





















Judge Assessment

Ontario



Region: ON



















Principles of Business Management and Administration

Composite Score	Ontario	95.73	
	International	75.13	



Oral			
Composite Score	Ontario	95.73 out of 100	
	International	75.13 out of 100	
Describe marketing functions and related activities?	Ontario	17.55 out of 18	
	International	14.44 out of 18	
Explain marketing and its importance in a global environment?	Ontario	17.18 out of 18	
	International	12.89 out of 18	
Explain factors that influence customer/client/business buying behavior?	Ontario	17.36 out of 18	
	International	13.53 out of 18	
Demonstrate connections between company actions and results?	Ontario	17.09 out of 18	
	International	14.01 out of 18	
Reason effectively and use systems thinking?	Ontario	6.36 out of 7	
	International	5.10 out of 7	
Communicate clearly?	Ontario	6.55 out of 7	
	International	5.42 out of 7	
Show evidence of creativity?	Ontario	6.82 out of 7	
	International	4.73 out of 7	
Overall impression and responses to the judges questions	Ontario	6.82 out of 7	
	International	5.01 out of 7	



















Principles of Finance

Composite Score	Ontario	93.60	
	International	79.36	



Oral			
Composite Score	Ontario	93.60 out of 100	
	International	79.36 out of 100	
Describe the nature of emotional intelligence?	Ontario	16.70 out of 18	
	International	15.01 out of 18	
Maintain the confidentiality of others?	Ontario	17.60 out of 18	
	International	14.16 out of 18	
Explain the nature of effective communications?	Ontario	17.10 out of 18	
	International	14.46 out of 18	
Explain the nature of stress management?	Ontario	15.90 out of 18	
	International	13.21 out of 18	
Reason effectively and use systems thinking?	Ontario	6.60 out of 7	
	International	5.55 out of 7	
Communicate clearly?	Ontario	6.70 out of 7	
	International	5.88 out of 7	
Show evidence of creativity?	Ontario	7.10 out of 7	
	International	5.12 out of 7	
Overall impression and responses to the judges questions	Ontario	5.90 out of 7	
	International	5.96 out of 7	



















Principles of Hospitality and Tourism

Composite Score	Ontario	87.60	
	International	75.73	

Oral			
Composite Score	Ontario	87.60 out of 100	
	International	75.73 out of 100	
Explain the nature of staff communication?	Ontario	16.10 out of 18	
	International	13.75 out of 18	
Choose and use appropriate channel for workplace communication?	Ontario	16.10 out of 18	
	International	14.21 out of 18	
Employ communication styles appropriate to target audience?	Ontario	16.20 out of 18	
	International	14.13 out of 18	
Apply written directions to achieve tasks?	Ontario	16.30 out of 18	
	International	13.68 out of 18	
Reason effectively and use systems thinking?	Ontario	5.90 out of 7	
	International	4.92 out of 7	
Communicate clearly?	Ontario	6.00 out of 7	
	International	5.28 out of 7	
Show evidence of creativity?	Ontario	5.30 out of 7	
	International	4.73 out of 7	
Overall impression and responses to the judges questions	Ontario	5.70 out of 7	
	International	5.02 out of 7	



























Principles of Marketing

Composite Score	Ontario	95.00	
	International	72.00	



Oral			
Composite Score	Ontario	95.00 out of 100	
	International	72.00 out of 100	
Discuss the nature of customer relationship management?	Ontario	17.33 out of 18	
	International	13.26 out of 18	
Explain the role of ethics in customer relationship management?	Ontario	17.44 out of 18	
	International	12.84 out of 18	
Describe the use of technology in customer relationship management?	Ontario	17.00 out of 18	
	International	12.54 out of 18	
Build and maintain relationships with customers?	Ontario	17.33 out of 18	
	International	13.34 out of 18	
Reason effectively and use systems thinking?	Ontario	6.33 out of 7	
	International	4.71 out of 7	
Communicate clearly?	Ontario	6.11 out of 7	
	International	5.39 out of 7	
Show evidence of creativity?	Ontario	6.89 out of 7	
	International	4.90 out of 7	
Overall impression and responses to the judges questions	Ontario	6.56 out of 7	
	International	5.01 out of 7	












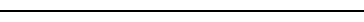












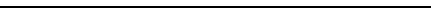

Business Law and Ethics Team Decision Making

Composite Score	Ontario	89.22	
	International	75.31	



Oral			
Composite Score	Ontario	89.22 out of 100	
	International	75.31 out of 100	
Explain the concept of competition?	Ontario	8.78 out of 10	
	International	7.49 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	5.33 out of 6	
	International	4.79 out of 6	
Show evidence of creativity?	Ontario	5.44 out of 6	
	International	4.38 out of 6	
Overall impression and responses to the judges questions	Ontario	5.22 out of 6	
	International	4.55 out of 6	
Explain factors that influence customer/client/business buying behavior?	Ontario	8.89 out of 10	
	International	7.71 out of 10	
Explain reasons for ethical dilemmas?	Ontario	9.33 out of 10	
	International	7.40 out of 10	
Recognize and respond to ethical dilemmas?	Ontario	9.00 out of 10	
	International	7.52 out of 10	
Explain the nature of effective communications?	Ontario	8.67 out of 10	
	International	7.39 out of 10	
Explain ethical considerations in providing information?	Ontario	8.56 out of 10	
	International	7.39 out of 10	
Build trust in relationships?	Ontario	9.00 out of 10	
	International	7.67 out of 10	
Reason effectively and use systems thinking?	Ontario	5.67 out of 6	
	International	4.54 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.33 out of 6	
	International	4.50 out of 6	



























Buying and Merchandising Team Decision Making

Composite Score	Ontario	90.78	
	International	76.79	

Oral			
Composite Score	Ontario	90.78 out of 100	
	International	76.79 out of 100	
Describe the need for marketing data?	Ontario	9.22 out of 10	
	International	7.89 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	5.56 out of 6	
	International	4.73 out of 6	
Show evidence of creativity?	Ontario	5.33 out of 6	
	International	4.62 out of 6	
Overall impression and responses to the judges questions	Ontario	5.22 out of 6	
	International	4.54 out of 6	
Identify data monitored for marketing decision making?	Ontario	9.00 out of 10	
	International	7.75 out of 10	
Describe the use of technology in the marketing-information management function?	Ontario	9.22 out of 10	
	International	7.84 out of 10	
Describe data collection methods?	Ontario	9.11 out of 10	
	International	7.68 out of 10	
Obtain needed information efficiently?	Ontario	9.22 out of 10	
	International	7.59 out of 10	
Explain the nature of effective communications?	Ontario	8.78 out of 10	
	International	7.64 out of 10	
Reinforce service orientation through communication?	Ontario	9.22 out of 10	
	International	7.49 out of 10	
Reason effectively and use systems thinking?	Ontario	5.44 out of 6	
	International	4.47 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.44 out of 6	
	International	4.54 out of 6	



























Entrepreneurship Team Decision Making

Composite Score	Ontario	88.12	
	International	74.07	

Oral			
Composite Score	Ontario	88.12 out of 100	
	International	74.07 out of 100	
Develop exit strategies?	Ontario International	8.75 out of 10 7.46 out of 10	 
Communicate clearly and show evidence of collaboration?	Ontario International	5.50 out of 6 4.95 out of 6	 
Show evidence of creativity?	Ontario International	5.25 out of 6 4.50 out of 6	 
Overall impression and responses to the judges questions	Ontario International	5.88 out of 6 4.95 out of 6	 
Evaluate options for continued venture involvement?	Ontario International	9.00 out of 10 7.33 out of 10	 
Use creative problem-solving in business activities/decisions?	Ontario International	8.38 out of 10 7.20 out of 10	 
Adapt to changes in business environment?	Ontario International	8.50 out of 10 7.21 out of 10	 
Explain the nature of managerial ethics?	Ontario International	8.88 out of 10 7.14 out of 10	 
Determine service to provide customers?	Ontario International	8.12 out of 10 7.02 out of 10	 
Identify potential security issues?	Ontario International	9.12 out of 10 7.05 out of 10	 
Reason effectively and use systems thinking?	Ontario International	5.38 out of 6 4.57 out of 6	 
Make judgments and decisions, and solve problems?	Ontario International	5.38 out of 6 4.69 out of 6	 



























Financial Services Team Decision Making

Composite Score	Ontario	85.56	
	International	77.56	

Oral			
Composite Score	Ontario	85.56 out of 100	
	International	77.56 out of 100	
Describe sources of income?	Ontario	8.11 out of 10	
	International	7.74 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	5.44 out of 6	
	International	4.84 out of 6	
Show evidence of creativity?	Ontario	5.00 out of 6	
	International	4.40 out of 6	
Overall impression and responses to the judges questions	Ontario	5.44 out of 6	
	International	4.58 out of 6	
Explain the nature of financial needs?	Ontario	8.33 out of 10	
	International	7.66 out of 10	
Explain the need to save and invest?	Ontario	8.44 out of 10	
	International	8.05 out of 10	
Set financial goals?	Ontario	8.56 out of 10	
	International	7.76 out of 10	
Demonstrate the wise use of credit?	Ontario	8.33 out of 10	
	International	7.91 out of 10	
Protect against identity theft?	Ontario	8.56 out of 10	
	International	7.70 out of 10	
Describe the role of financial institutions?	Ontario	8.44 out of 10	
	International	7.79 out of 10	
Reason effectively and use systems thinking?	Ontario	5.44 out of 6	
	International	4.63 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.44 out of 6	
	International	4.50 out of 6	



























Hospitality Services Team Decision Making

Composite Score	Ontario	81.11	
	International	75.53	

Oral			
Composite Score	Ontario	81.11 out of 100	
	International	75.53 out of 100	
Explain the relationship between the economy and hospitality and tourism?	Ontario International	8.78 out of 10 7.42 out of 10	 
Communicate clearly and show evidence of collaboration?	Ontario International	5.11 out of 6 4.81 out of 6	 
Show evidence of creativity?	Ontario International	4.67 out of 6 4.64 out of 6	 
Overall impression and responses to the judges questions	Ontario International	4.67 out of 6 4.60 out of 6	 
Distinguish between economic goods and services?	Ontario International	8.11 out of 10 7.30 out of 10	 
Identify factors affecting a business's profit?	Ontario International	8.22 out of 10 7.42 out of 10	 
Determine factors affecting business risk?	Ontario International	7.78 out of 10 7.22 out of 10	 
Explain factors that motivate people to choose a hospitality and tourism site?	Ontario International	8.00 out of 10 7.62 out of 10	 
Identify product's/service's competitive advantage?	Ontario International	8.33 out of 10 7.62 out of 10	 
Explain factors that influence customer/client/business buying behavior?	Ontario International	7.78 out of 10 7.64 out of 10	 
Reason effectively and use systems thinking?	Ontario International	5.11 out of 6 4.72 out of 6	 
Make judgments and decisions, and solve problems?	Ontario International	4.56 out of 6 4.52 out of 6	 

Marketing Management Team Decision Making

Composite Score	Ontario	84.80	
	International	78.41	

Oral			
Composite Score	Ontario	84.80 out of 100	
	International	78.41 out of 100	
Explain the nature and scope of the product/service management functions?	Ontario	8.60 out of 10	
	International	7.83 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	5.60 out of 6	
	International	5.03 out of 6	
Show evidence of creativity?	Ontario	4.90 out of 6	
	International	4.81 out of 6	
Overall impression and responses to the judges questions	Ontario	5.30 out of 6	
	International	4.79 out of 6	
Explain the nature of corporate branding?	Ontario	8.40 out of 10	
	International	7.71 out of 10	
Describe factors used by businesses to position corporate brands?	Ontario	8.20 out of 10	
	International	7.50 out of 10	
Describe factors used by marketers to position products/services?	Ontario	8.20 out of 10	
	International	7.61 out of 10	
Explain the nature of marketing strategies?	Ontario	8.70 out of 10	
	International	7.71 out of 10	
Explain key factors in building a clientele?	Ontario	8.60 out of 10	
	International	8.19 out of 10	
Discuss motivational theories that impact buying behavior?	Ontario	8.10 out of 10	
	International	7.73 out of 10	
Reason effectively and use systems thinking?	Ontario	5.20 out of 6	
	International	4.59 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.00 out of 6	
	International	4.91 out of 6	












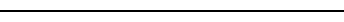












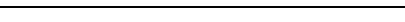

Sports and Entertainment Marketing Team Decision Making

Composite Score	Ontario	95.70	
	International	74.24	

Oral			
Composite Score	Ontario	95.70 out of 100	
	International	74.24 out of 100	
Explain the nature of positive customer relations?	Ontario	9.60 out of 10	
	International	7.43 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	6.10 out of 6	
	International	4.74 out of 6	
Show evidence of creativity?	Ontario	5.90 out of 6	
	International	4.59 out of 6	
Overall impression and responses to the judges questions	Ontario	5.90 out of 6	
	International	4.72 out of 6	
Demonstrate a customer service mindset?	Ontario	9.60 out of 10	
	International	7.26 out of 10	
Reinforce service orientation through communication?	Ontario	9.50 out of 10	
	International	7.28 out of 10	
Interpret business policies to customers/clients?	Ontario	9.40 out of 10	
	International	6.77 out of 10	
Explain the nature of effective communications?	Ontario	9.60 out of 10	
	International	7.40 out of 10	
Explain communications channels used in public-relations activities?	Ontario	9.20 out of 10	
	International	7.23 out of 10	
Recognize /reward others for their efforts and contributions?	Ontario	9.40 out of 10	
	International	7.37 out of 10	
Reason effectively and use systems thinking?	Ontario	5.80 out of 6	
	International	4.75 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.70 out of 6	
	International	4.71 out of 6	

Travel and Tourism Team Decision Making

Composite Score	Ontario	84.78	
	International	72.66	

Oral			
Composite Score	Ontario	84.78 out of 100	
	International	72.66 out of 100	
Explain the nature of customer service in the hospitality and tourism industry?	Ontario	8.67 out of 10	
	International	7.54 out of 10	
Communicate clearly and show evidence of collaboration?	Ontario	5.33 out of 6	
	International	4.69 out of 6	
Show evidence of creativity?	Ontario	5.33 out of 6	
	International	4.36 out of 6	
Overall impression and responses to the judges questions	Ontario	4.78 out of 6	
	International	4.28 out of 6	
Differentiate between offering services and offering products in hospitality and tourism?	Ontario	8.11 out of 10	
	International	7.42 out of 10	
Demonstrate a customer-service mindset?	Ontario	8.67 out of 10	
	International	7.66 out of 10	
Build and maintain relationships with customers?	Ontario	8.56 out of 10	
	International	7.41 out of 10	
Interpret business policies to customers/clients?	Ontario	8.56 out of 10	
	International	6.62 out of 10	
Identify product's/service's competitive advantage?	Ontario	8.33 out of 10	
	International	7.11 out of 10	
Assess long-term value and impact of actions on others?	Ontario	8.44 out of 10	
	International	7.04 out of 10	
Reason effectively and use systems thinking?	Ontario	5.11 out of 6	
	International	4.30 out of 6	
Make judgments and decisions, and solve problems?	Ontario	4.89 out of 6	
	International	4.23 out of 6	

Accounting Applications Series

Composite Score	Ontario	89.20	
	International	64.96	

Role Play			
Composite Score	Ontario	88.70 out of 100	
	International	65.35 out of 100	
Describe the nature of business records?	Ontario	13.10 out of 14	
	International	8.77 out of 14	
Overall impression and responses to the judges questions	Ontario	5.20 out of 6	
	International	4.09 out of 6	
Explain methods used to value inventory?	Ontario	12.90 out of 14	
	International	9.12 out of 14	
Determine the cost/value of inventory?	Ontario	12.60 out of 14	
	International	9.59 out of 14	
Record inventory transactions?	Ontario	11.80 out of 14	
	International	8.53 out of 14	
Calculate cost of goods sold?	Ontario	11.80 out of 14	
	International	9.38 out of 14	
Reason effectively and use systems thinking?	Ontario	5.50 out of 6	
	International	3.95 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.20 out of 6	
	International	3.85 out of 6	
Communicate clearly?	Ontario	5.50 out of 6	
	International	4.29 out of 6	
Show evidence of creativity?	Ontario	5.10 out of 6	
	International	3.78 out of 6	

Role Play 2			
Composite Score	Ontario	89.70 out of 100	
	International	64.57 out of 100	
Explain the nature of payroll expenses?	Ontario	12.70 out of 14	
	International	9.13 out of 14	
Overall impression and responses to the judges questions	Ontario	5.10 out of 6	
	International	3.93 out of 6	
Calculate employee deductions?	Ontario	12.80 out of 14	
	International	9.24 out of 14	
Calculate payroll taxes?	Ontario	12.50 out of 14	
	International	9.37 out of 14	
Explain the nature of tax liabilities?	Ontario	12.50 out of 14	
	International	8.61 out of 14	
Describe the nature of taxes?	Ontario	12.80 out of 14	
	International	8.79 out of 14	
Reason effectively and use systems thinking?	Ontario	5.70 out of 6	
	International	3.90 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.10 out of 6	
	International	3.64 out of 6	
Communicate clearly?	Ontario	5.20 out of 6	
	International	4.14 out of 6	
Show evidence of creativity?	Ontario	5.30 out of 6	
	International	3.81 out of 6	

Apparel and Accessories Marketing Series

















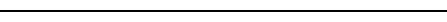





Composite Score	Ontario	94.20	
	International	73.94	























Role Play			
Composite Score	Ontario	93.20 out of 100	
	International	73.62 out of 100	
Explain the importance of merchandising to retailers?	Ontario	12.90 out of 14	
	International	10.71 out of 14	
Overall impression and responses to the judges questions	Ontario	5.80 out of 6	
	International	4.66 out of 6	
Identify factors affecting a business's profit?	Ontario	13.00 out of 14	
	International	10.31 out of 14	
Determine factors affecting business risk?	Ontario	13.20 out of 14	
	International	10.40 out of 14	
Explain the impact of the law of diminishing returns?	Ontario	13.20 out of 14	
	International	9.78 out of 14	
Explain the concept of product mix?	Ontario	13.20 out of 14	
	International	10.23 out of 14	
Reason effectively and use systems thinking?	Ontario	5.10 out of 6	
	International	4.41 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.30 out of 6	
	International	4.40 out of 6	
Communicate clearly?	Ontario	5.90 out of 6	
	International	4.73 out of 6	
Show evidence of creativity?	Ontario	5.60 out of 6	
	International	4.01 out of 6	

Role Play 2			
Composite Score	Ontario	95.20 out of 100	
	International	74.26 out of 100	
Explain company selling policies?	Ontario	13.90 out of 14	
	International	10.92 out of 14	
Overall impression and responses to the judges questions	Ontario	5.10 out of 6	
	International	3.98 out of 6	
Explain the role of customer service as a component of selling relationships?	Ontario	14.00 out of 14	
	International	11.19 out of 14	
Process returns/exchanges?	Ontario	13.60 out of 14	
	International	10.89 out of 14	
Discuss motivational theories that impact buying behavior?	Ontario	13.90 out of 14	
	International	10.10 out of 14	
Demonstrate a customer-service mindset?	Ontario	13.60 out of 14	
	International	11.05 out of 14	
Reason effectively and use systems thinking?	Ontario	5.20 out of 6	
	International	3.93 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.30 out of 6	
	International	3.98 out of 6	
Communicate clearly?	Ontario	5.30 out of 6	
	International	4.33 out of 6	
Show evidence of creativity?	Ontario	5.30 out of 6	
	International	3.90 out of 6	



Automotive Services Marketing Series













Composite Score	Ontario	93.61	
	International	83.47	







Role Play			
Composite Score	Ontario	93.44 out of 100	
	International	84.38 out of 100	
Explain the nature of channel-member relationships?	Ontario	13.44 out of 14	
	International	11.78 out of 14	
Overall impression and responses to the judges questions	Ontario	5.67 out of 6	
	International	5.11 out of 6	
Describe ethical considerations in channel management?	Ontario	13.11 out of 14	
	International	11.79 out of 14	
Coordinate channel management with other marketing activities?	Ontario	13.00 out of 14	
	International	11.54 out of 14	
Identify product's/service's competitive advantage?	Ontario	13.00 out of 14	
	International	11.99 out of 14	
Identify company's brand promise?	Ontario	13.00 out of 14	
	International	12.19 out of 14	
Reason effectively and use systems thinking?	Ontario	5.56 out of 6	
	International	5.04 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.44 out of 6	
	International	4.94 out of 6	
Communicate clearly?	Ontario	5.78 out of 6	
	International	5.12 out of 6	
Show evidence of creativity?	Ontario	5.44 out of 6	
	International	4.88 out of 6	

Role Play 2			
Composite Score	Ontario	93.78 out of 100	
	International	82.55 out of 100	
Describe the need for marketing data?	Ontario	13.22 out of 14	
	International	11.62 out of 14	
Overall impression and responses to the judges questions	Ontario	5.33 out of 6	
	International	4.75 out of 6	
Identify data monitored for marketing decision making?	Ontario	13.33 out of 14	
	International	11.58 out of 14	
Describe data-collection methods?	Ontario	13.78 out of 14	
	International	11.59 out of 14	
Recognize/reward others for their efforts and contributions?	Ontario	13.11 out of 14	
	International	11.67 out of 14	
Identify ways to track marketing-communications activities?	Ontario	13.44 out of 14	
	International	11.61 out of 14	
Reason effectively and use systems thinking?	Ontario	4.89 out of 6	
	International	4.84 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.56 out of 6	
	International	4.91 out of 6	
Communicate clearly?	Ontario	5.67 out of 6	
	International	5.19 out of 6	
Show evidence of creativity?	Ontario	5.44 out of 6	
	International	4.78 out of 6	

Business Finance Services

Composite Score	Ontario	94.80	
	International	75.42	

Role Play			
Composite Score	Ontario	96.40 out of 100	
	International	77.80 out of 100	
Explain the concept of productivity?	Ontario International	14.30 out of 14 11.24 out of 14	
Overall impression and responses to the judges questions	Ontario International	5.90 out of 6 4.74 out of 6	
Analyze the impact of specialization/division of labor on productivity?	Ontario International	13.50 out of 14 10.94 out of 14	
Discuss the use of cost-volume-profit analysis?	Ontario International	13.90 out of 14 11.03 out of 14	
Explain the impact of the law of diminishing returns?	Ontario International	13.10 out of 14 9.90 out of 14	
Apply information to accomplish a task?	Ontario International	13.40 out of 14 11.29 out of 14	
Reason effectively and use systems thinking?	Ontario International	5.90 out of 6 4.69 out of 6	
Make judgments and decisions, and solve problems?	Ontario International	5.70 out of 6 4.81 out of 6	
Communicate clearly?	Ontario International	5.10 out of 6 4.46 out of 6	
Show evidence of creativity?	Ontario International	5.60 out of 6 4.70 out of 6	

Role Play 2			
Composite Score	Ontario	93.20 out of 100	
	International	73.04 out of 100	
Explain the nature of accounting?	Ontario International	13.30 out of 14 10.91 out of 14	
Overall impression and responses to the judges questions	Ontario International	5.20 out of 6 3.80 out of 6	
Maintain internal accounting controls?	Ontario International	13.40 out of 14 10.02 out of 14	
Explain the nature of balance sheets?	Ontario International	13.30 out of 14 10.57 out of 14	
Explain the use of technology in accounting?	Ontario International	13.40 out of 14 10.82 out of 14	
Explain the role of finance in business?	Ontario International	13.00 out of 14 10.30 out of 14	
Reason effectively and use systems thinking?	Ontario International	5.20 out of 6 4.20 out of 6	
Make judgments and decisions, and solve problems?	Ontario International	5.10 out of 6 4.05 out of 6	
Communicate clearly?	Ontario International	5.60 out of 6 4.57 out of 6	
Show evidence of creativity?	Ontario International	5.70 out of 6 3.80 out of 6	

Business Services Marketing Series

Composite Score	Ontario	92.40	
	International	75.44	

Role Play			
Composite Score	Ontario	93.10 out of 100	
	International	74.36 out of 100	
Explain the nature of a promotional plan?	Ontario	13.50 out of 14	
	International	10.51 out of 14	
Overall impression and responses to the judges questions	Ontario	5.20 out of 6	
	International	4.51 out of 6	
Describe marketing functions and related activities?	Ontario	13.00 out of 14	
	International	10.31 out of 14	
Explain factors that influence customer/client/business buying behavior?	Ontario	13.20 out of 14	
	International	10.36 out of 14	
Demonstrate connections between company actions and results?	Ontario	12.60 out of 14	
	International	10.02 out of 14	
Describe the role of customer voice in branding?	Ontario	12.80 out of 14	
	International	10.47 out of 14	
Reason effectively and use systems thinking?	Ontario	5.80 out of 6	
	International	4.51 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.30 out of 6	
	International	4.53 out of 6	
Communicate clearly?	Ontario	6.10 out of 6	
	International	4.76 out of 6	
Show evidence of creativity?	Ontario	5.60 out of 6	
	International	4.37 out of 6	

Role Play 2			
Composite Score	Ontario	91.70 out of 100	
	International	76.53 out of 100	
Explain company selling policies?	Ontario	13.20 out of 14	
	International	10.45 out of 14	
Overall impression and responses to the judges questions	Ontario	5.50 out of 6	
	International	4.63 out of 6	
Discuss motivational theories that impact buying behavior?	Ontario	12.90 out of 14	
	International	10.62 out of 14	
Analyze product information to identify product features and benefits?	Ontario	13.00 out of 14	
	International	11.21 out of 14	
Handle customer/client complaints?	Ontario	11.70 out of 14	
	International	10.41 out of 14	
Identify product's/service's competitive advantage?	Ontario	13.10 out of 14	
	International	10.72 out of 14	
Reason effectively and use systems thinking?	Ontario	5.20 out of 6	
	International	4.53 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.90 out of 6	
	International	4.49 out of 6	
Communicate clearly?	Ontario	5.50 out of 6	
	International	4.97 out of 6	
Show evidence of creativity?	Ontario	5.70 out of 6	
	International	4.50 out of 6	

Entrepreneurship Series

Composite Score	Ontario	90.45	
	International	76.97	

Role Play			
Composite Score	Ontario	92.00 out of 100	
	International	77.39 out of 100	
Determine hiring needs?	Ontario	12.50 out of 14	
	International	10.71 out of 14	
Overall impression and responses to the judges questions	Ontario	5.50 out of 6	
	International	4.93 out of 6	
Select and hire new employees?	Ontario	12.40 out of 14	
	International	10.98 out of 14	
Foster "right" environment for employees?	Ontario	13.10 out of 14	
	International	10.92 out of 14	
Identify company's brand promise?	Ontario	13.20 out of 14	
	International	10.47 out of 14	
Explain management's role in customer relations?	Ontario	12.90 out of 14	
	International	10.67 out of 14	
Reason effectively and use systems thinking?	Ontario	5.50 out of 6	
	International	4.66 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.90 out of 6	
	International	4.55 out of 6	
Communicate clearly?	Ontario	5.70 out of 6	
	International	4.90 out of 6	
Show evidence of creativity?	Ontario	5.30 out of 6	
	International	4.61 out of 6	

Role Play 2			
Composite Score	Ontario	88.90 out of 100	
	International	76.55 out of 100	
Explain marketing and its importance in a global economy?	Ontario	12.70 out of 14	
	International	10.39 out of 14	
Overall impression and responses to the judges questions	Ontario	5.30 out of 6	
	International	4.62 out of 6	
Develop marketing plan?	Ontario	13.00 out of 14	
	International	10.75 out of 14	
Explain the concept of market and market identification?	Ontario	12.40 out of 14	
	International	10.62 out of 14	
Explain the concept of marketing strategies?	Ontario	13.20 out of 14	
	International	10.82 out of 14	
Explain factors that influence customer/client/business buying behavior?	Ontario	11.40 out of 14	
	International	10.65 out of 14	
Reason effectively and use systems thinking?	Ontario	5.10 out of 6	
	International	4.66 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.10 out of 6	
	International	4.69 out of 6	
Communicate clearly?	Ontario	5.40 out of 6	
	International	4.69 out of 6	
Show evidence of creativity?	Ontario	5.30 out of 6	
	International	4.65 out of 6	

Food Marketing Series

Composite Score	Ontario	90.95	
	International	75.67	

Role Play			
Composite Score	Ontario	93.20 out of 100	
	International	79.46 out of 100	
Participate in community outreach activities?	Ontario	13.00 out of 14	
	International	11.20 out of 14	
Overall impression and responses to the judges questions	Ontario	5.20 out of 6	
	International	4.27 out of 6	
Assess long-term value and impact of actions on others?	Ontario	12.90 out of 14	
	International	11.28 out of 14	
Show empathy for others?	Ontario	12.70 out of 14	
	International	11.52 out of 14	
Build trust in relationships?	Ontario	13.40 out of 14	
	International	11.20 out of 14	
Reinforce service orientation through communication?	Ontario	13.40 out of 14	
	International	11.14 out of 14	
Reason effectively and use systems thinking?	Ontario	5.80 out of 6	
	International	4.62 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.40 out of 6	
	International	4.62 out of 6	
Communicate clearly?	Ontario	5.60 out of 6	
	International	4.96 out of 6	
Show evidence of creativity?	Ontario	5.80 out of 6	
	International	4.63 out of 6	

Role Play 2			
Composite Score	Ontario	88.70 out of 100	
	International	71.89 out of 100	
Explain the nature of marketing plans?	Ontario	12.30 out of 14	
	International	10.22 out of 14	
Overall impression and responses to the judges questions	Ontario	5.00 out of 6	
	International	4.07 out of 6	
Explain the role of situation analysis in the marketing planning process?	Ontario	12.40 out of 14	
	International	10.10 out of 14	
Explain the concept of marketing strategies?	Ontario	13.00 out of 14	
	International	10.24 out of 14	
Coordinate activities in the promotional mix?	Ontario	12.80 out of 14	
	International	10.42 out of 14	
Discuss actions employees can take to achieve the company's desired results?	Ontario	12.30 out of 14	
	International	10.06 out of 14	
Reason effectively and use systems thinking?	Ontario	5.50 out of 6	
	International	4.34 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.00 out of 6	
	International	4.16 out of 6	
Communicate clearly?	Ontario	5.30 out of 6	
	International	4.27 out of 6	
Show evidence of creativity?	Ontario	5.10 out of 6	
	International	4.01 out of 6	

Hotel and Lodging Management Series

Composite Score	Ontario	89.79	
	International	74.88	

Role Play			
Composite Score	Ontario	88.75 out of 100	
	International	75.18 out of 100	
Identify factors associated with positive customer experiences?	Ontario	12.75 out of 14	
	International	10.65 out of 14	
Overall impression and responses to the judges questions	Ontario	5.25 out of 6	
	International	4.35 out of 6	
Differentiate between offering services and offering products in hospitality and tourism?	Ontario	12.42 out of 14	
	International	9.95 out of 14	
Demonstrate a customer-service mindset?	Ontario	12.75 out of 14	
	International	10.89 out of 14	
Describe the nature of product bundling	Ontario	12.58 out of 14	
	International	10.24 out of 14	
List special room rates?	Ontario	12.75 out of 14	
	International	11.15 out of 14	
Reason effectively and use systems thinking?	Ontario	4.92 out of 6	
	International	4.40 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.00 out of 6	
	International	4.27 out of 6	
Communicate clearly?	Ontario	5.25 out of 6	
	International	4.85 out of 6	
Show evidence of creativity?	Ontario	5.08 out of 6	
	International	4.43 out of 6	

Role Play 2			
Composite Score	Ontario	90.83 out of 100	
	International	74.58 out of 100	
Explain the role of promotion as a marketing function?	Ontario	13.17 out of 14	
	International	10.46 out of 14	
Overall impression and responses to the judges questions	Ontario	5.42 out of 6	
	International	4.65 out of 6	
Describe the concept of promotion in the hospitality and tourism industry?	Ontario	12.83 out of 14	
	International	10.14 out of 14	
Explain promotional methods used by the hospitality and tourism industry?	Ontario	12.67 out of 14	
	International	10.40 out of 14	
Explain the use of marketing strategies in the hospitality and tourism industry?	Ontario	12.92 out of 14	
	International	10.20 out of 14	
Detail two types of marketing materials for the lodging facility?	Ontario	13.17 out of 14	
	International	10.66 out of 14	
Reason effectively and use systems thinking?	Ontario	5.17 out of 6	
	International	4.44 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.17 out of 6	
	International	4.42 out of 6	
Communicate clearly?	Ontario	5.25 out of 6	
	International	4.76 out of 6	
Show evidence of creativity?	Ontario	5.08 out of 6	
	International	4.45 out of 6	

Human Resources Management Series

Composite Score	Ontario	86.75	
	International	73.84	

Role Play			
Composite Score	Ontario	85.00 out of 100	
	International	71.64 out of 100	
Distinguish between using social media for business and personal purposes?	Ontario	12.42 out of 14	
	International	10.29 out of 14	
Overall impression and responses to the judges questions	Ontario	4.83 out of 6	
	International	4.28 out of 6	
Explain the nature of staff communications?	Ontario	13.08 out of 14	
	International	9.89 out of 14	
Choose and use appropriate channel for workplace communication?	Ontario	12.08 out of 14	
	International	9.91 out of 14	
Identify ways that technology impacts business?	Ontario	11.33 out of 14	
	International	9.66 out of 14	
Document employee issues and recommend solutions?	Ontario	10.83 out of 14	
	International	10.19 out of 14	
Reason effectively and use systems thinking?	Ontario	4.92 out of 6	
	International	4.24 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.25 out of 6	
	International	4.42 out of 6	
Communicate clearly?	Ontario	5.42 out of 6	
	International	4.70 out of 6	
Show evidence of creativity?	Ontario	4.83 out of 6	
	International	4.04 out of 6	

Role Play 2			
Composite Score	Ontario	88.50 out of 100	
	International	76.04 out of 100	
Explain standard relocation practices?	Ontario	12.67 out of 14	
	International	10.81 out of 14	
Overall impression and responses to the judges questions	Ontario	5.50 out of 6	
	International	4.48 out of 6	
Assist with employee relocation?	Ontario	12.58 out of 14	
	International	10.87 out of 14	
Perform post-employment offer activities?	Ontario	12.00 out of 14	
	International	10.48 out of 14	
Foster employee engagement and commitment?	Ontario	12.25 out of 14	
	International	10.81 out of 14	
Explain the nature of stress management?	Ontario	12.08 out of 14	
	International	10.27 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.54 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.42 out of 6	
	International	4.50 out of 6	
Communicate clearly?	Ontario	5.67 out of 6	
	International	4.81 out of 6	
Show evidence of creativity?	Ontario	5.33 out of 6	
	International	4.48 out of 6	

Marketing Communications Series























Composite Score	Ontario	86.35	
	International	76.60	























Role Play			
Composite Score	Ontario	83.80 out of 100	
	International	77.33 out of 100	
Explain the use of video/images in digital marketing?	Ontario	11.60 out of 14	
	International	11.07 out of 14	
Overall impression and responses to the judges questions	Ontario	5.30 out of 6	
	International	4.80 out of 6	
Describe the use of target marketing in marketing communications?	Ontario	12.30 out of 14	
	International	11.12 out of 14	
Explain the nature of corporate branding?	Ontario	11.50 out of 14	
	International	10.40 out of 14	
Describe the role of customer voice in branding?	Ontario	11.70 out of 14	
	International	10.50 out of 14	
Describe factors used by marketers to position products/services?	Ontario	11.10 out of 14	
	International	10.72 out of 14	
Reason effectively and use systems thinking?	Ontario	4.80 out of 6	
	International	4.57 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.00 out of 6	
	International	4.57 out of 6	
Communicate clearly?	Ontario	5.20 out of 6	
	International	4.93 out of 6	
Show evidence of creativity?	Ontario	5.30 out of 6	
	International	4.66 out of 6	

Role Play 2			
Composite Score	Ontario	88.90 out of 100	
	International	75.86 out of 100	
Explain the nature of communications plans?	Ontario	12.30 out of 14	
	International	10.43 out of 14	
Overall impression and responses to the judges questions	Ontario	5.30 out of 6	
	International	4.71 out of 6	
Develop communications plan?	Ontario	12.70 out of 14	
	International	10.44 out of 14	
Create a public-service announcement?	Ontario	12.00 out of 14	
	International	10.54 out of 14	
Select and utilize appropriate formats for professional writing?	Ontario	12.60 out of 14	
	International	10.16 out of 14	
Explain reasons for ethical dilemmas?	Ontario	12.50 out of 14	
	International	10.97 out of 14	
Reason effectively and use systems thinking?	Ontario	5.40 out of 6	
	International	4.60 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.20 out of 6	
	International	4.57 out of 6	
Communicate clearly?	Ontario	5.40 out of 6	
	International	4.86 out of 6	
Show evidence of creativity?	Ontario	5.50 out of 6	
	International	4.58 out of 6	

Quick Serve Restaurant Management Series

Composite Score	Ontario	82.30	
	International	73.03	

Role Play			
Composite Score	Ontario	81.70 out of 100	
	International	72.83 out of 100	
Explain the concept of place (distribution) in the hospitality and tourism industry?	Ontario International	11.50 out of 14 10.28 out of 14	 
Overall impression and responses to the judges questions	Ontario International	4.50 out of 6 4.58 out of 6	 
Explain the concept of market and market identification?	Ontario International	11.60 out of 14 10.02 out of 14	 
Identify ways to segment the hospitality and tourism markets?	Ontario International	11.30 out of 14 9.81 out of 14	 
Explain the use of marketing strategies in hospitality and tourism?	Ontario International	12.10 out of 14 10.19 out of 14	 
Exhibit high quality food presentation?	Ontario International	11.40 out of 14 9.80 out of 14	 
Reason effectively and use systems thinking?	Ontario International	4.80 out of 6 4.53 out of 6	 
Make judgments and decisions, and solve problems?	Ontario International	4.90 out of 6 4.54 out of 6	 
Communicate clearly?	Ontario International	4.10 out of 6 4.66 out of 6	 
Show evidence of creativity?	Ontario International	5.50 out of 6 4.40 out of 6	 

Role Play 2			
Composite Score	Ontario	82.90 out of 100	
	International	73.24 out of 100	
Explain the relationship between customer service and distribution?	Ontario International	11.70 out of 14 10.40 out of 14	 
Overall impression and responses to the judges questions	Ontario International	4.90 out of 6 4.48 out of 6	 
Demonstrate awareness of the capabilities and limitations of the operation?	Ontario International	11.80 out of 14 10.21 out of 14	 
Explain the concept of productivity?	Ontario International	12.10 out of 14 10.11 out of 14	 
Identify factors affecting a business's profit?	Ontario International	11.90 out of 14 10.18 out of 14	 
Determine factors affecting business risk?	Ontario International	11.70 out of 14 10.21 out of 14	 
Reason effectively and use systems thinking?	Ontario International	4.50 out of 6 4.52 out of 6	 
Make judgments and decisions, and solve problems?	Ontario International	4.80 out of 6 4.40 out of 6	 
Communicate clearly?	Ontario International	4.80 out of 6 4.47 out of 6	 
Show evidence of creativity?	Ontario International	4.70 out of 6 4.26 out of 6	 

Restaurant and Food Service Management Series

Composite Score	Ontario	90.00	
	International	72.19	

Role Play			
Composite Score	Ontario	89.44 out of 100	
	International	71.48 out of 100	
Explain the concept of market and marketing identification?	Ontario	13.00 out of 14	
	International	10.39 out of 14	
Overall impression and responses to the judges questions	Ontario	5.11 out of 6	
	International	4.30 out of 6	
Identify ways to segment hospitality and tourism markets?	Ontario	12.78 out of 14	
	International	9.75 out of 14	
Explain the use of marketing strategies in hospitality and tourism?	Ontario	13.22 out of 14	
	International	10.10 out of 14	
Explain promotional methods used by the hospitality and tourism industry?	Ontario	12.89 out of 14	
	International	10.05 out of 14	
Develop promotional materials?	Ontario	11.67 out of 14	
	International	9.56 out of 14	
Reason effectively and use systems thinking?	Ontario	5.44 out of 6	
	International	4.42 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.22 out of 6	
	International	4.26 out of 6	
Communicate clearly?	Ontario	5.33 out of 6	
	International	4.44 out of 6	
Show evidence of creativity?	Ontario	4.78 out of 6	
	International	4.20 out of 6	

Role Play 2			
Composite Score	Ontario	90.56 out of 100	
	International	72.90 out of 100	
Explain the nature of corporate branding?	Ontario	12.89 out of 14	
	International	10.90 out of 14	
Overall impression and responses to the judges questions	Ontario	5.22 out of 6	
	International	4.31 out of 6	
Explain the concept of product mix?	Ontario	13.11 out of 14	
	International	10.09 out of 14	
Communicate core values of product/service?	Ontario	13.56 out of 14	
	International	10.49 out of 14	
Explain factors that influence customer/client/business buying behavior?	Ontario	12.56 out of 14	
	International	10.21 out of 14	
Explain menu items?	Ontario	12.89 out of 14	
	International	9.46 out of 14	
Reason effectively and use systems thinking?	Ontario	5.00 out of 6	
	International	4.36 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.00 out of 6	
	International	4.27 out of 6	
Communicate clearly?	Ontario	5.22 out of 6	
	International	4.62 out of 6	
Show evidence of creativity?	Ontario	5.11 out of 6	
	International	4.19 out of 6	

Retail Merchandising Series

Composite Score	Ontario	88.86	
	International	71.03	

Role Play			
Composite Score	Ontario	90.27 out of 100	
	International	72.98 out of 100	
Describe marketing functions and related activities?	Ontario	13.00 out of 14	
	International	10.58 out of 14	
Overall impression and responses to the judges questions	Ontario	4.91 out of 6	
	International	4.55 out of 6	
Explain factors that influence customer/client/business buying behavior?	Ontario	12.55 out of 14	
	International	10.34 out of 14	
Explain the importance of merchandising to retailers?	Ontario	12.91 out of 14	
	International	9.78 out of 14	
Describe factors used by marketers to position products/services?	Ontario	13.27 out of 14	
	International	9.98 out of 14	
Explain the role of promotion as a marketing function?	Ontario	12.36 out of 14	
	International	10.29 out of 14	
Reason effectively and use systems thinking?	Ontario	5.36 out of 6	
	International	4.27 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.18 out of 6	
	International	4.20 out of 6	
Communicate clearly?	Ontario	5.36 out of 6	
	International	4.60 out of 6	
Show evidence of creativity?	Ontario	5.36 out of 6	
	International	4.40 out of 6	

Role Play 2			
Composite Score	Ontario	87.45 out of 100	
	International	69.08 out of 100	
Explain the nature of marketing planning?	Ontario	12.18 out of 14	
	International	9.04 out of 14	
Overall impression and responses to the judges questions	Ontario	5.36 out of 6	
	International	4.50 out of 6	
Explain the concept of marketing strategies?	Ontario	11.73 out of 14	
	International	9.12 out of 14	
Explain the concept of market and market identification?	Ontario	11.55 out of 14	
	International	9.05 out of 14	
Generate product ideas?	Ontario	12.82 out of 14	
	International	10.02 out of 14	
Distinguish between retailing and marketing?	Ontario	12.36 out of 14	
	International	9.47 out of 14	
Reason effectively and use systems thinking?	Ontario	5.18 out of 6	
	International	4.40 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.27 out of 6	
	International	4.32 out of 6	
Communicate clearly?	Ontario	5.64 out of 6	
	International	4.78 out of 6	
Show evidence of creativity?	Ontario	5.36 out of 6	
	International	4.38 out of 6	



Sports and Entertainment Marketing Series

















Composite Score	Ontario	95.28	
	International	76.20	

Role Play			
Composite Score	Ontario	95.00 out of 100	
	International	75.70 out of 100	
Explain the nature of a promotional plan?	Ontario	13.78 out of 14	
	International	10.93 out of 14	
Overall impression and responses to the judges questions	Ontario	5.44 out of 6	
	International	4.54 out of 6	
Describe word-of-mouth channels used to communicate with targeted audiences?	Ontario	13.78 out of 14	
	International	10.75 out of 14	
Identify communications channels used in sales promotion?	Ontario	13.33 out of 14	
	International	10.61 out of 14	
Explain factors affecting pricing decisions?	Ontario	13.11 out of 14	
	International	10.25 out of 14	
Describe the role of business ethics in pricing?	Ontario	12.67 out of 14	
	International	10.18 out of 14	
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	5.78 out of 6	
	International	4.59 out of 6	
Communicate clearly?	Ontario	5.67 out of 6	
	International	4.75 out of 6	
Show evidence of creativity?	Ontario	5.78 out of 6	
	International	4.48 out of 6	

Role Play 2			
Composite Score	Ontario	95.56 out of 100	
	International	76.71 out of 100	
Apply information to accomplish a task?	Ontario	13.67 out of 14	
	International	10.96 out of 14	
Overall impression and responses to the judges questions	Ontario	5.78 out of 6	
	International	4.69 out of 6	
Discuss the nature of data mining?	Ontario	13.78 out of 14	
	International	10.64 out of 14	
Translate research findings into actionable business recommendations?	Ontario	13.44 out of 14	
	International	10.83 out of 14	
Leverage data to recommend personalized, relevant campaigns?	Ontario	13.67 out of 14	
	International	10.57 out of 14	
Discuss motivational theories that impact buying behavior?	Ontario	13.78 out of 14	
	International	10.40 out of 14	
Reason effectively and use systems thinking?	Ontario	5.22 out of 6	
	International	4.53 out of 6	
Make judgments and decisions, and solve problems?	Ontario	5.67 out of 6	
	International	4.60 out of 6	
Communicate clearly?	Ontario	5.11 out of 6	
	International	4.92 out of 6	
Show evidence of creativity?	Ontario	5.44 out of 6	
	International	4.57 out of 6	

Personal Financial Literacy

Composite Score	Ontario	91.09	
	International	67.45	

Oral			
Composite Score	Ontario	91.09 out of 100	
	International	67.45 out of 100	
Describe the most cost-effective option for paying for a car?	Ontario	22.00 out of 24	
	International	16.56 out of 24	
Assess whether a specific purchase justifies the use of credit?	Ontario	20.27 out of 24	
	International	16.11 out of 24	
Explain how interest rate, compounding frequency and loan length affect the cost of using credit?	Ontario	23.45 out of 24	
	International	15.93 out of 24	
Reason effectively and use systems thinking?	Ontario	6.27 out of 7	
	International	4.65 out of 7	
Communicate clearly?	Ontario	6.27 out of 7	
	International	4.81 out of 7	
Show evidence of creativity?	Ontario	6.64 out of 7	
	International	4.63 out of 7	
Overall impression and responses to the judges questions	Ontario	6.18 out of 7	
	International	4.74 out of 7	

Business Services Operations Research













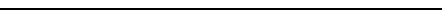

Composite Score	Ontario	39.60	
	International	39.13	





























Oral			
Composite Score	Ontario	34.27 out of 40	
	International	32.14 out of 40	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	Ontario	9.00 out of 10	
	International	7.99 out of 10	
Describe methods used to design the research study?	Ontario	4.87 out of 6	
	International	4.88 out of 6	
Interpret the research data into information for decision-making?	Ontario	4.67 out of 6	
	International	4.66 out of 6	
Describe strategies and approaches for leading change?	Ontario	5.07 out of 6	
	International	4.90 out of 6	
Describe the nature of budgets?	Ontario	5.13 out of 6	
	International	4.68 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	5.53 out of 6	
	International	5.02 out of 6	

Written			
Composite Score	Ontario	44.93 out of 60	
	International	46.11 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	6.73 out of 10	
	International	7.62 out of 10	
Proposed activities and timelines	Ontario	4.73 out of 6	
	International	4.55 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Ontario	3.80 out of 6	
	International	4.26 out of 6	
Costs associated with proposed strategies	Ontario	3.20 out of 4	
	International	3.20 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.60 out of 3	
	International	2.37 out of 3	
Description of the business or organization	Ontario	2.13 out of 3	
	International	2.35 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)	Ontario	2.27 out of 3	
	International	2.30 out of 3	
Overview of the business or organizations current corporate social responsibility	Ontario	2.07 out of 3	
	International	2.27 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Ontario	3.33 out of 4	
	International	3.09 out of 4	
Process used to conduct the selected research methods	Ontario	3.33 out of 4	
	International	3.15 out of 4	
Findings of the research study	Ontario	3.33 out of 4	
	International	3.27 out of 4	
Conclusions based on the findings	Ontario	3.20 out of 4	
	International	3.14 out of 4	
Objectives and rationale of the proposed strategic plan	Ontario	4.20 out of 6	
	International	4.53 out of 6	

Buying and Merchandising Operations Research













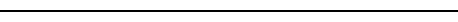

Composite Score	Ontario	45.74	
	International	37.74	



















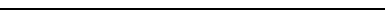


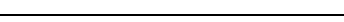






Oral			
Composite Score	Ontario	38.27 out of 40	
	International	31.08 out of 40	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	Ontario	9.33 out of 10	
	International	7.83 out of 10	
Describe methods used to design the research study?	Ontario	5.67 out of 6	
	International	4.73 out of 6	
Interpret the research data into information for decision-making?	Ontario	6.00 out of 6	
	International	4.56 out of 6	
Describe strategies and approaches for leading change?	Ontario	5.87 out of 6	
	International	4.64 out of 6	
Describe the nature of budgets?	Ontario	5.87 out of 6	
	International	4.47 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	5.53 out of 6	
	International	4.85 out of 6	

Written			
Composite Score	Ontario	53.20 out of 60	
	International	44.41 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	8.73 out of 10	
	International	7.55 out of 10	
Proposed activities and timelines	Ontario	6.00 out of 6	
	International	4.52 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Ontario	5.13 out of 6	
	International	4.20 out of 6	
Costs associated with proposed strategies	Ontario	3.00 out of 4	
	International	2.62 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.67 out of 3	
	International	2.18 out of 3	
Description of the business or organization	Ontario	3.07 out of 3	
	International	2.24 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)	Ontario	2.53 out of 3	
	International	2.16 out of 3	
Overview of the business or organizations current corporate social responsibility	Ontario	2.67 out of 3	
	International	2.23 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Ontario	3.53 out of 4	
	International	3.07 out of 4	
Process used to conduct the selected research methods	Ontario	3.40 out of 4	
	International	3.11 out of 4	
Findings of the research study	Ontario	3.47 out of 4	
	International	3.03 out of 4	
Conclusions based on the findings	Ontario	3.60 out of 4	
	International	3.08 out of 4	
Objectives and rationale of the proposed strategic plan	Ontario	5.40 out of 6	
	International	4.42 out of 6	

Finance Operations Research















Composite Score	Ontario	43.17	
	International	35.21	



















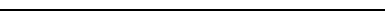









Oral			
Composite Score	Ontario	38.00 out of 40	
	International	28.76 out of 40	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	Ontario	10.29 out of 10	
	International	7.31 out of 10	
Describe methods used to design the research study?	Ontario	5.47 out of 6	
	International	4.29 out of 6	
Interpret the research data into information for decision-making?	Ontario	5.47 out of 6	
	International	4.11 out of 6	
Describe strategies and approaches for leading change?	Ontario	5.35 out of 6	
	International	4.31 out of 6	
Describe the nature of budgets?	Ontario	5.59 out of 6	
	International	4.17 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	5.82 out of 6	
	International	4.57 out of 6	

Written			
Composite Score	Ontario	48.35 out of 60	
	International	41.65 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	8.59 out of 10	
	International	7.43 out of 10	
Proposed activities and timelines	Ontario	4.41 out of 6	
	International	4.03 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Ontario	4.76 out of 6	
	International	3.73 out of 6	
Costs associated with proposed strategies	Ontario	3.53 out of 4	
	International	2.80 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.71 out of 3	
	International	2.25 out of 3	
Description of the business or organization	Ontario	2.06 out of 3	
	International	1.83 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)	Ontario	2.12 out of 3	
	International	2.00 out of 3	
Overview of the business or organizations current corporate social responsibility	Ontario	2.29 out of 3	
	International	1.96 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Ontario	3.24 out of 4	
	International	2.89 out of 4	
Process used to conduct the selected research methods	Ontario	3.41 out of 4	
	International	2.90 out of 4	
Findings of the research study	Ontario	3.35 out of 4	
	International	3.00 out of 4	
Conclusions based on the findings	Ontario	3.24 out of 4	
	International	2.91 out of 4	
Objectives and rationale of the proposed strategic plan	Ontario	4.65 out of 6	
	International	3.90 out of 6	

Hospitality and Tourism Operations Research

Composite Score	Ontario	40.10	
	International	36.53	

Oral			
Composite Score	Ontario	32.60 out of 40	
	International	29.54 out of 40	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	Ontario	7.93 out of 10	
	International	7.53 out of 10	
Describe methods used to design the research study?	Ontario	4.27 out of 6	
	International	4.36 out of 6	
Interpret the research data into information for decision-making?	Ontario	4.67 out of 6	
	International	4.39 out of 6	
Describe strategies and approaches for leading change?	Ontario	5.07 out of 6	
	International	4.46 out of 6	
Describe the nature of budgets?	Ontario	5.40 out of 6	
	International	4.04 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	5.27 out of 6	
	International	4.76 out of 6	

Written			
Composite Score	Ontario	47.60 out of 60	
	International	43.52 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	7.93 out of 10	
	International	7.06 out of 10	
Proposed activities and timelines	Ontario	4.87 out of 6	
	International	4.17 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Ontario	5.20 out of 6	
	International	4.14 out of 6	
Costs associated with proposed strategies	Ontario	3.33 out of 4	
	International	2.93 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.93 out of 3	
	International	2.17 out of 3	
Description of the business or organization	Ontario	2.13 out of 3	
	International	2.25 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)	Ontario	2.07 out of 3	
	International	2.18 out of 3	
Overview of the business or organizations current corporate social responsibility	Ontario	2.47 out of 3	
	International	2.09 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Ontario	3.27 out of 4	
	International	2.99 out of 4	
Process used to conduct the selected research methods	Ontario	3.00 out of 4	
	International	2.95 out of 4	
Findings of the research study	Ontario	3.00 out of 4	
	International	3.11 out of 4	
Conclusions based on the findings	Ontario	2.73 out of 4	
	International	3.03 out of 4	
Objectives and rationale of the proposed strategic plan	Ontario	4.67 out of 6	
	International	4.44 out of 6	

Sports and Entertainment Marketing Operations Research

















Composite Score	Ontario	40.47	
	International	37.66	





























Oral			
Composite Score	Ontario	36.07 out of 40	
	International	30.24 out of 40	
Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	Ontario	9.07 out of 10	
	International	7.37 out of 10	
Describe methods used to design the research study?	Ontario	5.47 out of 6	
	International	4.69 out of 6	
Interpret the research data into information for decision-making?	Ontario	5.07 out of 6	
	International	4.54 out of 6	
Describe strategies and approaches for leading change?	Ontario	5.13 out of 6	
	International	4.76 out of 6	
Describe the nature of budgets?	Ontario	5.27 out of 6	
	International	4.32 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	6.07 out of 6	
	International	4.56 out of 6	

Written			
Composite Score	Ontario	44.87 out of 60	
	International	45.08 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	7.53 out of 10	
	International	7.34 out of 10	
Proposed activities and timelines	Ontario	4.47 out of 6	
	International	4.54 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Ontario	4.00 out of 6	
	International	4.28 out of 6	
Costs associated with proposed strategies	Ontario	2.87 out of 4	
	International	2.99 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.47 out of 3	
	International	2.14 out of 3	
Description of the business or organization	Ontario	2.40 out of 3	
	International	2.48 out of 3	
Description of the community (economic, geographic, demographic and socioeconomic factors)	Ontario	2.00 out of 3	
	International	2.31 out of 3	
Overview of the business or organizations current corporate social responsibility	Ontario	2.33 out of 3	
	International	2.33 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Ontario	3.20 out of 4	
	International	3.00 out of 4	
Process used to conduct the selected research methods	Ontario	2.87 out of 4	
	International	3.03 out of 4	
Findings of the research study	Ontario	3.47 out of 4	
	International	3.19 out of 4	
Conclusions based on the findings	Ontario	3.07 out of 4	
	International	3.06 out of 4	
Objectives and rationale of the proposed strategic plan	Ontario	4.20 out of 6	
	International	4.39 out of 6	

Community Service Project

















Composite Score	Ontario	42.17	
	International	38.62	































Oral			
Composite Score	Ontario	34.78 out of 40	
	International	31.90 out of 40	
Opening presentation; overview and description of the project	Ontario International	8.50 out of 10 7.77 out of 10	 
Organization, clarity and effectiveness of the presentation	Ontario International	4.67 out of 5 4.10 out of 5	 
Initiate the project by identifying an issue and creating objectives?	Ontario International	4.28 out of 5 4.04 out of 5	 
Plan and organize the project?	Ontario International	3.83 out of 5 3.65 out of 5	 
Execute and implement the project?	Ontario International	4.44 out of 5 4.04 out of 5	 
Evaluate and close the project?	Ontario International	4.33 out of 5 4.12 out of 5	 
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario International	4.72 out of 5 4.18 out of 5	 

Written			
Composite Score	Ontario	49.56 out of 60	
	International	45.34 out of 60	
Executive Summary: One- to three-page description of the project	Ontario International	8.22 out of 10 7.70 out of 10	 
Evaluation of the project	Ontario International	3.56 out of 4 2.99 out of 4	 
Impact of the community service or charitable project	Ontario International	3.56 out of 4 3.09 out of 4	 
Recommendation(s) for future projects	Ontario International	3.11 out of 4 2.82 out of 4	 
Professional layout, neatness, proper grammar, spelling and word usage	Ontario International	2.33 out of 3 2.11 out of 3	 
Historic background of the selected community service or charity	Ontario International	3.50 out of 4 3.18 out of 4	 
Description of the local DECA chapter, school and community	Ontario International	3.33 out of 4 3.10 out of 4	 
Purpose of the project	Ontario International	3.50 out of 4 3.04 out of 4	 
Rationale for selecting the community service or charitable project	Ontario International	3.72 out of 4 3.06 out of 4	 
Description of the benefits of the project to the chapter and chapter members understanding of leadership development, social intelligence and community service	Ontario International	3.33 out of 4 3.10 out of 4	 
Organizational chart, member involvement and job description	Ontario International	3.39 out of 5 3.64 out of 5	 
Description of the project and documentation	Ontario International	4.17 out of 5 3.80 out of 5	 
Impact goal for the beneficiary	Ontario International	3.83 out of 5 3.72 out of 5	 

Creative Marketing Project

Composite Score	Ontario	43.81	
	International	39.00	

Oral			
Composite Score	Ontario	37.26 out of 40	
	International	32.53 out of 40	
Opening presentation: overview and description of the project	Ontario	9.32 out of 10	
	International	8.02 out of 10	
Organization, clarity and effectiveness of the presentation	Ontario	4.79 out of 5	
	International	4.03 out of 5	
Initiate the project by identifying the problem to be studied?	Ontario	4.58 out of 5	
	International	4.09 out of 5	
Plan and organize the project?	Ontario	4.74 out of 5	
	International	4.05 out of 5	
Execute the research study?	Ontario	4.47 out of 5	
	International	4.05 out of 5	
Evaluate and close the project?	Ontario	4.53 out of 5	
	International	3.97 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	4.84 out of 5	
	International	4.32 out of 5	

Written			
Composite Score	Ontario	50.37 out of 60	
	International	45.47 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	8.84 out of 10	
	International	7.72 out of 10	
Recommendations resulting from the study	Ontario	3.47 out of 4	
	International	3.01 out of 4	
Projected outcomes from the implementation	Ontario	3.26 out of 4	
	International	2.81 out of 4	
Plan for implementing the recommendations	Ontario	3.68 out of 4	
	International	2.94 out of 4	
Project presented to appropriate officials	Ontario	2.89 out of 3	
	International	2.29 out of 3	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.47 out of 3	
	International	2.27 out of 3	
Statement of problem	Ontario	3.42 out of 4	
	International	3.09 out of 4	
Significance of the problem studied	Ontario	3.32 out of 4	
	International	3.15 out of 4	
Appropriate background information	Ontario	3.21 out of 4	
	International	3.13 out of 4	
Description of secondary research conducted	Ontario	3.11 out of 4	
	International	3.00 out of 4	
Description of primary research conducted	Ontario	3.26 out of 4	
	International	2.99 out of 4	
Description of the involvement of chapter members and business people	Ontario	2.95 out of 4	
	International	2.95 out of 4	
Presentation of findings	Ontario	3.21 out of 4	
	International	3.08 out of 4	
Presentation of conclusions	Ontario	3.26 out of 4	
	International	3.03 out of 4	

Entrepreneurship Promotion Project

















Composite Score	Ontario	39.53	
	International	37.75	



















Oral			
Composite Score	Ontario	34.87 out of 40	
	International	31.61 out of 40	
Opening presentation; overview and description of the project	Ontario	8.13 out of 10	
	International	7.43 out of 10	
Organization, clarity and effectiveness of the presentation	Ontario	4.60 out of 5	
	International	3.97 out of 5	
Initiate the project by identifying the focus of the campaign?	Ontario	4.60 out of 5	
	International	4.12 out of 5	
Plan and organize the project?	Ontario	4.60 out of 5	
	International	3.95 out of 5	
Execute and implement the campaign?	Ontario	4.27 out of 5	
	International	4.08 out of 5	
Evaluate and close the project?	Ontario	4.33 out of 5	
	International	4.05 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	4.33 out of 5	
	International	4.01 out of 5	

Written			
Composite Score	Ontario	44.20 out of 60	
	International	43.88 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	7.00 out of 10	
	International	6.88 out of 10	
Description of the local DECA chapter and the school and community	Ontario	5.33 out of 7	
	International	5.39 out of 7	
Purpose of activity(ies)	Ontario	6.07 out of 8	
	International	5.89 out of 8	
Planning and organization of activity(ies)	Ontario	6.20 out of 8	
	International	5.88 out of 8	
Implementation of activity(ies)	Ontario	6.07 out of 8	
	International	5.87 out of 8	
Evaluation of campaign?	Ontario	5.27 out of 8	
	International	5.93 out of 8	
Recommendations for additional new activity(ies) for future campaigns	Ontario	5.93 out of 8	
	International	5.96 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.33 out of 3	
	International	2.08 out of 3	

Financial Literacy Promotion Plan

















Composite Score	Ontario	41.13	
	International	37.41	

Oral			
Composite Score	Ontario	33.73 out of 40	
	International	30.27 out of 40	
Opening presentation: overview and description of the project	Ontario	7.60 out of 10	
	International	7.18 out of 10	
Organization, clarity and effectiveness of the presentation	Ontario	4.00 out of 5	
	International	3.91 out of 5	
Initiate the project by identifying the focus of the campaign?	Ontario	4.60 out of 5	
	International	4.03 out of 5	
Plan and organize the project?	Ontario	4.60 out of 5	
	International	3.93 out of 5	
Execute and implement the campaign?	Ontario	4.60 out of 5	
	International	3.99 out of 5	
Evaluate and close the project?	Ontario	3.80 out of 5	
	International	3.59 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	4.53 out of 5	
	International	3.63 out of 5	
























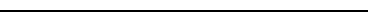







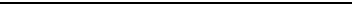
Written			
Composite Score	Ontario	48.53 out of 60	
	International	44.54 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	8.13 out of 10	
	International	7.25 out of 10	
Description of the local DECA chapter and the school and community	Ontario	5.33 out of 7	
	International	5.29 out of 7	
Purpose of activity(ies)	Ontario	6.67 out of 8	
	International	5.99 out of 8	
Planning and organization of activity(ies)	Ontario	6.47 out of 8	
	International	5.97 out of 8	
Implementation of activity(ies)	Ontario	6.93 out of 8	
	International	6.13 out of 8	
Evaluation of campaign	Ontario	6.53 out of 8	
	International	5.84 out of 8	
Recommendations for additional new activity(ies) for future campaigns	Ontario	6.53 out of 8	
	International	6.00 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	1.93 out of 3	
	International	2.07 out of 3	

Learn and Earn Project

Composite Score	Ontario	40.52	
	International	38.74	

Oral			
Composite Score	Ontario	34.71 out of 40	
	International	32.80 out of 40	
Opening presentation; overview and description of the project	Ontario	8.52 out of 10	
	International	7.91 out of 10	
Organization, clarity and effectiveness of the presentation	Ontario	4.57 out of 5	
	International	4.17 out of 5	
Initiate the project by identifying a single sales or service project to be run as a real business venture?	Ontario	4.33 out of 5	
	International	4.07 out of 5	
Plan and organize the project?	Ontario	4.19 out of 5	
	International	4.21 out of 5	
Execute and implement the single sales or service activity?	Ontario	4.43 out of 5	
	International	4.20 out of 5	
Evaluate and close the project?	Ontario	4.38 out of 5	
	International	4.10 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	4.29 out of 5	
	International	4.13 out of 5	

Written

Composite Score	Ontario	46.33 out of 60	
	International	44.68 out of 60	
Executive Summary: One- to three-page description of the project	Ontario International	7.43 out of 10 7.23 out of 10	 
General project implementation	Ontario International	3.52 out of 4 3.15 out of 4	 
Learning outcomes	Ontario International	2.86 out of 4 2.88 out of 4	 
Earning outcomes	Ontario International	3.19 out of 4 3.15 out of 4	 
Recommendations for future projects	Ontario International	2.33 out of 3 2.22 out of 3	 
Plans for improving the learning and earning outcomes of the project	Ontario International	2.52 out of 3 2.26 out of 3	 
Professional layout, neatness, proper grammar, spelling and word usage	Ontario International	2.43 out of 3 2.31 out of 3	 
Type of project, product and/or service description, sources of information	Ontario International	2.10 out of 3 2.38 out of 3	 
Trading area analysis	Ontario International	1.81 out of 3 1.82 out of 3	 
Market segment analysis	Ontario International	2.29 out of 3 2.33 out of 3	 
Proposed organization	Ontario International	3.43 out of 4 3.08 out of 4	 
Proposed product/service	Ontario International	2.90 out of 4 2.79 out of 4	 
Proposed marketing strategies	Ontario International	3.48 out of 4 3.09 out of 4	 
Projected operating budget	Ontario International	3.10 out of 4 2.95 out of 4	 
Rationale for the projected budget	Ontario International	2.95 out of 4 3.02 out of 4	 

Public Relations Project

















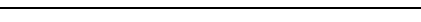

Composite Score	Ontario	41.40	
	International	37.24	

Oral			
Composite Score	Ontario	34.80 out of 40	
	International	31.38 out of 40	
Opening presentation; overview and description of the project	Ontario	8.60 out of 10	
	International	7.66 out of 10	
Organization, clarity and effectiveness of the presentation	Ontario	4.65 out of 5	
	International	4.09 out of 5	
Initiate the project by identifying the issue to be addressed?	Ontario	4.05 out of 5	
	International	3.99 out of 5	
Plan and organize the project?	Ontario	4.50 out of 5	
	International	4.06 out of 5	
Execute and implement the campaign?	Ontario	4.55 out of 5	
	International	4.03 out of 5	
Evaluate and close the project?	Ontario	3.85 out of 5	
	International	3.44 out of 5	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	4.60 out of 5	
	International	4.12 out of 5	

























Written			
Composite Score	Ontario	48.00 out of 60	
	International	43.11 out of 60	
Executive Summary: One- to three-page description of the project	Ontario	7.40 out of 10	
	International	6.99 out of 10	
Estimated impact on the target population	Ontario	3.20 out of 4	
	International	2.76 out of 4	
Evaluation of the process	Ontario	3.70 out of 5	
	International	3.61 out of 5	
Recommendations for future campaigns	Ontario	3.20 out of 4	
	International	2.79 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Ontario	2.75 out of 3	
	International	2.24 out of 3	
Statement and description of the issue to be addressed	Ontario	3.55 out of 5	
	International	3.42 out of 5	
Rationale for selecting the issue	Ontario	4.20 out of 5	
	International	3.87 out of 5	
Description of the target population	Ontario	3.25 out of 4	
	International	2.79 out of 4	
Local print and broadcast media available	Ontario	3.65 out of 4	
	International	2.88 out of 4	
Other possible promotional activity(ies)	Ontario	3.45 out of 4	
	International	3.01 out of 4	
Media mix and rationale	Ontario	3.15 out of 4	
	International	2.92 out of 4	
Organizational chart/job descriptions	Ontario	3.50 out of 4	
	International	2.95 out of 4	
Description of the campaign and documentation	Ontario	3.00 out of 4	
	International	2.88 out of 4	

Franchise Business Plan

Composite Score	Ontario	43.84	
	International	40.56	



















Oral			
Composite Score	Ontario	33.94 out of 40	
	International	32.21 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Ontario	4.44 out of 5	
	International	4.30 out of 5	
Assess opportunities for venture creation	Ontario	4.31 out of 5	
	International	4.07 out of 5	
Determine feasibility of venture ideas	Ontario	4.25 out of 5	
	International	3.98 out of 5	
Assess start-up requirements	Ontario	4.06 out of 5	
	International	3.95 out of 5	
Evaluate risk-taking opportunities	Ontario	4.25 out of 5	
	International	3.85 out of 5	
Explain the complexity of business operations	Ontario	4.06 out of 5	
	International	3.91 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit	Ontario	4.12 out of 5	
	International	4.09 out of 5	
Describe marketing functions and related activities	Ontario	4.44 out of 5	
	International	4.07 out of 5	







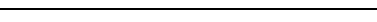



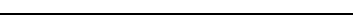














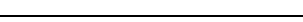
Written

Composite Score	Ontario International	53.75 out of 60 48.91 out of 60	 
Executive Summary: One- to three-page description of the business model	Ontario International	8.75 out of 10 8.04 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 International	4.56 out of 5 4.09 out of 5	 
Conclusion: Specific request for financing, summary of key points supporting the financial request	Ontario International	4.44 out of 5 3.90 out of 5	 
Business History, Background, and Objectives: Description of the company, objectives, company successes and challenges and changes in structure	Ontario International	4.44 out of 5 4.28 out of 5	 
Business Environment: Description of how environmental factors may affect the business	Ontario International	4.56 out of 5 4.01 out of 5	 
Products and/or Services: List of and descriptions of the products and/or services offered and plans for changes or additions	Ontario International	4.44 out of 5 4.11 out of 5	 
Present Market: Description of the present market, growth potential and pricing policy	Ontario International	4.50 out of 5 4.12 out of 5	 
Competition: List of the company's primary competitors in the market and identification of their strengths and weaknesses	Ontario International	4.81 out of 5 4.02 out of 5	 
Marketing Plan: Description of targeted customers. Description of existing and future marketing techniques.	Ontario International	4.44 out of 5 4.12 out of 5	 
Management and Organization: Description of the management team, management team development plan, succession plan, and the need for additional personnel	Ontario International	4.06 out of 5 4.09 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 resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart.	Ontario International	4.75 out of 5 4.13 out of 5	 

Independent Business Plan

Composite Score	Ontario	38.45	
	International	34.38	

Oral			
Composite Score	Ontario	31.60 out of 40	
	International	29.80 out of 40	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	Ontario	4.00 out of 5	
	International	4.15 out of 5	
Assess opportunities for venture creation	Ontario	4.40 out of 5	
	International	4.17 out of 5	
Determine feasibility of venture ideas	Ontario	4.10 out of 5	
	International	3.59 out of 5	
Assess start-up requirements	Ontario	3.90 out of 5	
	International	3.51 out of 5	
Evaluate risk-taking opportunities	Ontario	3.60 out of 5	
	International	3.48 out of 5	
Explain the complexity of business operations	Ontario	3.70 out of 5	
	International	3.45 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit	Ontario	4.00 out of 5	
	International	3.67 out of 5	
Describe marketing functions and related activities	Ontario	3.90 out of 5	
	International	3.78 out of 5	

Written			
Composite Score	Ontario	45.30 out of 60	
	International	38.95 out of 60	
Executive Summary: One- to three-page summary of the business model	Ontario	7.90 out of 10	
	International	6.89 out of 10	
Key Metrics: Explanation of the key activities that must be measured	Ontario	3.30 out of 4	
	International	2.58 out of 4	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	Ontario	3.20 out of 4	
	International	2.37 out of 4	
Conclusion: Specific request for financing, summary of key points supporting the financial request	Ontario	3.60 out of 4	
	International	2.63 out of 4	
Problem: List of the top three problems the product/service is addressing	Ontario	3.70 out of 5	
	International	3.44 out of 5	
Customer Segments: Description of target customers	Ontario	3.20 out of 4	
	International	2.79 out of 4	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	Ontario	2.60 out of 4	
	International	2.87 out of 4	
Solution: Description of the top three features of the product/service	Ontario	2.80 out of 5	
	International	3.09 out of 5	
Channels: Descriptions of the pathways to customers	Ontario	3.30 out of 5	
	International	3.04 out of 5	
Revenue Streams: Description of the revenue model and life time values	Ontario	4.50 out of 5	
	International	3.02 out of 5	
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and any additional costs	Ontario	3.80 out of 5	
	International	2.95 out of 5	
Detailed Financials: Projected income and expenses and proposed plan to meet capital needs	Ontario	3.40 out of 5	
	International	3.27 out of 5	



















Innovation Plan

Composite Score	Ontario	87.11	
	International	74.91	





























Oral			
Composite Score	Ontario	87.11 out of 100	
	International	74.91 out of 100	
Executive Summary: One-page summary of the business model	Ontario	16.79 out of 20	
	International	13.87 out of 20	
Problem: List of the top three problems the product/service is addressing	Ontario	12.16 out of 14	
	International	10.70 out of 14	
Customer Segments: Description of the target customers	Ontario	11.58 out of 14	
	International	10.39 out of 14	
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	Ontario	12.37 out of 14	
	International	10.59 out of 14	
Solution: Description of the top three features of the product/service	Ontario	12.37 out of 14	
	International	10.59 out of 14	
Conclusion: Summary of the key points and feasibility of the business venture	Ontario	12.11 out of 14	
	International	10.25 out of 14	
General: Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Ontario	9.74 out of 10	
	International	8.53 out of 10	

International Business Plan

Composite Score	Ontario	42.57	
	International	36.69	



















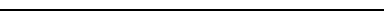

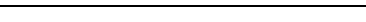



Oral			
Composite Score	Ontario	35.38 out of 40	
	International	31.19 out of 40	
Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	Ontario	4.94 out of 5	
	International	4.32 out of 5	
Assess opportunities for venture creation	Ontario	4.50 out of 5	
	International	4.21 out of 5	
Determine feasibility of venture ideas	Ontario	4.00 out of 5	
	International	3.69 out of 5	
Describe market-entry strategies for conducting business internationally	Ontario	4.62 out of 5	
	International	3.84 out of 5	
Evaluate risk-taking opportunities	Ontario	4.25 out of 5	
	International	3.70 out of 5	
Explain the complexity of business operations	Ontario	4.06 out of 5	
	International	3.85 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit	Ontario	4.31 out of 5	
	International	3.67 out of 5	
Describe marketing functions and related activities	Ontario	4.69 out of 5	
	International	3.92 out of 5	

Written

Composite Score	Ontario International	49.75 out of 60 42.18 out of 60	 
Executive Summary: One- to three-page description of the project	Ontario International	8.19 out of 10 7.20 out of 10	 
Detailed Financials: Projected income and expenses and proposed plan to meet capital needs	Ontario International	3.81 out of 5 3.27 out of 5	 
Key Metrics: Explanation of the key activities that must be measured	Ontario International	3.25 out of 4 2.65 out of 4	 
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	Ontario International	3.38 out of 4 2.81 out of 4	 
Conclusion: Specific request for financing, summary of key points supporting the financial request	Ontario International	3.50 out of 4 2.83 out of 4	 
Analysis of the International Business Situation: . Description of economic, political and legal analysis; trade area and cultural analysis	Ontario International	4.00 out of 4 3.33 out of 4	 
Problem: Description of the top three problems the product/service is addressing	Ontario International	3.50 out of 4 2.73 out of 4	 
Customer Segments: Description of target customers	Ontario International	3.19 out of 4 2.98 out of 4	 
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	Ontario International	3.50 out of 4 2.85 out of 4	 
Solution: Description of the top three features of the product/service	Ontario International	3.19 out of 4 2.83 out of 4	 
Channels: Descriptions of the pathways to customers	Ontario International	3.50 out of 4 2.77 out of 4	 
Revenue Streams: Description of the revenue model and lifetime values	Ontario International	3.06 out of 4 2.70 out of 4	 
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and any additional costs	Ontario International	3.69 out of 5 3.23 out of 5	 

Start-Up Business Plan

Composite Score	Ontario	80.38	
	International	77.21	

Oral			
Composite Score	Ontario	80.38 out of 100	
	International	77.21 out of 100	
Executive Summary: One-page summary of the business model	Ontario International	14.75 out of 20 14.62 out of 20	 
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	Ontario International	6.94 out of 9 6.68 out of 9	 
Conclusion: Specific request for financing, summary of key points supporting the financial request	Ontario International	2.56 out of 3 2.22 out of 3	 
Problem: List of the top three problems the product/service is addressing	Ontario International	7.25 out of 9 7.19 out of 9	 
Customer Segments: Description of target customers	Ontario International	6.69 out of 8 6.64 out of 8	 
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	Ontario International	7.12 out of 8 6.63 out of 8	 
Solution: Description of the top three features of the product/service	Ontario International	7.25 out of 9 6.99 out of 9	 
Channels: Descriptions of the pathways to customers	Ontario International	6.69 out of 8 6.42 out of 8	 
Revenue Streams: Description of the revenue model and life time values; explanation of the revenue and gross margin	Ontario International	7.19 out of 9 6.85 out of 9	 
Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and other additional costs	Ontario International	6.94 out of 9 6.82 out of 9	 
Key Metrics: Explanation of the key activities that must be measured	Ontario International	7.00 out of 8 6.15 out of 8	 

Integrated Marketing Campaign - Event

Composite Score	Ontario	86.00	
	International	80.64	

Oral			
Composite Score	Ontario	86.00 out of 100	
	International	80.64 out of 100	
Executive Summary: One-page description provides a clear overview of the campaign	Ontario International	9.07 out of 10 8.35 out of 10	
Key metrics are well thought out and appropriate for the campaign	Ontario International	6.86 out of 8 6.20 out of 8	
The campaign shows evidence of creativity and originality	Ontario International	7.00 out of 8 6.42 out of 8	
The written entry is well-organized, professional, and presented in a logical manner	Ontario International	4.71 out of 5 4.36 out of 5	
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Ontario International	4.71 out of 5 4.33 out of 5	
The description of the event, product or service, and business is clearly defined	Ontario International	5.21 out of 6 5.05 out of 6	
Objectives are defined and referenced throughout the campaign	Ontario International	6.50 out of 8 6.36 out of 8	
The target market is clearly analyzed	Ontario International	4.93 out of 6 4.74 out of 6	
The campaign activities are realistic, show evidence of marketing knowledge, and are research based	Ontario International	10.29 out of 12 9.39 out of 12	
Unifying theme is evident in all campaign activities	Ontario International	4.79 out of 6 5.03 out of 6	
Provides high-quality appropriate and creative samples of key marketing pieces suggested	Ontario International	8.07 out of 10 7.73 out of 10	
Campaign schedule is cohesive and plan is no more than 45 days long	Ontario International	7.00 out of 8 6.37 out of 8	
The budget is realistic for the campaign and all costs that would be incurred have been considered	Ontario International	6.86 out of 8 6.31 out of 8	





























Integrated Marketing Campaign - Product

Composite Score	Ontario	86.73	
	International	77.82	

Oral			
Composite Score	Ontario	86.73 out of 100	
	International	77.82 out of 100	
Executive Summary: One-page description provides a clear overview of the campaign	Ontario International	8.20 out of 10 7.85 out of 10	
Key metrics are well thought out and appropriate for the campaign	Ontario International	7.00 out of 8 6.12 out of 8	
The campaign shows evidence of creativity and originality	Ontario International	6.93 out of 8 6.15 out of 8	
The written entry is well-organized, professional, and presented in a logical manner	Ontario International	4.47 out of 5 4.39 out of 5	
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Ontario International	4.40 out of 5 3.93 out of 5	
The description of the event, product or service, and business is clearly defined	Ontario International	5.20 out of 6 4.97 out of 6	
Objectives are defined and referenced throughout the campaign	Ontario International	6.67 out of 8 6.15 out of 8	
The target market is clearly analyzed	Ontario International	5.47 out of 6 4.52 out of 6	
The campaign activities are realistic, show evidence of marketing knowledge, and are research based	Ontario International	10.20 out of 12 8.62 out of 12	
Unifying theme is evident in all campaign activities	Ontario International	5.00 out of 6 4.87 out of 6	
Provides high-quality appropriate and creative samples of key marketing pieces suggested	Ontario International	8.93 out of 10 7.39 out of 10	
Campaign schedule is cohesive and plan is no more than 45 days long	Ontario International	7.47 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	6.80 out of 8 6.23 out of 8	





























Integrated Marketing Campaign - Service

Composite Score	Ontario	72.56	
	International	72.07	



Oral			
Composite Score	Ontario	72.56 out of 100	
	International	72.07 out of 100	
Executive Summary: One-page description provides a clear overview of the campaign	Ontario International	7.69 out of 10 7.44 out of 10	 
Key metrics are well thought out and appropriate for the campaign	Ontario International	4.94 out of 8 5.32 out of 8	 
The campaign shows evidence of creativity and originality	Ontario International	5.50 out of 8 5.95 out of 8	 
The written entry is well-organized, professional, and presented in a logical manner	Ontario International	3.50 out of 5 3.59 out of 5	 
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Ontario International	4.69 out of 5 4.39 out of 5	 
The description of the event, product or service, and business is clearly defined	Ontario International	4.75 out of 6 4.71 out of 6	 
Objectives are defined and referenced throughout the campaign	Ontario International	6.81 out of 8 6.05 out of 8	 
The target market is clearly analyzed	Ontario International	4.50 out of 6 4.48 out of 6	 
The campaign activities are realistic, show evidence of marketing knowledge, and are research based	Ontario International	8.44 out of 12 8.42 out of 12	 
Unifying theme is evident in all campaign activities	Ontario International	3.94 out of 6 3.93 out of 6	 
Provides high-quality appropriate and creative samples of key marketing pieces suggested	Ontario International	7.31 out of 10 6.92 out of 10	 
Campaign schedule is cohesive and plan is no more than 45 days long	Ontario International	4.94 out of 8 5.22 out of 8	 
The budget is realistic for the campaign and all costs that would be incurred have been considered	Ontario International	5.56 out of 8 5.64 out of 8	 





























Financial Consulting

Composite Score	Ontario	80.62	
	International	75.87	

Oral			
Composite Score	Ontario	80.62 out of 100	
	International	75.87 out of 100	
Presented an effective and engaging opening	Ontario International	5.50 out of 7 5.50 out of 7	 
Effectively closed the sale or ended the consultation	Ontario International	6.50 out of 10 7.14 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 International	8.62 out of 10 7.78 out of 10	 
Professional appearance, poise and confidence	Ontario International	4.12 out of 5 4.02 out of 5	 
Overall impression	Ontario International	4.50 out of 5 4.23 out of 5	 
Established relationship with customer/client	Ontario International	6.38 out of 8 6.10 out of 8	 
Communicated understanding of customer/client needs	Ontario International	6.50 out of 8 6.19 out of 8	 
Facilitated customer/client buying decisions	Ontario International	6.62 out of 8 5.81 out of 8	 
Recommended specific product(s)/service(s)/action(s)	Ontario International	6.38 out of 8 5.46 out of 8	 
Demonstrated or explained product(s)/service(s)/action(s)	Ontario International	6.75 out of 8 6.06 out of 8	 
Properly stated features and benefits of product(s)/service(s)/action(s)	Ontario International	5.75 out of 7 5.20 out of 7	 
Prescribed a solution(s) to meet customer/client needs	Ontario International	6.75 out of 8 6.09 out of 8	 
Effectively answered customer/client questions and concerns	Ontario International	6.25 out of 8 6.28 out of 8	 





























Hospitality and Tourism Professional Selling

Composite Score	Ontario	88.38	
	International	79.53	



Oral			
Composite Score	Ontario	88.38 out of 100	
	International	79.53 out of 100	
Presented an effective and engaging opening	Ontario	6.50 out of 7	
	International	5.61 out of 7	
Effectively closed the sale or ended the consultation	Ontario	8.00 out of 10	
	International	7.54 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	8.62 out of 10	
	International	8.09 out of 10	
Professional appearance, poise and confidence	Ontario	4.12 out of 5	
	International	4.14 out of 5	
Overall impression	Ontario	4.75 out of 5	
	International	4.44 out of 5	
Established relationship with customer/client	Ontario	6.38 out of 8	
	International	6.44 out of 8	
Communicated understanding of customer/client needs	Ontario	7.50 out of 8	
	International	5.93 out of 8	
Facilitated customer/client buying decisions	Ontario	7.25 out of 8	
	International	6.14 out of 8	
Recommended specific product(s)/service(s)/action(s)	Ontario	7.50 out of 8	
	International	6.56 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	Ontario	7.50 out of 8	
	International	6.34 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	Ontario	6.12 out of 7	
	International	5.47 out of 7	
Prescribed a solution(s) to meet customer/client needs	Ontario	7.12 out of 8	
	International	6.14 out of 8	
Effectively answered customer/client questions and concerns	Ontario	7.00 out of 8	
	International	6.69 out of 8	

























Professional Selling

Composite Score	Ontario	84.38	
	International	72.51	

Oral			
Composite Score	Ontario	84.38 out of 100	
	International	72.51 out of 100	
Presented an effective and engaging opening	Ontario International	6.12 out of 7 5.39 out of 7	 
Effectively closed the sale or ended the consultation	Ontario International	8.50 out of 10 6.47 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 International	8.88 out of 10 7.77 out of 10	 
Professional appearance, poise and confidence	Ontario International	4.25 out of 5 4.00 out of 5	 
Overall impression	Ontario International	4.38 out of 5 4.27 out of 5	 
Established relationship with customer/client	Ontario International	6.88 out of 8 5.56 out of 8	 
Communicated understanding of customer/client needs	Ontario International	7.00 out of 8 5.47 out of 8	 
Facilitated customer/client buying decisions	Ontario International	6.12 out of 8 5.28 out of 8	 
Recommended specific product(s)/service(s)/action(s)	Ontario International	6.75 out of 8 5.60 out of 8	 
Demonstrated or explained product(s)/service(s)/action(s)	Ontario International	7.12 out of 8 6.02 out of 8	 
Properly stated features and benefits of product(s)/service(s)/action(s)	Ontario International	5.75 out of 7 5.15 out of 7	 
Prescribed a solution(s) to meet customer/client needs	Ontario International	6.50 out of 8 5.42 out of 8	 
Effectively answered customer/client questions and concerns	Ontario International	6.12 out of 8 6.10 out of 8	 

Stock Market Game

Composite Score	Ontario	92.64	
	International	74.87	

Written			
Composite Score	Ontario	92.64 out of 100	
	International	74.87 out of 100	
Executive Summary: One-page description of the project.	Ontario International	9.50 out of 10 7.94 out of 10	 
The oral presentation proceeds in a logical, organized manner and is appropriate to the investment industry.	Ontario International	5.64 out of 6 4.40 out of 6	 
All members of the team participating in the oral presentation contributed equally.	Ontario International	5.57 out of 6 5.40 out of 6	 
The written entry exhibited neatness, proper grammar and spelling.	Ontario International	2.64 out of 3 2.42 out of 3	 
The written and oral presentations show evidence of a realistic knowledge of investment trends and financial markets	Ontario International	4.93 out of 6 4.39 out of 6	 
The stock portfolio exhibits diversity across sectors of the economy.	Ontario International	5.50 out of 6 3.73 out of 6	 
The written and oral presentations demonstrate an understanding of investment objectives.	Ontario International	13.21 out of 14 10.60 out of 14	 
The written and oral presentations demonstrate correct use of investment terminology.	Ontario International	5.29 out of 6 4.38 out of 6	 
The presentations demonstrate research beyond the stocks performance history i.e., the investment decisions were based on knowledge of the companys underlying business performance or plans.	Ontario International	13.36 out of 14 9.49 out of 14	 
The written and oral presentations explain the effectiveness of the strategy	Ontario International	12.64 out of 13 10.49 out of 13	 
The written and oral presentations explain changes in strategy for future investments.	Ontario International	11.93 out of 13 9.56 out of 13	 
The written plan shows creativity in design and execution.	Ontario International	2.43 out of 3 2.09 out of 3	