



BUSINESS LEADERSHIP CONTEST

CONTEST CHAIR

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CONTEST RULES AND REGULATIONS

Contestants must be an individual or in a group up to three members enrolled in **BOH4M, BOG4E or any senior business subject** during the current school year. All 'components' must be completed or the submission will not be evaluated. Only original work will be assessed. Contest entry is due on or before the contest submission date (refer to the Contest Time Line Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form. Entries must be of professional business quality. Printed copies must accompany all electronic entries.

REMINDER - 2 ENTRIES PER SCHOOL

SCENARIO

WOW! You have recently become the CEO of a large national Canadian company. You have extensive knowledge of business management and you have the opportunity to lead this company into the future.

You will be required to complete 3 components as you make your transition into this company:

1. An overview of your company
2. Your leadership vision, and
3. A company newsletter

Each of your components should include terms, concepts, theory and content related to the Business Leadership courses. Any elements of the overall and specific expectations of the Business Leadership curriculum may be included. The following provides examples of the type of information and content that is required. Remember it's all up to you – the CEO!

1. BUSINESS BRIEF

You will need to decide on the type of company you will be leading. You should provide a thorough analysis of the nature of your company and your industry. You may incorporate SWOT analysis, PEST or Porter's five forces model. Be sure to include significant details about products/services, location, how many employees, and competitors, etc.

2. YOUR LEADERSHIP VISION

As a future CEO, describe what areas of change you foresee in your business and how you intend to achieve sustainable competitive advantage and lead your company to success! Explain how you intend to deal with current management issues and challenges in your company relating to ethics and social responsibility. Describe any short term and long term goals and objectives of your strategy.



3. COMPANY NEWSLETTER

Prepare a newsletter to your new employees. You need to address them as their new leader. Communicate strategies to keep them motivated and stress free. You may include any content you learned from a Business Leadership course or additional information you have researched pertaining to any elements of the Business Leadership curriculum.

EVALUATION

Criteria pertaining to the Business Leadership Curriculum	Scoring Scale			
	1. with limited effectiveness 2. with some effectiveness 3. with considerable effectiveness 4. with a high degree of effectiveness			
Analysis of the company and its industry				
incorporated key facts and terms	1	2	3	4
demonstrated understanding of content	1	2	3	4
used critical/creative thinking processes	1	2	3	4
expressed and organized ideas and information	1	2	3	4
used conventions, vocabulary, and terminology	1	2	3	4
applied knowledge to familiar contexts	1	2	3	4
Presentation of the CEO's leadership vision				
incorporated key facts and terms	1	2	3	4
demonstrated understanding of content	1	2	3	4
used critical/creative thinking processes	1	2	3	4
expressed and organized ideas and information	1	2	3	4
used conventions, vocabulary, and terminology	1	2	3	4
applied knowledge to familiar contexts	1	2	3	4
Communication of the company newsletter				
incorporated key facts and terms	1	2	3	4
demonstrated understanding of content	1	2	3	4
used critical/creative thinking processes	1	2	3	4
expressed and organized ideas and information	1	2	3	4
used conventions, vocabulary, and terminology	1	2	3	4
applied knowledge to familiar contexts	1	2	3	4