

# Team Decision Making Events

## Performance Indicators

### Area 4 Competition- 1/9/20

IA = Role Play's Instructional Area

#### **Business Law and Ethics Team Decision Making Role Play**

##### **IA: Operations**

1. Explain the nature of operations
2. Identify factors affecting a business's profit
3. Organize and prioritize work
4. Chunk and sequence tasks for timely completion of job responsibilities
5. Coordinate work with that of team members
6. Monitor projects and take corrective actions
7. Evaluate project success

#### **Buying and Merchandising Team Decision Making Role Play**

##### **IA: Market Planning/Pricing**

1. Explain the concept of marketing strategies
2. Explain the concept of market and market identification
3. Explain the nature of market planning
4. Explain the nature of sales forecasts
5. Explain the factors affecting price decisions
6. Describe the role of business ethics in pricing
7. Explain the use of technology in the pricing function

#### **Entrepreneurship Team Decision Making Role Play**

##### **IA: Market Planning/Marketing Information Management**

1. Explain the concept of market and market identification
2. Develop customer profile
3. Conduct market analysis (market size, area, potential, etc.)
4. Conduct SWOT analysis for use in the marketing planning process
5. Explain the nature of marketing research
6. Set marketing goals and objectives
7. Explain the concept of marketing strategies

#### **Financial Services Team Decision Making Role Play**

##### **IA: Financial Analysis**

1. Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.)
2. Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.)
3. Describe functions of money (medium of exchange, unit of measure, store of value)
4. Explain the purposes and importance of credit
5. Explain legal responsibilities associated with financial exchanges
6. Maintain financial records
7. Discuss considerations in selecting a financial-services provider

## **Hospitality Services Team Decision Making Role Play**

### **IA: Marketing**

1. Describe the impact of mobile technology on the hospitality and tourism industry
2. Use analytical tracking tools
3. Explain the need for hospitality and tourism business information
4. Describe current issues and trends in the hospitality and tourism industry
5. Identify information monitored for business decision making
6. Explain sources of secondary hospitality and tourism information
7. Explain types of primary hospitality and tourism market information

## **Marketing Management Team Decision Making Role Play**

### **IA: Customer Relations**

1. Participate in problem-solving groups
2. Demonstrate a customer-service mindset
3. Describe the use of technology in customer relationship management
4. Build and maintain relationships with customers
5. Determine ways of reinforcing the company's image through employee performance
6. Identify ways to segment markets for marketing communications
7. Monitor competitors' promotional efforts

## **Sports and Entertainment Marketing Team Decision Making Role Play**

### **IA: Communication Skills/Customer Relations**

1. Employ communication styles appropriate to target audience
2. Organize information
3. Write informational messages
4. Discuss the nature of customer relationship management
5. Describe the use of technology in customer relationship management
6. Build and maintain relationships with customers
7. Handle customer/client complaints

## **Travel and Tourism Team Decision Making Role Play**

### **IA: Selling**

1. Explain the nature and scope of the selling function
2. Explain the role of customer service as a component of selling relationships
3. Explain company selling policies
4. Acquire product information for use in selling
5. Explain the selling process
6. Establish relationships with hospitality and tourism customer/guest
7. Determine hospitality and tourism customer/guest needs