# OCMC Evaluation Form: Entrepreneurship Case

College Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Presenters #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Student Presenters #2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Section** | **Score** | **Comments** |
| **Introduction** | \_ out of 5 |  |
| **Identification of Problem** | \_ out of 5 |  |
| **Situation Analysis** | \_ out of 15 |  |
| **Objectives** | \_ out of 5 |  |
| **Identification of Options** | \_ out of 15 |  |
| **Recommendations** | \_ out of 10 |  |
| **Implementation Plan** | \_ out of 10 |  |
| **Question & Answer** | \_ out of 10 |  |
| **Presentation Skills** | \_ out of 15 |  |
| **Creativity** | \_ out of 10 |  |
| **Total Score** | \_ out of 100 |  |

# Entrepreneurship Case Study Judging Considerations

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| **Section** | **Score/Possible** | **Judging Considerations** |
| **Introduction** Out of 5 | 5 – excellent  4 – good  3 – satisfactory  1-2 – below expectation | Greeting, introduction of team and lead into presentation. |
| **Identification of**  **Problem**  Out of 5 | 5 – excellent  4 – good  3 – satisfactory  1-2 – below expectation | Identification of the central problem or key issues that must be resolved. |
| **Situation Analysis** Out of 15 | 13-15 – excellent  10-12 – good  7-9 – satisfactory  1-8 – below expectation | Analysis of key strengths, weaknesses, opportunities and threats facing the organization and how these factors relate to the problem at hand. |
| **Objectives** Out of 5 | 5 – excellent  4 – good  3 – satisfactory  1-2 – below expectation | Identification of objectives that pertain to the organization and the specific case scenario. |
| **Identification of Options**  Out of 15 | 13-15 – excellent  10-12 – good  7-9 – satisfactory  1-8 – below expectation | Discussion of strategic options to address the problem or key issues at hand. Evaluation of the advantages and disadvantages of each option. |
| **Recommendations**  Out of 10 | 9-10 – excellent  7-8 – good  5-6 – satisfactory  1-4 – below expectation | Presentation of recommended strategy that is realistic, in terms of timing, budget, and resources, based on the size of the organization and the significance of the problem/opportunity. |
| **Implementation Plan** Out of 10 | 9-10 – excellent  7-8 – good  5-6 – satisfactory  1-4 – below expectation | Provide an action plan that outlines how the recommendation will be executed. Specific details provided wherever possible. |
| **Question & Answer** Out of 10 | 9-10 – excellent  7-8 – good  5-6 – satisfactory  1-4 – below expectation | 5 minute Q&A period for the judges to ask questions. Team should provide sound and practical responses and be able to support their recommended strategy. |
| **Presentation Skills** Out of 15 | 13-15 – excellent  10-12 – good  7-9 – satisfactory  1-8 – below expectation | Convey information clearly and with confidence and enthusiasm as well as professional appearance and demeanour. |
| **Creativity** Out of 10 | 9-10 – excellent  7-8 – good  5-6 – satisfactory  1-4 – below expectation | Creativity in development of strategy and implementation details and the overall presentation itself. |