E-commerce Decision Making

Objective
The E-commerce Decision Making event provides a participant the opportunity to analyze a real-world e-commerce case situation, and to present solutions to a professional (judge) with experience in marketing and e-commerce.

Description
The E-commerce Decision Making event involves the participant’s analysis of a case situation based in an e-commerce environment, and the effectiveness of the participant’s oral presentation. This case situation is typically presented to the participant in written form.

The participants will assume the role of a marketing manager or consultant who is required to resolve the case situation for a company wanting to conduct business through the Internet. The position of the judge(s) will be determined by the specific case situation.

For international competition, the content to be evaluated is found in the standard Evaluation Form, located in this Guide, with a possible one hundred (100) points. Preliminary round competition will consist of an evaluation of the presentation to the judge(s). Participants will be ranked by section and a predetermined number of participants will be named finalists. Finalists will be given a different case situation and will present their solution to a new set of judges, who will evaluate each participant and determine final rankings. The following guidelines will be applied to the presentations at the International CDC.

Competencies the Participant will Develop
Through the analysis of the case situation and the presentation of ideas to professionals (judges) with experience in marketing and e-commerce, the participant will develop or reinforce the following areas in relation to decision making in the e-commerce industry:

- Applying decision-making, marketing and common business services principles and techniques to the specific organizational environment
- Analyzing e-commerce situations, organizing thoughts and identifying solutions
- Demonstrating knowledge/understanding of organizational needs in conducting business through the Internet
- Organizing and communicating knowledge, ideas and concepts effectively for the area of e-commerce

Guidelines for Presentation
1. The participant will be given a decision-making situation involving a management problem in the area of e-commerce.
2. Each participant will have thirty (30) minutes for studying the situation and organizing the solution(s) using the basic pattern: (1) get the facts, (2) weigh and decide, (3) take action, and (4) follow up.
3. Participants may not consult anyone about the e-commerce decision-making situation.
4. Participants may not bring any reference materials, audio or visual aids, computers, etc. to the competitive event, except what is provided by the event manager. Only blank paper or note cards, and pens/pencils may be used (may or may not be supplied).
5. A 10-minute time limit will be given for participants to explain their pattern of thought and the reason for their decisions/recommendations to a professional (judge). Participants will be allowed to use notes made only during the presentation of the situation and during the time allowed for preparation.

6. Judges may then ask questions for five (5) minutes.

**Presentation Schedule**

- Thirty (30) minutes to analyze situation and prepare a response
- Ten (10) minutes for the participant's presentation
- Five (5) minutes for questions by the judges
- Five (5) minutes for scoring by the judge

Refer to the *Evaluation Form*. Entries limited according to membership quota.

**JUDGE’S INSTRUCTIONS**

The E-commerce Decision Making event was created by DECA/Delta Epsilon Chi in response to the career opportunities available for college graduates in the area of marketing, with special emphasis on the conducting of business through the Internet.

Basically, each participant with a career interest in e-commerce will analyze a case situation related to Internet marketing. The participant will make decisions/recommendations regarding the situation and make an oral presentation to you, the judge(s). This case situation is typically presented in written form.

The participant will assume the role of a marketing manager/consultant for a company wanting to do business through the Internet who is represented by the situation. The role of the judge(s) will be determined by the specific case situation.

**JUDGING THE PRESENTATION**

1. To ensure fairness, at no time should a participant be asked where he/she is from (school, state, country, etc.).
2. Participants will be evaluated according to the *Evaluation Form*.
3. Participants will be scheduled for presentations at twenty (20) minute intervals. Remember, your role will be determined by the specific decision-making situation.
4. Please place the participant's name and identification number in the upper right-hand corner of the *Evaluation Form* (if not already done).
5. During the first ten (10) minutes of the presentation (after introduction), the participant will present his/her decisions/recommendations and the reasoning behind them. Allow the participant to complete this portion without interruption, unless you are asked to respond.
6. During the next five (5) minutes you may ask questions of the participant to determine his/her ability to think spontaneously. To insure fairness, you must ask each participant the same standard questions. After asking the standard questions you may ask other questions for clarification specific to the current participant.
7. After the questioning period please thank the participant and state that a decision will be made soon and that the participant will be notified of the decision.
8. During the last five (5) minutes, after the participant is excused from the judging area, you may score the participant. Please make sure to score all categories. The maximum score for the evaluation is one hundred (100) points.
EVALUATION CRITERIA

A score under the heading Excellent in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the participant, and the decisions/recommendations have been presented in an imaginative way.

A score under the heading Good in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. A decision making solution which earns this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading Fair or Poor in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the participant a Certificate of Excellence.

We hope you are impressed by the quality of work of these students with a career interest in the field of e-commerce. If you have any suggestions for improving this event, please mention them to your section manager.

We thank you for your help.

NOTE:

Presentations at International CDC will be scheduled at twenty (20) minute intervals
Ten (10) minutes for presentation of the solution(s) by the participant
Five (5) minutes for questions by the judges
Five (5) minutes for scoring by the judges
ECOM –2003

E-COMMERCE

DECISION MAKING

Participant’s Name: ____________________

Evaluation Form

I.D. Number: ____________________

Poor Fair Good Excellent Judged Points

STATEMENT OF THE PROBLEM

1. Exhibits understanding of the problem (Possible Points 5) ..............
   0 1 2 3 4 5 ______

2. Exhibits understanding of the competitive environment (Possible Points 5)
   0 1 2 3 4 5 ______

3. Clearly explains need for decision (Possible Points 5) ..............
   0 1 2 3 4 5 ______

4. Identifies business and e-commerce needs and concerns (Possible Points 5) ...
   0 1 2 3 4 5 ______

CONCLUSION

5. Shows effective use of decision making and reasoning (Possible Points 15) ..............
   0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 ______

6. Clearly explains the benefits and improvement of the company's marketing position
   (Possible Points 15) ..............
   0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 ______

7. Clearly explains and gives examples of a new marketing approach (Possible Points 15)
   . 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 ______

8. Clearly explains e-commerce system and operations (Possible Points 15) ..............
   0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 ______

PRESENTATION

9. Presents explanations and information in a clear and professional manner (Possible Points 5)
   0 1 2 3 4 5 ______

10. Presents ideas and solutions in an organized and well thought out manner (Possible Points 5)
    0 1 2 3 4 5 ______

11. Presentation shows evidence of mature judgment (Possible Points 5) ..............
    0 1 2 3 4 5 ______

12. Judge’s weighted, subjective evaluation of total performance—a general impression (Possible Points 5) ..............
    0 1 2 3 4 5 ______

Total Judged Points (100 maximum): ______

A score of 70 or better will earn the participant a Certificate of Excellence.

JUDGE SECTION: A B C D E F G (circle one)

Tie-Breaker

For tie-breaking purposes, the following evaluation form ranking process will be used. Begin with item #8. The participant with the highest score for #8 wins the tie-break. If this does not break the tie, continue the process for the remaining evaluation items in the following order: 5, 6, 7, 12, 4, 1, 2, 3, 9, 10, 11.