite Score	Ontario	50.00 out of 60	
	International	46.31 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	9.00 out of 10	
	International	7.79 out of 10	
Proposed activities and timelines	Ontario	4.67 out of 6	
	International	4.59 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Ontario	4.33 out of 6	
	International	4.49 out of 6	
Costs associated with proposed strategies	Ontario	3.33 out of 4	
	International	3.09 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	1.67 out of 3	
	International	2.16 out of 3	
Description of the business or organization	Ontario	3.00 out of 3	
	International	2.37 out of 3	
Description of the target market (demographics and psychographics)	Ontario	1.33 out of 3	
	International	2.17 out of 3	
Overview of the business or organization's data collection practices for business decision making.	Ontario	2.33 out of 3	
	International	2.17 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Ontario	3.33 out of 4	
	International	3.02 out of 4	
Process used to conduct the selected research methods	Ontario	3.33 out of 4	
	International	3.21 out of 4	
Findings of the research study	Ontario	4.00 out of 4	
	International	3.37 out of 4	
Conclusions based on the findings	Ontario	4.00 out of 4	
	International	3.35 out of 4	
Objectives and rationale of the proposed strategic plan	Ontario	5.67 out of 6	
	International	4.54 out of 6	

Finance Operations Research















Composite Score	Ontario	46.25	
	International	39.12	




























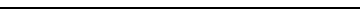
Oral			
Composite Score	Ontario	39.00 out of 40	
	International	32.00 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Ontario	9.50 out of 10	
	International	8.01 out of 10	
Describe methods used to design the research study?	Ontario	6.00 out of 6	
	International	4.82 out of 6	
Interpret the research data into information for decision-making?	Ontario	6.00 out of 6	
	International	4.78 out of 6	
Describe strategies and approaches for leading change?	Ontario	6.00 out of 6	
	International	4.85 out of 6	
Describe the nature of budgets?	Ontario	5.50 out of 6	
	International	4.43 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	6.00 out of 6	
	International	5.12 out of 6	

Written			
Composite Score	Ontario	53.50 out of 60	
	International	46.24 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	8.50 out of 10	
	International	7.88 out of 10	
Proposed activities and timelines	Ontario	5.50 out of 6	
	International	4.49 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Ontario	4.50 out of 6	
	International	4.14 out of 6	
Costs associated with proposed strategies	Ontario	3.00 out of 4	
	International	2.83 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.50 out of 3	
	International	2.19 out of 3	
Description of the business or organization	Ontario	3.00 out of 3	
	International	2.43 out of 3	
Description of the target market (demographics and psychographics)	Ontario	3.00 out of 3	
	International	2.29 out of 3	
Overview of the business or organization's data collection practices for business decision making.	Ontario	3.00 out of 3	
	International	2.34 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Ontario	3.00 out of 4	
	International	3.16 out of 4	
Process used to conduct the selected research methods	Ontario	4.00 out of 4	
	International	3.28 out of 4	
Findings of the research study	Ontario	4.00 out of 4	
	International	3.35 out of 4	
Conclusions based on the findings	Ontario	4.00 out of 4	
	International	3.34 out of 4	
Objectives and rationale of the proposed strategic plan	Ontario	5.50 out of 6	
	International	4.51 out of 6	

Hospitality and Tourism Operations Research

Composite Score	Ontario	45.13	
	International	37.75	

Oral			
Composite Score	Ontario	30.75 out of 40	
	International	30.14 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Ontario	8.00 out of 10	
	International	7.44 out of 10	
Describe methods used to design the research study?	Ontario	4.50 out of 6	
	International	4.61 out of 6	
Interpret the research data into information for decision-making?	Ontario	4.25 out of 6	
	International	4.39 out of 6	
Describe strategies and approaches for leading change?	Ontario	4.25 out of 6	
	International	4.52 out of 6	
Describe the nature of budgets?	Ontario	4.00 out of 6	
	International	4.33 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	5.75 out of 6	
	International	4.86 out of 6	

Written			
Composite Score	Ontario	59.50 out of 60	
	International	45.36 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	9.50 out of 10	
	International	7.62 out of 10	
Proposed activities and timelines	Ontario	4.75 out of 6	
	International	4.42 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Ontario	4.75 out of 6	
	International	4.18 out of 6	
Costs associated with proposed strategies	Ontario	3.50 out of 4	
	International	2.75 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.50 out of 3	
	International	2.25 out of 3	
Description of the business or organization	Ontario	3.50 out of 3	
	International	2.32 out of 3	
Description of the target market (demographics and psychographics)	Ontario	3.50 out of 3	
	International	2.23 out of 3	
Overview of the business or organization's data collection practices for business decision making.	Ontario	3.75 out of 3	
	International	2.31 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Ontario	4.50 out of 4	
	International	3.15 out of 4	
Process used to conduct the selected research methods	Ontario	4.50 out of 4	
	International	3.16 out of 4	
Findings of the research study	Ontario	5.00 out of 4	
	International	3.25 out of 4	
Conclusions based on the findings	Ontario	4.50 out of 4	
	International	3.23 out of 4	
Objectives and rationale of the proposed strategic plan	Ontario	5.25 out of 6	
	International	4.50 out of 6	

Sports and Entertainment Marketing Operations Research

Composite Score	Ontario	42.50	
	International	36.96	

Oral			
Composite Score	Ontario	34.67 out of 40	
	International	29.92 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Ontario	9.00 out of 10	
	International	7.44 out of 10	
Describe methods used to design the research study?	Ontario	5.33 out of 6	
	International	4.46 out of 6	
Interpret the research data into information for decision-making?	Ontario	4.67 out of 6	
	International	4.28 out of 6	
Describe strategies and approaches for leading change?	Ontario	5.67 out of 6	
	International	4.45 out of 6	
Describe the nature of budgets?	Ontario	4.67 out of 6	
	International	4.21 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	5.33 out of 6	
	International	5.08 out of 6	

Written			
Composite Score	Ontario	50.33 out of 60	
	International	44.01 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	8.33 out of 10	
	International	7.53 out of 10	
Proposed activities and timelines	Ontario	5.33 out of 6	
	International	4.42 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Ontario	4.33 out of 6	
	International	3.99 out of 6	
Costs associated with proposed strategies	Ontario	3.33 out of 4	
	International	3.17 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.00 out of 3	
	International	2.18 out of 3	
Description of the business or organization	Ontario	2.67 out of 3	
	International	2.25 out of 3	
Description of the target market (demographics and psychographics)	Ontario	2.00 out of 3	
	International	2.10 out of 3	
Overview of the business or organization's data collection practices for business decision making.	Ontario	2.33 out of 3	
	International	1.95 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Ontario	3.67 out of 4	
	International	2.97 out of 4	
Process used to conduct the selected research methods	Ontario	3.67 out of 4	
	International	2.78 out of 4	
Findings of the research study	Ontario	4.00 out of 4	
	International	3.11 out of 4	
Conclusions based on the findings	Ontario	3.67 out of 4	
	International	2.98 out of 4	
Objectives and rationale of the proposed strategic plan	Ontario	5.00 out of 6	
	International	4.58 out of 6	



Business Solutions Project













Composite Score	Ontario	33.25	
	International	36.19	

















Oral			
Composite Score	Ontario	26.50 out of 40	
	International	29.35 out of 40	
Explain the project?	Ontario	3.00 out of 5	
	International	4.00 out of 5	
Provide rationale for the project?	Ontario	3.25 out of 5	
	International	3.99 out of 5	
Apply project management tools to complete the project?	Ontario	6.50 out of 10	
	International	7.17 out of 10	
Evaluate project results?	Ontario	7.00 out of 10	
	International	6.90 out of 10	
Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all?	Ontario	6.75 out of 10	
	International	7.29 out of 10	

Written			
Composite Score	Ontario	40.00 out of 60	
	International	43.03 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	8.25 out of 10	
	International	7.33 out of 10	
Statement of the problem and project scope	Ontario	3.75 out of 5	
	International	4.04 out of 5	
Project goals, human resource management plan, schedule, quality management plan, risk management, proposed project plan	Ontario	9.25 out of 16	
	International	10.80 out of 16	
Description and documentation of the project plan implementation	Ontario	9.00 out of 14	
	International	10.07 out of 14	
Monitoring schedule, budget and project quality; issues and how you dealt with them	Ontario	3.00 out of 4	
	International	3.18 out of 4	
Evaluation of key metrics, lessons learned, recommendations for future projects	Ontario	5.75 out of 8	
	International	5.44 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	1.00 out of 3	
	International	2.17 out of 3	


Career Development Project













Composite Score	Ontario	41.83	
	International	38.91	








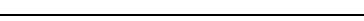








Oral			
Composite Score	Ontario	37.00 out of 40	
	International	30.60 out of 40	
Explain the project?	Ontario	5.33 out of 5	
	International	3.91 out of 5	
Provide rationale for the project?	Ontario	4.00 out of 5	
	International	4.26 out of 5	
Apply project management tools to complete the project?	Ontario	9.33 out of 10	
	International	7.54 out of 10	
Evaluate project results?	Ontario	9.33 out of 10	
	International	7.23 out of 10	
Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all?	Ontario	9.00 out of 10	
	International	7.67 out of 10	

Written			
Composite Score	Ontario	46.67 out of 60	
	International	47.21 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	9.33 out of 10	
	International	8.26 out of 10	
Statement of the problem and project scope	Ontario	4.33 out of 5	
	International	4.29 out of 5	
Project goals, human resource management plan, schedule, quality management plan, risk management, proposed project plan	Ontario	10.33 out of 16	
	International	11.96 out of 16	
Description and documentation of the project plan implementation	Ontario	10.33 out of 14	
	International	11.13 out of 14	
Monitoring schedule, budget and project quality; issues and how you dealt with them	Ontario	3.33 out of 4	
	International	3.13 out of 4	
Evaluation of key metrics, lessons learned, recommendations for future projects	Ontario	6.67 out of 8	
	International	6.07 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.33 out of 3	
	International	2.38 out of 3	


Community Awareness Project













Composite Score	Ontario	39.33	
	International	40.26	

















Oral			
Composite Score	Ontario	27.83 out of 40	
	International	31.94 out of 40	
Explain the project?	Ontario	4.00 out of 5	
	International	4.42 out of 5	
Provide rationale for the project?	Ontario	3.50 out of 5	
	International	4.54 out of 5	
Apply project management tools to complete the project?	Ontario	7.67 out of 10	
	International	7.63 out of 10	
Evaluate project results?	Ontario	6.17 out of 10	
	International	7.48 out of 10	
Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all?	Ontario	6.50 out of 10	
	International	7.86 out of 10	

Written			
Composite Score	Ontario	50.83 out of 60	
	International	48.57 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	8.00 out of 10	
	International	8.36 out of 10	
Statement of the problem and project scope	Ontario	4.50 out of 5	
	International	4.30 out of 5	
Project goals, human resource management plan, schedule, quality management plan, risk management, proposed project plan	Ontario	13.83 out of 16	
	International	12.38 out of 16	
Description and documentation of the project plan implementation	Ontario	11.17 out of 14	
	International	11.37 out of 14	
Monitoring schedule, budget and project quality; issues and how you dealt with them	Ontario	3.50 out of 4	
	International	3.31 out of 4	
Evaluation of key metrics, lessons learned, recommendations for future projects	Ontario	6.83 out of 8	
	International	6.31 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	3.00 out of 3	
	International	2.54 out of 3	

Community Giving Project













Composite Score	Ontario	40.80	
	International	40.76	









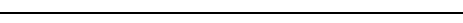







Oral			
Composite Score	Ontario	33.00 out of 40	
	International	32.15 out of 40	
Explain the project?	Ontario	4.40 out of 5	
	International	4.14 out of 5	
Provide rationale for the project?	Ontario	4.40 out of 5	
	International	4.14 out of 5	
Apply project management tools to complete the project?	Ontario	7.20 out of 10	
	International	7.76 out of 10	
Evaluate project results?	Ontario	8.40 out of 10	
	International	7.99 out of 10	
Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all?	Ontario	8.60 out of 10	
	International	8.12 out of 10	

Written			
Composite Score	Ontario	48.60 out of 60	
	International	49.37 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	8.60 out of 10	
	International	8.34 out of 10	
Statement of the problem and project scope	Ontario	4.40 out of 5	
	International	4.44 out of 5	
Project goals, human resource management plan, schedule, quality management plan, risk management, proposed project plan	Ontario	13.00 out of 16	
	International	12.38 out of 16	
Description and documentation of the project plan implementation	Ontario	10.00 out of 14	
	International	11.67 out of 14	
Monitoring schedule, budget and project quality; issues and how you dealt with them	Ontario	3.40 out of 4	
	International	3.43 out of 4	
Evaluation of key metrics, lessons learned, recommendations for future projects	Ontario	6.80 out of 8	
	International	6.56 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.40 out of 3	
	International	2.53 out of 3	



Financial Literacy Project













Composite Score	Ontario	45.63	
	International	38.71	








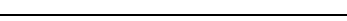








Oral			
Composite Score	Ontario	34.75 out of 40	
	International	29.90 out of 40	
Explain the project?	Ontario	4.25 out of 5	
	International	4.23 out of 5	
Provide rationale for the project?	Ontario	5.00 out of 5	
	International	4.44 out of 5	
Apply project management tools to complete the project?	Ontario	8.50 out of 10	
	International	6.44 out of 10	
Evaluate project results?	Ontario	8.00 out of 10	
	International	6.96 out of 10	
Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all?	Ontario	9.00 out of 10	
	International	7.82 out of 10	

Written			
Composite Score	Ontario	56.50 out of 60	
	International	47.53 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	9.75 out of 10	
	International	8.17 out of 10	
Statement of the problem and project scope	Ontario	4.75 out of 5	
	International	4.40 out of 5	
Project goals, human resource management plan, schedule, quality management plan, risk management, proposed project plan	Ontario	14.25 out of 16	
	International	11.77 out of 16	
Description and documentation of the project plan implementation	Ontario	13.50 out of 14	
	International	11.12 out of 14	
Monitoring schedule, budget and project quality; issues and how you dealt with them	Ontario	3.75 out of 4	
	International	3.31 out of 4	
Evaluation of key metrics, lessons learned, recommendations for future projects	Ontario	7.75 out of 8	
	International	6.31 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.75 out of 3	
	International	2.45 out of 3	



Sales Project



















Composite Score	Ontario	40.90	
	International	39.08	













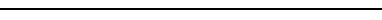





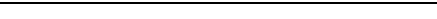

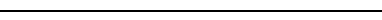

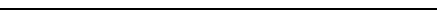

Oral			
Composite Score	Ontario	33.20 out of 40	
	International	31.52 out of 40	
Explain the project?	Ontario	4.60 out of 5	
	International	4.08 out of 5	
Provide rationale for the project?	Ontario	3.60 out of 5	
	International	4.09 out of 5	
Apply project management tools to complete the project?	Ontario	8.00 out of 10	
	International	7.51 out of 10	
Evaluate project results?	Ontario	8.20 out of 10	
	International	7.73 out of 10	
Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all?	Ontario	8.80 out of 10	
	International	8.11 out of 10	

Written			
Composite Score	Ontario	48.60 out of 60	
	International	46.64 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	7.40 out of 10	
	International	8.02 out of 10	
Statement of the problem and project scope	Ontario	4.40 out of 5	
	International	4.19 out of 5	
Project goals, human resource management plan, schedule, quality management plan, risk management, proposed project plan	Ontario	12.00 out of 16	
	International	11.83 out of 16	
Description and documentation of the project plan implementation	Ontario	12.00 out of 14	
	International	10.95 out of 14	
Monitoring schedule, budget and project quality; issues and how you dealt with them	Ontario	3.40 out of 4	
	International	3.26 out of 4	
Evaluation of key metrics, lessons learned, recommendations for future projects	Ontario	7.40 out of 8	
	International	6.24 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.00 out of 3	
	International	2.14 out of 3	

Franchise Business Plan

Composite Score	Ontario	39.50	
	International	39.66	

Oral			
Composite Score	Ontario	30.40 out of 40	
	International	29.97 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Ontario	4.60 out of 5	
	International	4.12 out of 5	
Assess opportunities for venture creation	Ontario	4.00 out of 5	
	International	3.93 out of 5	
Determine feasibility of venture ideas	Ontario	4.40 out of 5	
	International	3.71 out of 5	
Assess start-up requirements	Ontario	4.20 out of 5	
	International	3.77 out of 5	
Evaluate risk-taking opportunities	Ontario	2.60 out of 5	
	International	3.45 out of 5	
Explain the complexity of business operations	Ontario	3.60 out of 5	
	International	3.60 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit	Ontario	3.00 out of 5	
	International	3.62 out of 5	
Describe marketing functions and related activities	Ontario	4.00 out of 5	
	International	3.76 out of 5	

Written			
Composite Score	Ontario	48.60 out of 60	
	International	49.36 out of 60	
Executive Summary: One- to three-page description of the business model	Ontario	8.20 out of 10	
	International	8.41 out of 10	
Financial Plan and Data: Description of the company's sales and profit trends. Outline of strategy and timing for obtaining capital. Two year projected operating statement. One-year projected cash flow statement.	Ontario	4.00 out of 5	
	International	4.07 out of 5	
Conclusion: Specific request for financing, summary of key points supporting the financial request	Ontario	3.60 out of 5	
	International	4.06 out of 5	
Business History, Background, and Objectives: Description of the company, objectives, company successes and challenges and requirements to franchise	Ontario	4.00 out of 5	
	International	4.04 out of 5	
Business Environment: Description of how environmental factors may affect the business	Ontario	4.00 out of 5	
	International	3.97 out of 5	
Products and/or Services: List of and descriptions of the products and/or services offered	Ontario	4.00 out of 5	
	International	3.97 out of 5	
Present Market: Description of the present market, growth potential and pricing policy	Ontario	4.00 out of 5	
	International	4.06 out of 5	
Competition: List of the company's primary competitors in the market and identification of their strengths and weaknesses	Ontario	3.60 out of 5	
	International	4.15 out of 5	
Marketing Plan: Description of existing and future marketing techniques and strategies	Ontario	4.60 out of 5	
	International	4.26 out of 5	
Management and Organization: Description of the management team, management team development plan, succession plan, and the need for additional personnel	Ontario	4.00 out of 5	
	International	4.08 out of 5	
Business Resources: Identified major operating equipment, major suppliers, payment terms, outside resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart	Ontario	4.60 out of 5	
	International	4.27 out of 5	


Independent Business Plan

















Composite Score	Ontario	49.00	
	International	39.85	

Oral			
Composite Score	Ontario	38.50 out of 40	
	International	33.18 out of 40	
Opening presentation and request: description of the business model; organization, clarity and effectiveness of the presentation	Ontario	5.00 out of 5	
	International	4.37 out of 5	
Assess opportunities for venture creation	Ontario	5.00 out of 5	
	International	4.32 out of 5	
Determine feasibility of venture ideas	Ontario	4.50 out of 5	
	International	4.11 out of 5	
Assess start-up requirements	Ontario	5.00 out of 5	
	International	4.09 out of 5	
Evaluate risk-taking opportunities	Ontario	5.00 out of 5	
	International	4.07 out of 5	
Explain the complexity of business operations	Ontario	4.50 out of 5	
	International	3.99 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit	Ontario	4.50 out of 5	
	International	4.01 out of 5	
Describe marketing functions and related activities	Ontario	5.00 out of 5	
	International	4.23 out of 5	

Written			
Composite Score	Ontario	59.50 out of 60	
	International	46.52 out of 60	
Executive Summary: One- to three-page summary of the business model	Ontario	9.00 out of 10	
	International	7.96 out of 10	
Key Metrics: Explanation of the key activities that must be measured	Ontario	4.00 out of 4	
	International	3.06 out of 4	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	Ontario	4.00 out of 4	
	International	2.99 out of 4	
Conclusion: Specific request for financing, summary of key points supporting the financial request	Ontario	4.00 out of 4	
	International	3.18 out of 4	
Problem: List of the top problems the product/service is addressing	Ontario	4.00 out of 4	
	International	3.18 out of 4	
Customer Segments: Description of target customers	Ontario	4.00 out of 4	
	International	3.19 out of 4	
Unique Value Proposition: Description of the single, clear, compelling message that states the unique value proposition	Ontario	4.00 out of 4	
	International	3.09 out of 4	
Solution: Description of the top features of the product/service that solve the problem	Ontario	4.00 out of 4	
	International	3.15 out of 4	
Channels: Descriptions of the pathways to customers	Ontario	4.50 out of 4	
	International	3.17 out of 4	
Revenue Stream: Description of the revenue model and life time values	Ontario	4.00 out of 4	
	International	3.09 out of 4	
Cost Structure: Explanations of the customer acquisition costs, distribution costs, human resources costs and any additional costs	Ontario	4.50 out of 4	
	International	3.28 out of 4	
Detailed Financials: Projected income and expenses and proposed plan to meet capital needs	Ontario	9.50 out of 10	
	International	7.18 out of 10	

Innovation Plan

Composite Score	Ontario	88.00	
	International	81.86	

Oral			
Composite Score	Ontario	88.00 out of 100	
	International	81.86 out of 100	
Executive Summary: One-page summary of the business model	Ontario	15.00 out of 20	
	International	15.48 out of 20	
Problem: Description of the top problems the product/service is addressing	Ontario	12.50 out of 14	
	International	11.88 out of 14	
Customer Segments: Description of the target customers	Ontario	13.00 out of 14	
	International	11.42 out of 14	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is innovative and satisfies a market need	Ontario	12.50 out of 14	
	International	11.39 out of 14	
Solution: Description of the top three features of the product/service that solve the problem	Ontario	13.00 out of 14	
	International	11.59 out of 14	
Conclusion: Summary of the key points and feasibility of the business venture	Ontario	12.00 out of 14	
	International	11.39 out of 14	
General: Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	10.00 out of 10	
	International	8.71 out of 10	

International Business Plan

Composite Score	Ontario	42.60	
	International	37.31	

Oral			
Composite Score	Ontario	29.60 out of 40	
	International	27.94 out of 40	
Opening presentation and request: description of the business model; organization, clarity and effectiveness of the presentation	Ontario	4.40 out of 5	
	International	3.72 out of 5	
Assess opportunities for venture creation	Ontario	4.00 out of 5	
	International	3.90 out of 5	
Determine feasibility of venture ideas	Ontario	3.20 out of 5	
	International	3.66 out of 5	
Describe market-entry strategies for conducting business internationally	Ontario	3.40 out of 5	
	International	3.49 out of 5	
Evaluate risk-taking opportunities	Ontario	4.20 out of 5	
	International	3.16 out of 5	
Explain the complexity of business operations	Ontario	3.80 out of 5	
	International	3.31 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit	Ontario	3.60 out of 5	
	International	3.21 out of 5	
Describe marketing functions and related activities	Ontario	3.00 out of 5	
	International	3.50 out of 5	

Written			
Composite Score	Ontario	55.60 out of 60	
	International	46.69 out of 60	
Executive Summary: One- to three-page description of the business model	Ontario	9.60 out of 10	
	International	7.70 out of 10	
Detailed Financials: Projected income and expenses and proposed plan to meet capital needs	Ontario	3.60 out of 5	
	International	4.10 out of 5	
Key Metrics: Explanation of the key activities that must be measured	Ontario	2.60 out of 4	
	International	2.93 out of 4	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	Ontario	4.20 out of 4	
	International	2.97 out of 4	
Conclusion: Specific request for financing, summary of key points supporting the financial request	Ontario	3.20 out of 4	
	International	3.09 out of 4	
Analysis of the International Business Situation: . Description of economic, political and legal analysis; trade area and cultural analysis	Ontario	4.00 out of 4	
	International	3.15 out of 4	
Problem: Description of the problems the product/service is addressing	Ontario	4.60 out of 4	
	International	3.24 out of 4	
Customer Segments: Description of target customers	Ontario	4.20 out of 4	
	International	3.15 out of 4	
Unique Value Proposition: Description of the single, clear, compelling message that states the unique value proposition	Ontario	4.60 out of 4	
	International	3.03 out of 4	
Solution: Description of the top features of the product/service that solve the problem	Ontario	3.40 out of 4	
	International	3.05 out of 4	
Channels: Descriptions of the pathways to customers	Ontario	4.20 out of 4	
	International	3.10 out of 4	
Revenue Streams: Description of the revenue model and lifetime values	Ontario	3.80 out of 4	
	International	3.25 out of 4	
Cost Structure: Explanation of customer acquisition costs, distribution costs, human resources costs and any additional costs	Ontario	3.60 out of 5	
	International	3.93 out of 5	



























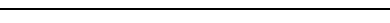

Start-Up Business Plan

Composite Score	Ontario	86.00	
	International	81.37	

Oral			
Composite Score	Ontario	86.00 out of 100	
	International	81.37 out of 100	
Executive Summary: One-page summary of the business model	Ontario	14.40 out of 20	
	International	15.46 out of 20	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	Ontario	8.80 out of 9	
	International	7.11 out of 9	
Conclusion: Specific request for financing, summary of key points supporting the financial request	Ontario	2.60 out of 3	
	International	2.38 out of 3	
Problem: Description of the problems the product/service is addressing	Ontario	8.20 out of 9	
	International	7.55 out of 9	
Customer Segments: Description of target customers	Ontario	7.00 out of 8	
	International	6.80 out of 8	
Unique Value Proposition: Description of the single, clear, compelling message that states the unique value proposition	Ontario	7.00 out of 8	
	International	6.84 out of 8	
Solutions: Description of the features of the product/service that solve the problem	Ontario	7.60 out of 9	
	International	7.48 out of 9	
Channels: Descriptions of the pathways to customers	Ontario	7.00 out of 8	
	International	6.80 out of 8	
Revenue Streams: Description of the revenue model and life time values; explanation of the revenue and gross margin	Ontario	8.00 out of 9	
	International	7.09 out of 9	
Cost Structure: Explanation of customer acquisition costs, distribution costs, human resources costs and other additional costs	Ontario	8.00 out of 9	
	International	7.25 out of 9	
Key Metrics: Explanation of the key activities that must be measured	Ontario	7.40 out of 8	
	International	6.62 out of 8	

Integrated Marketing Campaign - Event

Composite Score	Ontario	81.67	
	International	79.90	

Oral			
Composite Score	Ontario	81.67 out of 100	
	International	79.90 out of 100	
Executive Summary: One-page description provides a clear overview of the campaign	Ontario International	8.33 out of 10 8.27 out of 10	 
Key metrics are well thought out and appropriate for the campaign	Ontario International	6.33 out of 8 6.38 out of 8	 
The campaign shows evidence of creativity and originality	Ontario International	6.67 out of 8 6.21 out of 8	 
The written entry is well-organized, professional, and presented in a logical manner	Ontario International	5.00 out of 5 4.25 out of 5	 
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Ontario International	5.00 out of 5 4.12 out of 5	 
The description of the event, product or service, and business is clearly defined	Ontario International	5.67 out of 6 5.18 out of 6	 
Objectives are defined and referenced throughout the campaign	Ontario International	6.33 out of 8 6.49 out of 8	 
The target market is clearly analyzed	Ontario International	4.67 out of 6 4.90 out of 6	 
The campaign activities are realistic, show evidence of marketing knowledge, and are research based	Ontario International	8.00 out of 12 8.77 out of 12	 
Unifying theme is evident in all campaign activities	Ontario International	5.00 out of 6 5.10 out of 6	 
Provides high-quality appropriate and creative samples of key marketing pieces suggested	Ontario International	7.67 out of 10 7.32 out of 10	 
Campaign schedule is cohesive and plan is no more than 45 days long	Ontario International	6.67 out of 8 6.61 out of 8	 
The budget is realistic for the campaign and all costs that would be incurred have been considered	Ontario International	6.33 out of 8 6.29 out of 8	 

Integrated Marketing Campaign - Product

Composite Score	Ontario	83.67	
	International	79.10	



Oral			
Composite Score	Ontario	83.67 out of 100	
	International	79.10 out of 100	
Executive Summary: One-page description provides a clear overview of the campaign	Ontario	7.67 out of 10	
	International	7.33 out of 10	
Key metrics are well thought out and appropriate for the campaign	Ontario	7.00 out of 8	
	International	6.11 out of 8	
The campaign shows evidence of creativity and originality	Ontario	7.33 out of 8	
	International	6.51 out of 8	
The written entry is well-organized, professional, and presented in a logical manner	Ontario	4.00 out of 5	
	International	4.11 out of 5	
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Ontario	4.33 out of 5	
	International	4.16 out of 5	
The description of the event, product or service, and business is clearly defined	Ontario	5.67 out of 6	
	International	5.04 out of 6	
Objectives are defined and referenced throughout the campaign	Ontario	6.00 out of 8	
	International	6.31 out of 8	
The target market is clearly analyzed	Ontario	5.67 out of 6	
	International	5.12 out of 6	
The campaign activities are realistic, show evidence of marketing knowledge, and are research based	Ontario	9.33 out of 12	
	International	9.05 out of 12	
Unifying theme is evident in all campaign activities	Ontario	5.00 out of 6	
	International	4.81 out of 6	
Provides high-quality appropriate and creative samples of key marketing pieces suggested	Ontario	7.67 out of 10	
	International	7.44 out of 10	
Campaign schedule is cohesive and plan is no more than 45 days long	Ontario	7.00 out of 8	
	International	6.70 out of 8	
The budget is realistic for the campaign and all costs that would be incurred have been considered	Ontario	7.00 out of 8	
	International	6.41 out of 8	





























Integrated Marketing Campaign - Service

Composite Score	Ontario	78.60	
	International	74.61	































Oral			
Composite Score	Ontario	78.60 out of 100	
	International	74.61 out of 100	
Executive Summary: One-page description provides a clear overview of the campaign	Ontario International	7.40 out of 10 7.16 out of 10	
Key metrics are well thought out and appropriate for the campaign	Ontario International	7.00 out of 8 5.85 out of 8	
The campaign shows evidence of creativity and originality	Ontario International	6.40 out of 8 6.07 out of 8	
The written entry is well-organized, professional, and presented in a logical manner	Ontario International	4.00 out of 5 4.10 out of 5	
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Ontario International	3.60 out of 5 4.10 out of 5	
The description of the event, product or service, and business is clearly defined	Ontario International	5.00 out of 6 4.87 out of 6	
Objectives are defined and referenced throughout the campaign	Ontario International	5.00 out of 8 5.88 out of 8	
The target market is clearly analyzed	Ontario International	5.60 out of 6 4.62 out of 6	
The campaign activities are realistic, show evidence of marketing knowledge, and are research based	Ontario International	9.00 out of 12 8.55 out of 12	
Unifying theme is evident in all campaign activities	Ontario International	4.40 out of 6 4.56 out of 6	
Provides high-quality appropriate and creative samples of key marketing pieces suggested	Ontario International	7.60 out of 10 6.63 out of 10	
Campaign schedule is cohesive and plan is no more than 45 days long	Ontario International	6.80 out of 8 6.35 out of 8	
The budget is realistic for the campaign and all costs that would be incurred have been considered	Ontario International	6.80 out of 8 5.88 out of 8	

Financial Consulting


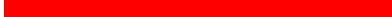
Composite Score	Ontario	92.50	
	International	83.25	




























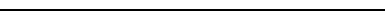
Oral			
Composite Score	Ontario	92.50 out of 100	
	International	83.25 out of 100	
Presented an effective and engaging opening	Ontario	6.00 out of 7	
	International	5.72 out of 7	
Effectively closed the sale or ended the consultation	Ontario	6.50 out of 10	
	International	7.67 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary, words were enunciated and pronounced clearly, voice conveyed enthusiasm and volume was appropriate for the situation.	Ontario	10.00 out of 10	
	International	8.57 out of 10	
Professional appearance, poise and confidence	Ontario	5.00 out of 5	
	International	4.77 out of 5	
Overall impression	Ontario	5.00 out of 5	
	International	4.61 out of 5	
Established relationship with customer/client	Ontario	7.00 out of 8	
	International	6.44 out of 8	
Communicated understanding of customer/client needs	Ontario	7.50 out of 8	
	International	6.48 out of 8	
Facilitated customer/client buying decisions	Ontario	8.00 out of 8	
	International	6.28 out of 8	
Recommended specific product(s)/service(s)/action(s)	Ontario	7.50 out of 8	
	International	6.76 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	Ontario	7.50 out of 8	
	International	6.56 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	Ontario	7.00 out of 7	
	International	5.94 out of 7	
Prescribed a solution(s) to meet customer/client needs	Ontario	8.00 out of 8	
	International	6.71 out of 8	
Effectively answered customer/client questions and concerns	Ontario	7.50 out of 8	
	International	6.74 out of 8	

Hospitality and Tourism Professional Selling

Oral			
Composite Score	Ontario	87.50	
	International	81.18	
Composite Score	Ontario	87.50 out of 100	
	International	81.18 out of 100	
Presented an effective and engaging opening	Ontario	6.00 out of 7	
	International	5.80 out of 7	
Effectively closed the sale or ended the consultation	Ontario	8.50 out of 10	
	International	7.85 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary, words were enunciated and pronounced clearly, voice conveyed enthusiasm and volume was appropriate for the situation.	Ontario	8.50 out of 10	
	International	8.21 out of 10	
Professional appearance, poise and confidence	Ontario	5.00 out of 5	
	International	4.51 out of 5	
Overall impression	Ontario	4.00 out of 5	
	International	4.33 out of 5	
Established relationship with customer/client	Ontario	6.50 out of 8	
	International	6.16 out of 8	
Communicated understanding of customer/client needs	Ontario	7.50 out of 8	
	International	6.30 out of 8	
Facilitated customer/client buying decisions	Ontario	6.50 out of 8	
	International	6.12 out of 8	
Recommended specific product(s)/service(s)/action(s)	Ontario	7.50 out of 8	
	International	6.58 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	Ontario	7.00 out of 8	
	International	6.55 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	Ontario	6.50 out of 7	
	International	5.87 out of 7	
Prescribed a solution(s) to meet customer/client needs	Ontario	6.50 out of 8	
	International	6.29 out of 8	
Effectively answered customer/client questions and concerns	Ontario	7.50 out of 8	
	International	6.59 out of 8	

Professional Selling

Composite Score	Ontario	89.50	
	International	82.47	

Oral			
Composite Score	Ontario	89.50 out of 100	
	International	82.47 out of 100	
Presented an effective and engaging opening	Ontario	7.50 out of 7	
	International	6.03 out of 7	
Effectively closed the sale or ended the consultation	Ontario	6.50 out of 10	
	International	7.61 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary, words were enunciated and pronounced clearly, voice conveyed enthusiasm and volume was appropriate for the situation.	Ontario	11.00 out of 10	
	International	8.38 out of 10	
Professional appearance, poise and confidence	Ontario	5.00 out of 5	
	International	4.80 out of 5	
Overall impression	Ontario	5.00 out of 5	
	International	4.61 out of 5	
Established relationship with customer/client	Ontario	6.00 out of 8	
	International	6.48 out of 8	
Communicated understanding of customer/client needs	Ontario	6.50 out of 8	
	International	6.30 out of 8	
Facilitated customer/client buying decisions	Ontario	7.00 out of 8	
	International	6.19 out of 8	
Recommended specific product(s)/service(s)/action(s)	Ontario	8.00 out of 8	
	International	6.72 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	Ontario	7.50 out of 8	
	International	6.59 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	Ontario	6.00 out of 7	
	International	6.12 out of 7	
Prescribed a solution(s) to meet customer/client needs	Ontario	6.00 out of 8	
	International	6.12 out of 8	
Effectively answered customer/client questions and concerns	Ontario	7.50 out of 8	
	International	6.51 out of 8	

Stock Market Game

Composite Score	Ontario	86.50	
	International	83.26	

Oral			
Composite Score	Ontario	86.50 out of 100	
	International	83.26 out of 100	
Executive Summary: One-page description of the project.	Ontario	8.00 out of 10	
	International	7.86 out of 10	
The oral presentation proceeds in a logical, organized manner and is appropriate to the investment industry.	Ontario	4.50 out of 6	
	International	5.00 out of 6	
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Ontario	5.25 out of 6	
	International	4.81 out of 6	
The written and oral presentation show evidence of a realistic knowledge of investment trends and financial markets	Ontario	4.75 out of 6	
	International	4.93 out of 6	
The stock portfolio exhibits diversity across sectors of the economy.	Ontario	4.25 out of 6	
	International	4.68 out of 6	
The written and oral presentation demonstrate an understanding of investment objectives.	Ontario	12.75 out of 14	
	International	12.27 out of 14	
The written and oral presentation demonstrate correct use of investment terminology.	Ontario	4.50 out of 6	
	International	4.65 out of 6	
The written entry and oral presentations demonstrate research beyond the stock's performance history—i.e., the investment decisions were based on knowledge of the company's underlying business performance or plans.	Ontario	13.75 out of 14	
	International	11.95 out of 14	
The written entry and oral presentation explain the effectiveness of the strategy	Ontario	12.75 out of 13	
	International	11.10 out of 13	
The written entry and oral presentation explain changes in strategy for future investments.	Ontario	12.25 out of 13	
	International	11.14 out of 13	
The written entry is well-organized, professional, and presented in a logical manner.	Ontario	3.75 out of 6	
	International	4.86 out of 6	