

# **BUSINESS LEADERSHIP CONTEST**

## **CONTEST CHAIR**

TBD

## **CONTEST RULES AND REGULATIONS**

1. Contestants must be an **individual or in a pair** enrolled in **BOH4M, BOG4E or any senior business subject** during the current school year.
2. All 'components' must be completed or the submission will not be evaluated.
3. Only original work will be assessed.
4. Contest entry is due on or before the contest submission date.  
**(refer to the Contest Time Line Chart page).**
5. Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form.
6. Entries must be of professional business quality.
7. Printed copies must accompany all electronic entries.
8. **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!

**Only five (5) submissions per school are accepted.** Contest entry is due on or before the Contest submission date (refer to the Contest Timeline Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form. **All student entries must be submitted directly to the Contest Chair in digital(PDF) formats.**

**Note:** Participation in the Business Leadership Contest can be used as a Specialized Business Certification or Experiential Learning Component in the completion of the SHSM program.

## **SCENARIO**

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

A list of Canadian companies for consideration may be found on this Website:

[www.canadastop100.com/national/](http://www.canadastop100.com/national/)

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

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

### **COMPONENTS REQUIRED:**

#### **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

<b>Criteria</b> pertaining to the Business Leadership Curriculum	<b>Scoring Scale</b> 1. with limited effectiveness 2. with some effectiveness 3. with considerable effectiveness 4. with a high degree of effectiveness			
<b>Analysis of the Company and its Industry</b>				
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
<b>Presentation of the CEO's Leadership Vision</b>				
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
<b>Communication of the Company Newsletter</b>				
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

## OBEA CONTEST IDENTIFICATION FORM 2022-2023

Each Contest entry must include this completed, typed Identification Form, one per student, to be eligible. The form is completed using Microsoft Word. Save a filled form as a pdf file.

To be eligible, please ensure that:

- Your entry is received on time, following the instructions for the Contest you are entering.
- All information on this form is required and it must be typed for submission. Form is signed.
- For ongoing contests, a *maximum of 5 entries per Contest per school, unless otherwise indicated.*
- Accounting students are not required to submit this form unless requested by the contest chair.

CONTEST INFORMATION	
Contest:	
For Website Contests: URL	
STUDENT INFORMATION	
Name	
Home Address	
City	Postal Code
Email	Home Phone
TEACHER AND SCHOOL INFORMATION	
Course Title	Course Code
Teacher Name	
Full School Name	
Full School Address	
City	Postal Code
Email	Phone
OBEA Membership Number (if applicable)	
Name of School Board	
OBEA SPONSOR INFORMATION <small>Sponsor must be a current OBEA Member. Leave blank if the Teacher and Sponsor is the same person.</small>	
Sponsor Name	
Email	Phone
OBEA Membership Number	

### RELEASE PERMISSION

This signature grants OBEA permission to publicly display the Contest entry and winner's name. Contest entries become the property of OBEA.

Signature of Student (18 or over)

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Signature of Parent/Guardian (if student is under 18)

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