

Judge Assessment

Florida

Region: FL

Principles of Business Management and Administration

Composite Score	Florida	75.71	<div></div>
	International	78.87	<div></div>

Oral			
Composite Score	Florida International	75.71 out of 100 78.87 out of 100	<div></div> <div></div>
Discuss the nature of customer relationship management?	Florida International	14.00 out of 18 14.50 out of 18	<div></div> <div></div>
Explain the role of ethics in customer relationship management?	Florida International	14.43 out of 18 14.55 out of 18	<div></div> <div></div>
Discuss the use of technology in customer relationship management?	Florida International	14.71 out of 18 14.33 out of 18	<div></div> <div></div>
Build and maintain relationships with customers?	Florida International	14.14 out of 18 14.92 out of 18	<div></div> <div></div>
Reason effectively and use systems thinking?	Florida International	3.57 out of 7 4.74 out of 7	<div></div> <div></div>
Communicate clearly?	Florida International	5.14 out of 7 5.46 out of 7	<div></div> <div></div>
Show evidence of creativity?	Florida International	5.00 out of 7 4.92 out of 7	<div></div> <div></div>
Overall impression and responses to the judges questions	Florida International	4.71 out of 7 5.45 out of 7	<div></div> <div></div>

Principles of Finance

Composite Score	Florida	80.50	<div></div>
	International	73.66	<div></div>
Oral			
Composite Score	Florida	80.50 out of 100	<div></div>
	International	73.66 out of 100	<div></div>
Explain the nature of effective communications?	Florida	14.00 out of 18	<div></div>
	International	12.39 out of 18	<div></div>
Solicit feedback?	Florida	15.17 out of 18	<div></div>
	International	14.00 out of 18	<div></div>
Use social media to solicit new ideas and solutions?	Florida	14.50 out of 18	<div></div>
	International	13.94 out of 18	<div></div>
Recognize/Reward others for their efforts and contributions?	Florida	15.00 out of 18	<div></div>
	International	12.74 out of 18	<div></div>
Reason effectively and use systems thinking?	Florida	5.50 out of 7	<div></div>
	International	5.05 out of 7	<div></div>
Communicate clearly?	Florida	5.67 out of 7	<div></div>
	International	5.42 out of 7	<div></div>
Show evidence of creativity?	Florida	5.33 out of 7	<div></div>
	International	5.02 out of 7	<div></div>
Overall impression and responses to the judges questions	Florida	5.33 out of 7	<div></div>
	International	5.10 out of 7	<div></div>

Principles of Hospitality and Tourism

Composite Score	Florida	59.40	<div></div>
	International	66.05	<div></div>

Oral			
Composite Score	Florida International	59.40 out of 100 66.05 out of 100	<div></div> <div></div>
Explain the nature of staff communication?	Florida International	11.20 out of 18 12.00 out of 18	<div></div> <div></div>
Choose and use appropriate channel for workplace communication?	Florida International	11.80 out of 18 12.23 out of 18	<div></div> <div></div>
Explain the nature of effective verbal communication?	Florida International	10.80 out of 18 12.03 out of 18	<div></div> <div></div>
Explain the nature of effective written communication?	Florida International	9.80 out of 18 11.99 out of 18	<div></div> <div></div>
Reason effectively and use systems thinking?	Florida International	3.80 out of 7 4.53 out of 7	<div></div> <div></div>
Communicate clearly?	Florida International	4.40 out of 7 4.70 out of 7	<div></div> <div></div>
Show evidence of creativity?	Florida International	3.20 out of 7 4.04 out of 7	<div></div> <div></div>
Overall impression and responses to the judges questions	Florida International	4.40 out of 7 4.54 out of 7	<div></div> <div></div>

Principles of Marketing

Composite Score	Florida	82.17	<div></div>
	International	76.44	<div></div>

















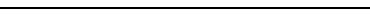









Oral			
Composite Score	Florida	82.17 out of 100	<div></div>
	International	76.44 out of 100	<div></div>
Explain the nature of effective written communications?	Florida	15.67 out of 18	<div></div>
	International	14.00 out of 18	<div></div>
Write persuasive messages?	Florida	15.00 out of 18	<div></div>
	International	13.52 out of 18	<div></div>
Distinguish between using social media for business and personal purposes?	Florida	14.83 out of 18	<div></div>
	International	14.08 out of 18	<div></div>
Explain how digital communications exposes business to risk?	Florida	13.33 out of 18	<div></div>
	International	13.27 out of 18	<div></div>
Reason effectively and use systems thinking?	Florida	6.00 out of 7	<div></div>
	International	5.47 out of 7	<div></div>
Communicate clearly?	Florida	6.00 out of 7	<div></div>
	International	5.63 out of 7	<div></div>
Show evidence of creativity?	Florida	5.67 out of 7	<div></div>
	International	5.19 out of 7	<div></div>
Overall impression and responses to the judges questions	Florida	5.67 out of 7	<div></div>
	International	5.28 out of 7	<div></div>

Business Law and Ethics Team Decision Making

Composite Score	Florida	79.71	<div></div>
	International	73.53	<div></div>
Oral			
Composite Score	Florida	79.71 out of 100	<div></div>
	International	73.53 out of 100	<div></div>
Explain reasons for ethical dilemmas?	Florida	7.86 out of 10	<div></div>
	International	7.38 out of 10	<div></div>
Communicate clearly and show evidence of collaboration?	Florida	4.86 out of 6	<div></div>
	International	4.61 out of 6	<div></div>
Show evidence of creativity?	Florida	4.57 out of 6	<div></div>
	International	4.46 out of 6	<div></div>
Overall impression and responses to the judges questions	Florida	5.00 out of 6	<div></div>
	International	4.44 out of 6	<div></div>
Recognize and respond to ethical dilemmas?	Florida	7.71 out of 10	<div></div>
	International	7.59 out of 10	<div></div>
Build trust in relationships?	Florida	7.71 out of 10	<div></div>
	International	7.29 out of 10	<div></div>
Take responsibility for decisions and actions?	Florida	8.29 out of 10	<div></div>
	International	7.34 out of 10	<div></div>
Identify quality control measures	Florida	7.86 out of 10	<div></div>
	International	7.01 out of 10	<div></div>
Explain the concept of competition	Florida	8.43 out of 10	<div></div>
	International	7.27 out of 10	<div></div>
Explain employee's role in expense control?	Florida	7.57 out of 10	<div></div>
	International	6.88 out of 10	<div></div>
Reason effectively and use systems thinking?	Florida	4.86 out of 6	<div></div>
	International	4.66 out of 6	<div></div>
Make judgments and decisions, and solve problems?	Florida	5.00 out of 6	<div></div>
	International	4.61 out of 6	<div></div>

Buying and Merchandising Team Decision Making

Composite Score	Florida	72.83	
	International	72.10	


Oral			
Composite Score	Florida International	72.83 out of 100 72.10 out of 100	 
Discuss the impact of globalization on business?	Florida International	6.17 out of 10 6.93 out of 10	 
Communicate clearly and show evidence of collaboration?	Florida International	4.83 out of 6 4.80 out of 6	 
Show evidence of creativity?	Florida International	4.67 out of 6 3.96 out of 6	 
Overall impression and responses to the judges questions	Florida International	5.33 out of 6 4.51 out of 6	 
Explain the concept of competition?	Florida International	6.83 out of 10 7.42 out of 10	 
Identify factors affecting a business's profit?	Florida International	8.17 out of 10 6.97 out of 10	 
Determine factors affecting business risk?	Florida International	7.67 out of 10 7.27 out of 10	 
Explain the concept of supply chain?	Florida International	7.83 out of 10 7.46 out of 10	 
Explain the nature of corporate branding?	Florida International	6.83 out of 10 7.11 out of 10	 
Explain the nature of product/service branding	Florida International	6.00 out of 10 7.08 out of 10	 
Reason effectively and use systems thinking?	Florida International	4.33 out of 6 4.27 out of 6	 
Make judgments and decisions, and solve problems?	Florida International	4.17 out of 6 4.32 out of 6	 



























Entrepreneurship Team Decision Making

Composite Score	Florida	79.33	<div></div>
	International	72.77	<div></div>

Oral			
Composite Score	Florida	79.33 out of 100	<div></div>
	International	72.77 out of 100	<div></div>
Explain the role requirements of entrepreneurs and owners?	Florida	8.17 out of 10	<div></div>
	International	7.22 out of 10	<div></div>
Communicate clearly and show evidence of collaboration?	Florida	5.33 out of 6	<div></div>
	International	4.76 out of 6	<div></div>
Show evidence of creativity?	Florida	5.00 out of 6	<div></div>
	International	4.54 out of 6	<div></div>
Overall impression and responses to the judges questions	Florida	4.83 out of 6	<div></div>
	International	4.43 out of 6	<div></div>
Select target market?	Florida	8.17 out of 10	<div></div>
	International	7.42 out of 10	<div></div>
Explain the role of promotion as a marketing function?	Florida	7.50 out of 10	<div></div>
	International	7.35 out of 10	<div></div>
Explain marketing and its importance in a global economy?	Florida	7.00 out of 10	<div></div>
	International	6.80 out of 10	<div></div>
Describe marketing functions and related activities?	Florida	7.67 out of 10	<div></div>
	International	7.23 out of 10	<div></div>
Explain factors that influence customer/client/business buying behavior?	Florida	8.33 out of 10	<div></div>
	International	7.18 out of 10	<div></div>
Demonstrate connections between company actions and results?	Florida	7.67 out of 10	<div></div>
	International	6.84 out of 10	<div></div>
Reason effectively and use systems thinking?	Florida	5.00 out of 6	<div></div>
	International	4.53 out of 6	<div></div>
Make judgments and decisions, and solve problems?	Florida	4.67 out of 6	<div></div>
	International	4.47 out of 6	<div></div>

Financial Services Team Decision Making

Composite Score	Florida	73.86	
	International	70.55	

Oral			
Composite Score	Florida International	73.86 out of 100 70.55 out of 100	 
Describe types of financial-services providers?	Florida International	6.71 out of 10 6.98 out of 10	 
Communicate clearly and show evidence of collaboration?	Florida International	4.43 out of 6 4.61 out of 6	 
Show evidence of creativity?	Florida International	4.71 out of 6 4.44 out of 6	 
Overall impression and responses to the judges questions	Florida International	4.57 out of 6 4.62 out of 6	 
Discuss considerations in selecting a financial-services provider?	Florida International	7.00 out of 10 7.01 out of 10	 
Explain the responsibilities of finance professionals in providing client services?	Florida International	7.57 out of 10 6.79 out of 10	 
Explain marketing and its importance in a global economy?	Florida International	7.43 out of 10 6.60 out of 10	 
Describe marketing functions and related activities?	Florida International	8.57 out of 10 6.96 out of 10	 
Explain factors that influence customer/client/business buying behavior?	Florida International	7.00 out of 10 7.01 out of 10	 
Demonstrate connections between company actions and results?	Florida International	7.14 out of 10 6.96 out of 10	 
Reason effectively and use systems thinking?	Florida International	4.14 out of 6 4.24 out of 6	 
Make judgments and decisions, and solve problems?	Florida International	4.57 out of 6 4.33 out of 6	 



























Hospitality Services Team Decision Making

Composite Score	Florida	72.71	<div><div></div></div>
	International	77.05	<div><div></div></div>

Oral			
Composite Score	Florida	72.71 out of 100	<div><div></div></div>
	International	77.05 out of 100	<div><div></div></div>
Explain the nature of product/service branding?	Florida	7.29 out of 10	<div><div></div></div>
	International	7.74 out of 10	<div><div></div></div>
Communicate clearly and show evidence of collaboration?	Florida	4.29 out of 6	<div><div></div></div>
	International	4.87 out of 6	<div><div></div></div>
Show evidence of creativity?	Florida	4.14 out of 6	<div><div></div></div>
	International	4.69 out of 6	<div><div></div></div>
Overall impression and responses to the judges questions	Florida	4.43 out of 6	<div><div></div></div>
	International	4.84 out of 6	<div><div></div></div>
Describe services offered by the hospitality and tourism industry?	Florida	7.14 out of 10	<div><div></div></div>
	International	7.83 out of 10	<div><div></div></div>
Describe the nature of product bundling?	Florida	7.43 out of 10	<div><div></div></div>
	International	7.74 out of 10	<div><div></div></div>
Identify product's/service's competitive advantage?	Florida	7.86 out of 10	<div><div></div></div>
	International	7.60 out of 10	<div><div></div></div>
Differentiate between service marketing and product marketing?	Florida	7.00 out of 10	<div><div></div></div>
	International	7.30 out of 10	<div><div></div></div>
Explain the nature of customer service in the hospitality and tourism industry?	Florida	7.43 out of 10	<div><div></div></div>
	International	7.69 out of 10	<div><div></div></div>
Anticipate unspoken customer needs?	Florida	6.14 out of 10	<div><div></div></div>
	International	7.44 out of 10	<div><div></div></div>
Reason effectively and use systems thinking?	Florida	5.00 out of 6	<div><div></div></div>
	International	4.72 out of 6	<div><div></div></div>
Make judgments and decisions, and solve problems?	Florida	4.57 out of 6	<div><div></div></div>
	International	4.59 out of 6	<div><div></div></div>

Marketing Management Team Decision Making

Composite Score	Florida	77.86	
	International	73.58	

Oral			
Composite Score	Florida	77.86 out of 100	
	International	73.58 out of 100	
Explain the nature of marketing plans?	Florida	8.00 out of 10	
	International	7.42 out of 10	
Communicate clearly and show evidence of collaboration?	Florida	4.57 out of 6	
	International	4.57 out of 6	
Show evidence of creativity?	Florida	3.71 out of 6	
	International	4.42 out of 6	
Overall impression and responses to the judges questions	Florida	4.86 out of 6	
	International	3.97 out of 6	
Explain the concept of market and market identification?	Florida	8.00 out of 10	
	International	7.34 out of 10	
Explain the concept of marketing strategies?	Florida	7.86 out of 10	
	International	7.41 out of 10	
Explain the role of situation analysis in the marketing planning process?	Florida	7.86 out of 10	
	International	6.92 out of 10	
Explain communications channels used in public-relations activities?	Florida	7.71 out of 10	
	International	7.56 out of 10	
Reinforce service orientation through communication?	Florida	7.57 out of 10	
	International	7.48 out of 10	
Recognize/Reward others for their efforts and contributions?	Florida	8.29 out of 10	
	International	7.65 out of 10	
Reason effectively and use systems thinking?	Florida	4.43 out of 6	
	International	4.42 out of 6	
Make judgments and decisions, and solve problems?	Florida	5.00 out of 6	
	International	4.40 out of 6	

Sports and Entertainment Marketing Team Decision Making

Composite Score	Florida	78.14	<div></div>
	International	78.16	<div></div>

Oral			
Composite Score	Florida	78.14 out of 100	<div></div>
	International	78.16 out of 100	<div></div>
Discuss motivational theories that impact buying behavior?	Florida	7.71 out of 10	<div></div>
	International	7.88 out of 10	<div></div>
Communicate clearly and show evidence of collaboration?	Florida	5.29 out of 6	<div></div>
	International	4.94 out of 6	<div></div>
Show evidence of creativity?	Florida	5.00 out of 6	<div></div>
	International	4.83 out of 6	<div></div>
Overall impression and responses to the judges questions	Florida	4.71 out of 6	<div></div>
	International	4.83 out of 6	<div></div>
Explain key factors in building a clientele?	Florida	8.00 out of 10	<div></div>
	International	7.70 out of 10	<div></div>
Analyze product information to identify product features and benefits?	Florida	7.43 out of 10	<div></div>
	International	7.64 out of 10	<div></div>
Describe the use of technology in the selling function?	Florida	6.86 out of 10	<div></div>
	International	7.83 out of 10	<div></div>
Generate product ideas?	Florida	8.71 out of 10	<div></div>
	International	7.95 out of 10	<div></div>
Explain the concept of marketing strategies?	Florida	7.71 out of 10	<div></div>
	International	7.60 out of 10	<div></div>
Demonstrate connections between company actions and results?	Florida	7.29 out of 10	<div></div>
	International	7.50 out of 10	<div></div>
Reason effectively and use systems thinking?	Florida	4.86 out of 6	<div></div>
	International	4.68 out of 6	<div></div>
Make judgments and decisions, and solve problems?	Florida	4.57 out of 6	<div></div>
	International	4.78 out of 6	<div></div>





















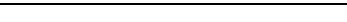

Travel and Tourism Team Decision Making























Composite Score	Florida	83.33	<div></div>
	International	82.78	<div></div>

Oral			
Composite Score	Florida	83.33 out of 100	<div></div>
	International	82.78 out of 100	<div></div>
Explain the nature of corporate branding?	Florida	8.67 out of 10	<div></div>
	International	8.27 out of 10	<div></div>
Communicate clearly and show evidence of collaboration?	Florida	5.33 out of 6	<div></div>
	International	5.25 out of 6	<div></div>
Show evidence of creativity?	Florida	5.33 out of 6	<div></div>
	International	5.09 out of 6	<div></div>
Overall impression and responses to the judges questions	Florida	5.33 out of 6	<div></div>
	International	5.15 out of 6	<div></div>
Explain company selling policies?	Florida	7.83 out of 10	<div></div>
	International	8.11 out of 10	<div></div>
Explain key factors in building a clientele?	Florida	8.17 out of 10	<div></div>
	International	8.12 out of 10	<div></div>
Determine hospitality and tourism customer/guest needs?	Florida	8.00 out of 10	<div></div>
	International	8.29 out of 10	<div></div>
Explain factors that motivate people to choose a hospitality and tourism site?	Florida	8.00 out of 10	<div></div>
	International	8.15 out of 10	<div></div>
Explain the use of marketing strategies in hospitality and tourism?	Florida	8.67 out of 10	<div></div>
	International	8.25 out of 10	<div></div>
Explain the relationship between promotion and brand?	Florida	8.50 out of 10	<div></div>
	International	8.25 out of 10	<div></div>
Reason effectively and use systems thinking?	Florida	4.83 out of 6	<div></div>
	International	4.90 out of 6	<div></div>
Make judgments and decisions, and solve problems?	Florida	4.67 out of 6	<div></div>
	International	4.94 out of 6	<div></div>

Accounting Applications Series





















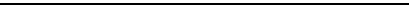

Composite Score	Florida	71.78	
	International	73.89	























Role Play			
Composite Score	Florida	74.71 out of 100	
	International	73.68 out of 100	
Explain methods used to value inventory?	Florida	9.71 out of 14	
	International	10.48 out of 14	
Overall impression and responses to the judges questions	Florida	4.00 out of 6	
	International	4.23 out of 6	
Determine the cost/value of inventory?	Florida	11.29 out of 14	
	International	10.66 out of 14	
Calculate the cost of goods sold?	Florida	9.43 out of 14	
	International	9.78 out of 14	
Draw conclusions based on information analysis?	Florida	10.71 out of 14	
	International	10.21 out of 14	
Apply information to accomplish a task?	Florida	11.00 out of 14	
	International	10.58 out of 14	
Reason effectively and use systems thinking?	Florida	4.71 out of 6	
	International	4.39 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.43 out of 6	
	International	4.25 out of 6	
Communicate clearly?	Florida	5.00 out of 6	
	International	4.92 out of 6	
Show evidence of creativity?	Florida	4.43 out of 6	
	International	4.18 out of 6	

Role Play 2			
Composite Score	Florida	68.86 out of 100	
	International	74.10 out of 100	
Distinguish among types of business transactions?	Florida	9.43 out of 14	
	International	10.17 out of 14	
Overall impression and responses to the judges questions	Florida	3.86 out of 6	
	International	4.68 out of 6	
Journalize business transactions?	Florida	9.57 out of 14	
	International	9.74 out of 14	
Journalize and post adjusting entries?	Florida	8.57 out of 14	
	International	9.46 out of 14	
Analyze transactions and accounts?	Florida	9.29 out of 14	
	International	10.11 out of 14	
Discuss the role of ethics in accounting	Florida	9.71 out of 14	
	International	10.93 out of 14	
Reason effectively and use systems thinking?	Florida	4.57 out of 6	
	International	4.56 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.57 out of 6	
	International	4.75 out of 6	
Communicate clearly?	Florida	4.86 out of 6	
	International	4.95 out of 6	
Show evidence of creativity?	Florida	4.43 out of 6	
	International	4.74 out of 6	


Apparel and Accessories Marketing Series





















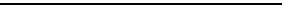

Composite Score	Florida	76.75	
	International	74.81	























Role Play			
Composite Score	Florida	78.17 out of 100	
	International	76.34 out of 100	
Explain key factors in building a clientele?	Florida	11.00 out of 14	
	International	11.39 out of 14	
Overall impression and responses to the judges questions	Florida	5.33 out of 6	
	International	4.60 out of 6	
Discuss motivational theories that impact buying behavior?	Florida	10.00 out of 14	
	International	10.84 out of 14	
Acquire product information for use in selling?	Florida	11.67 out of 14	
	International	10.60 out of 14	
Distinguish between retailing and marketing?	Florida	9.00 out of 14	
	International	10.17 out of 14	
Explain the concept of marketing strategies?	Florida	11.17 out of 14	
	International	10.79 out of 14	
Reason effectively and use systems thinking?	Florida	4.67 out of 6	
	International	4.50 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.83 out of 6	
	International	4.43 out of 6	
Communicate clearly?	Florida	5.33 out of 6	
	International	4.68 out of 6	
Show evidence of creativity?	Florida	5.17 out of 6	
	International	4.34 out of 6	

Role Play 2			
Composite Score	Florida	75.33 out of 100	
	International	73.29 out of 100	
Explain marketing and its importance in a global economy?	Florida	10.17 out of 14	
	International	9.83 out of 14	
Overall impression and responses to the judges questions	Florida	4.67 out of 6	
	International	3.99 out of 6	
Discuss actions employees can take to achieve the company's desired results?	Florida	10.50 out of 14	
	International	10.07 out of 14	
Demonstrate connections between company actions and results?	Florida	10.67 out of 14	
	International	10.08 out of 14	
Identify types of public-relations activities?	Florida	10.50 out of 14	
	International	10.35 out of 14	
Plan special event?	Florida	10.67 out of 14	
	International	10.81 out of 14	
Reason effectively and use systems thinking?	Florida	4.50 out of 6	
	International	4.44 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.67 out of 6	
	International	4.39 out of 6	
Communicate clearly?	Florida	4.50 out of 6	
	International	4.87 out of 6	
Show evidence of creativity?	Florida	4.50 out of 6	
	International	4.46 out of 6	

Automotive Services Marketing Series
















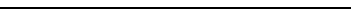






Composite Score	Florida	69.50	
	International	76.72	














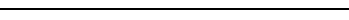








Role Play			
Composite Score	Florida	66.17 out of 100	
	International	76.99 out of 100	
Reinforce service orientation through communication?	Florida	10.17 out of 14	
	International	11.22 out of 14	
Overall impression and responses to the judges questions	Florida	3.83 out of 6	
	International	4.49 out of 6	
Interpret business policies to customers/clients	Florida	7.67 out of 14	
	International	10.85 out of 14	
Handle customer/client complaints	Florida	9.67 out of 14	
	International	10.88 out of 14	
Explain the nature of effective communications?	Florida	10.83 out of 14	
	International	11.21 out of 14	
Explain the nature of marketing management?	Florida	8.50 out of 14	
	International	10.71 out of 14	
Reason effectively and use systems thinking?	Florida	3.83 out of 6	
	International	4.35 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.33 out of 6	
	International	4.35 out of 6	
Communicate clearly?	Florida	3.67 out of 6	
	International	4.72 out of 6	
Show evidence of creativity?	Florida	3.67 out of 6	
	International	4.21 out of 6	

Role Play 2			
Composite Score	Florida	72.83 out of 100	
	International	76.44 out of 100	
Explain the nature of a promotional plan?	Florida	9.33 out of 14	
	International	10.52 out of 14	
Overall impression and responses to the judges questions	Florida	4.50 out of 6	
	International	4.70 out of 6	
Coordinate activities in the promotional mix?	Florida	10.00 out of 14	
	International	10.43 out of 14	
Explain the role of promotion as a marketing function?	Florida	8.83 out of 14	
	International	10.67 out of 14	
Explain the concept of market and market identification?	Florida	10.00 out of 14	
	International	10.31 out of 14	
Explain the concept of marketing strategies?	Florida	11.33 out of 14	
	International	10.41 out of 14	
Reason effectively and use systems thinking?	Florida	4.67 out of 6	
	International	4.78 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.33 out of 6	
	International	4.79 out of 6	
Communicate clearly?	Florida	5.00 out of 6	
	International	4.95 out of 6	
Show evidence of creativity?	Florida	4.83 out of 6	
	International	4.86 out of 6	

Business Finance Series























Composite Score	Florida	78.92	
	International	73.69	























Role Play			
Composite Score	Florida	80.14 out of 100	
	International	74.17 out of 100	
Explain the nature of balance sheets?	Florida	11.43 out of 14	
	International	10.56 out of 14	
Overall impression and responses to the judges questions	Florida	2.71 out of 6	
	International	3.49 out of 6	
Describe the need of income statements?	Florida	12.29 out of 14	
	International	10.60 out of 14	
Discuss the analysis of a company's financial situation using its financial statements?	Florida	11.14 out of 14	
	International	10.27 out of 14	
Describe the need for financial information?	Florida	11.71 out of 14	
	International	10.80 out of 14	
Explain the role of finance in business?	Florida	11.57 out of 14	
	International	10.55 out of 14	
Reason effectively and use systems thinking?	Florida	5.14 out of 6	
	International	4.41 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.43 out of 6	
	International	4.49 out of 6	
Communicate clearly?	Florida	4.86 out of 6	
	International	4.63 out of 6	
Show evidence of creativity?	Florida	4.86 out of 6	
	International	4.37 out of 6	

Role Play 2			
Composite Score	Florida	77.71 out of 100	
	International	73.22 out of 100	
Describe the need for financial information?	Florida	12.14 out of 14	
	International	11.34 out of 14	
Overall impression and responses to the judges questions	Florida	4.86 out of 6	
	International	4.41 out of 6	
Describe the nature of income statements?	Florida	11.43 out of 14	
	International	10.60 out of 14	
Explain how value is created for a company?	Florida	11.43 out of 14	
	International	9.63 out of 14	
Discuss the analysis of a company's financial situation using its financial statements?	Florida	10.14 out of 14	
	International	9.96 out of 14	
Discuss the nature of depreciation?	Florida	10.14 out of 14	
	International	10.21 out of 14	
Reason effectively and use systems thinking?	Florida	4.14 out of 6	
	International	4.20 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.14 out of 6	
	International	4.24 out of 6	
Communicate clearly?	Florida	4.57 out of 6	
	International	4.68 out of 6	
Show evidence of creativity?	Florida	4.71 out of 6	
	International	3.96 out of 6	


Business Services Marketing Series























Composite Score	Florida	80.20	
	International	73.33	























Role Play			
Composite Score	Florida	80.80 out of 100	
	International	74.14 out of 100	
Generate product ideas?	Florida	11.20 out of 14	
	International	10.75 out of 14	
Overall impression and responses to the judges questions	Florida	4.60 out of 6	
	International	4.43 out of 6	
Explain the concept of product mix?	Florida	11.80 out of 14	
	International	10.52 out of 14	
Develop positioning concept for new product idea?	Florida	11.20 out of 14	
	International	10.29 out of 14	
Explain the concept of market and market identification?	Florida	11.80 out of 14	
	International	10.25 out of 14	
Explain key factors in building a new clientele?	Florida	11.60 out of 14	
	International	10.34 out of 14	
Reason effectively and use systems thinking?	Florida	4.40 out of 6	
	International	4.29 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.40 out of 6	
	International	4.28 out of 6	
Communicate clearly?	Florida	5.20 out of 6	
	International	4.75 out of 6	
Show evidence of creativity?	Florida	4.60 out of 6	
	International	4.24 out of 6	

Role Play 2			
Composite Score	Florida	79.60 out of 100	
	International	72.53 out of 100	
Describe the nature of ethics?	Florida	12.00 out of 14	
	International	9.86 out of 14	
Overall impression and responses to the judges questions	Florida	5.20 out of 6	
	International	4.63 out of 6	
Recognize and respond to ethical dilemmas?	Florida	11.00 out of 14	
	International	10.21 out of 14	
Explain ethical considerations in providing information?	Florida	11.20 out of 14	
	International	10.41 out of 14	
Demonstrate a customer-service mindset?	Florida	11.00 out of 14	
	International	10.04 out of 14	
Evaluate options to purchase or sell marketing data?	Florida	11.20 out of 14	
	International	9.64 out of 14	
Reason effectively and use systems thinking?	Florida	4.40 out of 6	
	International	4.32 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.80 out of 6	
	International	4.35 out of 6	
Communicate clearly?	Florida	4.60 out of 6	
	International	4.89 out of 6	
Show evidence of creativity?	Florida	4.20 out of 6	
	International	4.17 out of 6	



Entrepreneurship Series























Composite Score	Florida	73.81	
	International	71.96	























Role Play			
Composite Score	Florida	77.50 out of 100	
	International	73.11 out of 100	
Select target market?	Florida	11.75 out of 14	
	International	11.17 out of 14	
Overall impression and responses to the judges questions	Florida	4.50 out of 6	
	International	4.59 out of 6	
Conduct SWOT analysis for use in the marketing planning process?	Florida	10.62 out of 14	
	International	10.17 out of 14	
Explain the concept of marketing strategies?	Florida	11.12 out of 14	
	International	10.35 out of 14	
Explain the nature of channel strategies?	Florida	9.75 out of 14	
	International	9.52 out of 14	
Explain the concept of competition?	Florida	11.12 out of 14	
	International	9.98 out of 14	
Reason effectively and use systems thinking?	Florida	4.62 out of 6	
	International	4.25 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.50 out of 6	
	International	4.20 out of 6	
Communicate clearly?	Florida	5.12 out of 6	
	International	4.71 out of 6	
Show evidence of creativity?	Florida	4.38 out of 6	
	International	4.18 out of 6	

Role Play 2			
Composite Score	Florida	70.12 out of 100	
	International	70.80 out of 100	
Develop and/or provide product/service?	Florida	9.88 out of 14	
	International	10.06 out of 14	
Overall impression and responses to the judges questions	Florida	4.38 out of 6	
	International	4.43 out of 6	
Use creative problem-solving in business activities/decisions?	Florida	9.88 out of 14	
	International	9.76 out of 14	
Explain the impact of resource productivity on venture success?	Florida	10.25 out of 14	
	International	9.65 out of 14	
Identify company's unique selling proposition?	Florida	9.88 out of 14	
	International	9.90 out of 14	
Demonstrate connections between company actions and results?	Florida	8.88 out of 14	
	International	9.66 out of 14	
Reason effectively and use systems thinking?	Florida	4.25 out of 6	
	International	4.18 out of 6	
Make judgments and decisions, and solve problems?	Florida	3.75 out of 6	
	International	4.11 out of 6	
Communicate clearly?	Florida	4.38 out of 6	
	International	4.67 out of 6	
Show evidence of creativity?	Florida	4.62 out of 6	
	International	4.37 out of 6	

Food Marketing Series























Composite Score	Florida	68.72	
	International	73.14	























Role Play			
Composite Score	Florida	70.86 out of 100	
	International	72.34 out of 100	
Explain the nature of product/service branding?	Florida	10.14 out of 14	
	International	10.20 out of 14	
Overall impression and responses to the judges questions	Florida	3.29 out of 6	
	International	4.20 out of 6	
Describe the role of customer voice in branding?	Florida	10.86 out of 14	
	International	10.08 out of 14	
Describe factors used by marketers to position products/services?	Florida	10.14 out of 14	
	International	10.00 out of 14	
Evaluate graphic design on packages?	Florida	9.57 out of 14	
	International	10.42 out of 14	
Explain factors that motivate customer/client/business buying behavior?	Florida	10.57 out of 14	
	International	10.13 out of 14	
Reason effectively and use systems thinking?	Florida	4.14 out of 6	
	International	4.38 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.71 out of 6	
	International	4.44 out of 6	
Communicate clearly?	Florida	4.00 out of 6	
	International	4.36 out of 6	
Show evidence of creativity?	Florida	3.43 out of 6	
	International	4.13 out of 6	

Role Play 2			
Composite Score	Florida	66.57 out of 100	
	International	73.95 out of 100	
Explain the concept of market and market identification?	Florida	9.57 out of 14	
	International	10.54 out of 14	
Overall impression and responses to the judges questions	Florida	4.00 out of 6	
	International	4.48 out of 6	
Explain the concept of marketing strategies?	Florida	9.43 out of 14	
	International	10.58 out of 14	
Explain the nature of marketing planning?	Florida	8.71 out of 14	
	International	9.88 out of 14	
Build and maintain relationships with customers?	Florida	10.71 out of 14	
	International	10.65 out of 14	
Identify product's/service's competitive advantage?	Florida	7.29 out of 14	
	International	9.94 out of 14	
Reason effectively and use systems thinking?	Florida	3.71 out of 6	
	International	4.35 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.14 out of 6	
	International	4.28 out of 6	
Communicate clearly?	Florida	4.71 out of 6	
	International	4.97 out of 6	
Show evidence of creativity?	Florida	4.29 out of 6	
	International	4.28 out of 6	

Hotel and Lodging Management Series



















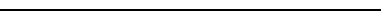



Composite Score	Florida	74.42	
	International	76.37	























Role Play			
Composite Score	Florida	76.50 out of 100	
	International	77.78 out of 100	
Determine strategies for resolving customer-service situations?	Florida	10.17 out of 14	
	International	10.90 out of 14	
Overall impression and responses to the judges questions	Florida	4.33 out of 6	
	International	4.62 out of 6	
Explain the role of customer service as a component of selling relationships?	Florida	10.67 out of 14	
	International	10.85 out of 14	
Explain factors that motivate people to choose a hospitality and tourism site?	Florida	11.17 out of 14	
	International	10.84 out of 14	
Recommend hospitality and tourism services?	Florida	11.67 out of 14	
	International	10.72 out of 14	
Offer services to guests?	Florida	11.17 out of 14	
	International	11.23 out of 14	
Reason effectively and use systems thinking?	Florida	3.83 out of 6	
	International	4.65 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.33 out of 6	
	International	4.72 out of 6	
Communicate clearly?	Florida	5.00 out of 6	
	International	4.85 out of 6	
Show evidence of creativity?	Florida	4.17 out of 6	
	International	4.40 out of 6	

Role Play 2			
Composite Score	Florida	72.33 out of 100	
	International	74.96 out of 100	
Explain the concept of product in the hospitality and tourism industry?	Florida	10.17 out of 14	
	International	10.65 out of 14	
Overall impression and responses to the judges questions	Florida	4.50 out of 6	
	International	4.50 out of 6	
Describe services offered the hospitality and tourism industry?	Florida	11.17 out of 14	
	International	10.58 out of 14	
Explain the nature of product/service branding?	Florida	10.33 out of 14	
	International	10.22 out of 14	
Communicate core values of product/service	Florida	10.50 out of 14	
	International	10.14 out of 14	
Identify factors that influence guest experiences throughout the guest life cycle?	Florida	8.17 out of 14	
	International	10.28 out of 14	
Reason effectively and use systems thinking?	Florida	4.17 out of 6	
	International	4.51 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.00 out of 6	
	International	4.40 out of 6	
Communicate clearly?	Florida	4.83 out of 6	
	International	5.06 out of 6	
Show evidence of creativity?	Florida	4.50 out of 6	
	International	4.63 out of 6	

Human Resources Management Series























Composite Score	Florida	71.20	
	International	71.21	























Role Play			
Composite Score	Florida	72.80 out of 100	
	International	73.00 out of 100	
Assess information needs?	Florida	10.00 out of 14	
	International	10.72 out of 14	
Overall impression and responses to the judges questions	Florida	4.80 out of 6	
	International	4.45 out of 6	
Obtain needed information efficiently?	Florida	10.00 out of 14	
	International	10.37 out of 14	
Identify and report factors negatively impacting productivity?	Florida	10.40 out of 14	
	International	10.34 out of 14	
Write inquiries?	Florida	8.00 out of 14	
	International	8.52 out of 14	
Foster open, honest communication?	Florida	11.20 out of 14	
	International	10.77 out of 14	
Reason effectively and use systems thinking?	Florida	4.60 out of 6	
	International	4.42 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.40 out of 6	
	International	4.38 out of 6	
Communicate clearly?	Florida	4.80 out of 6	
	International	4.69 out of 6	
Show evidence of creativity?	Florida	4.60 out of 6	
	International	4.33 out of 6	

Role Play 2			
Composite Score	Florida	69.60 out of 100	
	International	69.42 out of 100	
Explain the role of ethics in human resources management?	Florida	9.60 out of 14	
	International	9.34 out of 14	
Overall impression and responses to the judges questions	Florida	4.40 out of 6	
	International	4.58 out of 6	
Assist with the establishment of work rules?	Florida	10.60 out of 14	
	International	9.84 out of 14	
Document employee issues and recommend solutions?	Florida	9.40 out of 14	
	International	9.70 out of 14	
Describe the impact of a person's social media brand on the achievement of organizational objectives?	Florida	10.60 out of 14	
	International	9.43 out of 14	
Explain the nature of staff communication?	Florida	9.00 out of 14	
	International	9.40 out of 14	
Reason effectively and use systems thinking?	Florida	3.80 out of 6	
	International	4.25 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.00 out of 6	
	International	4.32 out of 6	
Communicate clearly?	Florida	4.40 out of 6	
	International	4.45 out of 6	
Show evidence of creativity?	Florida	3.80 out of 6	
	International	4.12 out of 6	


Marketing Communications Series























Composite Score	Florida	76.21	
	International	77.78	























Role Play			
Composite Score	Florida	77.71 out of 100	
	International	77.61 out of 100	
Explain the concept of market and market identification?	Florida	11.43 out of 14	
	International	11.06 out of 14	
Overall impression and responses to the judges questions	Florida	4.57 out of 6	
	International	4.62 out of 6	
Identify communications channels used in sales promotion?	Florida	10.43 out of 14	
	International	11.11 out of 14	
Explain types of advertising media?	Florida	10.14 out of 14	
	International	10.86 out of 14	
Describe effective advertising layouts?	Florida	10.00 out of 14	
	International	10.58 out of 14	
Write copy for advertisements?	Florida	11.43 out of 14	
	International	10.33 out of 14	
Reason effectively and use systems thinking?	Florida	4.86 out of 6	
	International	4.76 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.43 out of 6	
	International	4.60 out of 6	
Communicate clearly?	Florida	5.43 out of 6	
	International	5.14 out of 6	
Show evidence of creativity?	Florida	5.00 out of 6	
	International	4.55 out of 6	

Role Play 2			
Composite Score	Florida	74.71 out of 100	
	International	77.96 out of 100	
Explain the nature of communications plans?	Florida	10.43 out of 14	
	International	11.21 out of 14	
Overall impression and responses to the judges questions	Florida	4.29 out of 6	
	International	4.79 out of 6	
Develop communications plans?	Florida	10.71 out of 14	
	International	11.19 out of 14	
Write informational messages?	Florida	11.14 out of 14	
	International	10.91 out of 14	
Explain the use of product placement?	Florida	10.86 out of 14	
	International	10.73 out of 14	
Describe factors used by marketers to position products/services?	Florida	9.14 out of 14	
	International	10.34 out of 14	
Reason effectively and use systems thinking?	Florida	4.29 out of 6	
	International	4.62 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.57 out of 6	
	International	4.70 out of 6	
Communicate clearly?	Florida	4.86 out of 6	
	International	4.93 out of 6	
Show evidence of creativity?	Florida	4.43 out of 6	
	International	4.54 out of 6	

Quick Serve Restaurant Management Series























Composite Score	Florida	76.10	
	International	69.61	























Role Play			
Composite Score	Florida	73.80 out of 100	
	International	63.18 out of 100	
Explain the nature and scope of the pricing function?	Florida	10.60 out of 14	
	International	8.94 out of 14	
Overall impression and responses to the judges questions	Florida	4.20 out of 6	
	International	4.12 out of 6	
Explain the concept of price in the hospitality and tourism industry?	Florida	10.60 out of 14	
	International	8.18 out of 14	
Explain considerations in meal pricing?	Florida	9.80 out of 14	
	International	9.18 out of 14	
Explain the relationship between the economy and hospitality and tourism?	Florida	10.20 out of 14	
	International	8.33 out of 14	
Explain the concept of competition?	Florida	10.20 out of 14	
	International	8.48 out of 14	
Reason effectively and use systems thinking?	Florida	4.40 out of 6	
	International	3.87 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.00 out of 6	
	International	3.79 out of 6	
Communicate clearly?	Florida	4.60 out of 6	
	International	4.19 out of 6	
Show evidence of creativity?	Florida	5.20 out of 6	
	International	4.13 out of 6	

Role Play 2			
Composite Score	Florida	78.40 out of 100	
	International	76.04 out of 100	
Build and maintain relationships with customers?	Florida	11.60 out of 14	
	International	11.03 out of 14	
Overall impression and responses to the judges questions	Florida	4.80 out of 6	
	International	4.60 out of 6	
Identify factors associated with positive customer experiences?	Florida	11.40 out of 14	
	International	10.81 out of 14	
Explain the importance of meeting and exceeding customer/guest expectations?	Florida	10.80 out of 14	
	International	10.65 out of 14	
Explain the use of marketing strategies in hospitality and tourism?	Florida	11.60 out of 14	
	International	10.34 out of 14	
Discuss the nature of the menu as a management tool?	Florida	10.20 out of 14	
	International	10.24 out of 14	
Reason effectively and use systems thinking?	Florida	4.00 out of 6	
	International	4.65 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.20 out of 6	
	International	4.31 out of 6	
Communicate clearly?	Florida	5.00 out of 6	
	International	4.88 out of 6	
Show evidence of creativity?	Florida	4.80 out of 6	
	International	4.53 out of 6	

Restaurant and Food Service Management Series



















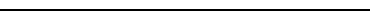



Composite Score	Florida	72.43	
	International	74.61	























Role Play			
Composite Score	Florida	72.43 out of 100	
	International	75.86 out of 100	
Explain how organizations adapt to today's markets?	Florida	10.29 out of 14	
	International	10.62 out of 14	
Overall impression and responses to the judges questions	Florida	4.57 out of 6	
	International	4.66 out of 6	
Identify factors affecting a business's profit?	Florida	10.43 out of 14	
	International	10.39 out of 14	
Determine factors affecting business risk?	Florida	10.00 out of 14	
	International	10.53 out of 14	
Describe managerial considerations in staffing?	Florida	9.43 out of 14	
	International	10.47 out of 14	
Provide table service?	Florida	10.71 out of 14	
	International	10.76 out of 14	
Reason effectively and use systems thinking?	Florida	4.14 out of 6	
	International	4.46 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.29 out of 6	
	International	4.57 out of 6	
Communicate clearly?	Florida	4.29 out of 6	
	International	4.77 out of 6	
Show evidence of creativity?	Florida	4.29 out of 6	
	International	4.63 out of 6	

Role Play 2			
Composite Score	Florida	72.43 out of 100	
	International	73.35 out of 100	
Explain the need for hospitality and tourism business information?	Florida	9.14 out of 14	
	International	10.04 out of 14	
Overall impression and responses to the judges questions	Florida	4.43 out of 6	
	International	4.55 out of 6	
Identify information monitored for business decision making?	Florida	9.29 out of 14	
	International	10.16 out of 14	
Obtain needed information efficiently?	Florida	10.86 out of 14	
	International	10.23 out of 14	
Recognize/Reward others for their efforts and contributions?	Florida	10.71 out of 14	
	International	10.21 out of 14	
Describe strategies for managing customer dynamics?	Florida	10.29 out of 14	
	International	10.02 out of 14	
Reason effectively and use systems thinking?	Florida	4.29 out of 6	
	International	4.46 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.43 out of 6	
	International	4.47 out of 6	
Communicate clearly?	Florida	4.86 out of 6	
	International	4.86 out of 6	
Show evidence of creativity?	Florida	4.14 out of 6	
	International	4.34 out of 6	

Retail Merchandising Series























Composite Score	Florida	71.50	
	International	70.53	























Role Play			
Composite Score	Florida	67.40 out of 100	
	International	67.27 out of 100	
Explain distribution issues and trends?	Florida	9.00 out of 14	
	International	9.19 out of 14	
Overall impression and responses to the judges questions	Florida	4.40 out of 6	
	International	4.11 out of 6	
Explain the relationship between customer service and distribution?	Florida	9.40 out of 14	
	International	9.18 out of 14	
Describe ethical considerations in distribution?	Florida	9.20 out of 14	
	International	8.99 out of 14	
Explain the importance of merchandising to retailers?	Florida	8.80 out of 14	
	International	9.08 out of 14	
Plan/Schedule displays/themes with management?	Florida	10.20 out of 14	
	International	9.94 out of 14	
Reason effectively and use systems thinking?	Florida	3.80 out of 6	
	International	4.09 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.40 out of 6	
	International	4.24 out of 6	
Communicate clearly?	Florida	4.60 out of 6	
	International	4.35 out of 6	
Show evidence of creativity?	Florida	3.60 out of 6	
	International	4.10 out of 6	

Role Play 2			
Composite Score	Florida	75.60 out of 100	
	International	73.80 out of 100	
Explain forms of financial exchange?	Florida	11.80 out of 14	
	International	10.64 out of 14	
Overall impression and responses to the judges questions	Florida	4.60 out of 6	
	International	4.73 out of 6	
Determine factors affecting business risk?	Florida	10.60 out of 14	
	International	10.28 out of 14	
Identify factors affecting a business's profit?	Florida	8.80 out of 14	
	International	9.80 out of 14	
Explain the concept of competition?	Florida	10.00 out of 14	
	International	9.69 out of 14	
Identify components of a retail image?	Florida	11.20 out of 14	
	International	10.26 out of 14	
Reason effectively and use systems thinking?	Florida	4.60 out of 6	
	International	4.54 out of 6	
Make judgments and decisions, and solve problems?	Florida	4.80 out of 6	
	International	4.64 out of 6	
Communicate clearly?	Florida	5.00 out of 6	
	International	4.84 out of 6	
Show evidence of creativity?	Florida	4.20 out of 6	
	International	4.39 out of 6	

Sports and Entertainment Marketing Series

Composite Score	Florida	77.14	
	International	72.02	

Role Play			
Composite Score	Florida	84.14 out of 100	
	International	74.53 out of 100	
Explain factors that influence customer/client/business buying behavior?	Florida	11.57 out of 14	
	International	10.48 out of 14	
Overall impression and responses to the judges questions	Florida	5.29 out of 6	
	International	4.43 out of 6	
Discuss actions employees can take to achieve the company's desired results?	Florida	11.29 out of 14	
	International	10.40 out of 14	
Demonstrate connections between company actions and results?	Florida	12.00 out of 14	
	International	9.93 out of 14	
Identify product's/service's competitive advantage?	Florida	12.14 out of 14	
	International	10.49 out of 14	
Build and maintain relationships with customers?	Florida	11.86 out of 14	
	International	10.58 out of 14	
Reason effectively and use systems thinking?	Florida	5.00 out of 6	
	International	4.49 out of 6	
Make judgments and decisions, and solve problems?	Florida	5.00 out of 6	
	International	4.47 out of 6	
Communicate clearly?	Florida	5.14 out of 6	
	International	4.83 out of 6	
Show evidence of creativity?	Florida	4.86 out of 6	
	International	4.43 out of 6	

Role Play 2			
Composite Score	Florida	70.14 out of 100	
	International	69.52 out of 100	
Describe the need for marketing data?	Florida	10.29 out of 14	
	International	10.61 out of 14	
Overall impression and responses to the judges questions	Florida	4.00 out of 6	
	International	4.28 out of 6	
Identify data monitored for marketing decision making?	Florida	9.86 out of 14	
	International	9.44 out of 14	
Discuss the nature of sampling plans?	Florida	10.29 out of 14	
	International	9.59 out of 14	
Describe data-collection methods?	Florida	10.29 out of 14	
	International	9.84 out of 14	
Identify ways to track marketing-communications activities?	Florida	8.86 out of 14	
	International	9.26 out of 14	
Reason effectively and use systems thinking?	Florida	4.00 out of 6	
	International	4.25 out of 6	
Make judgments and decisions, and solve problems?	Florida	3.86 out of 6	
	International	4.07 out of 6	
Communicate clearly?	Florida	4.43 out of 6	
	International	4.18 out of 6	
Show evidence of creativity?	Florida	4.29 out of 6	
	International	4.00 out of 6	












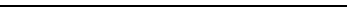

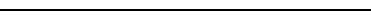
Personal Financial Literacy





























Composite Score	Florida	73.75	<div></div>
	International	72.59	<div></div>

Oral			
Composite Score	Florida	73.75 out of 100	<div></div>
	International	72.59 out of 100	<div></div>
Identify indicators of excessive debt?	Florida	20.00 out of 24	<div></div>
	International	17.27 out of 24	<div></div>
Predict possible consequences of excessive debt?	Florida	17.50 out of 24	<div></div>
	International	17.51 out of 24	<div></div>
Recommend actions that a borrower could take to reduce or better manage excessive debt?	Florida	16.75 out of 24	<div></div>
	International	17.85 out of 24	<div></div>
Reason effectively and use systems thinking?	Florida	4.50 out of 7	<div></div>
	International	4.89 out of 7	<div></div>
Communicate clearly?	Florida	5.00 out of 7	<div></div>
	International	5.09 out of 7	<div></div>
Show evidence of creativity?	Florida	5.00 out of 7	<div></div>
	International	4.92 out of 7	<div></div>
Overall impression and responses to the judges questions	Florida	5.00 out of 7	<div></div>
	International	5.07 out of 7	<div></div>

Business Services Operations Research















Composite Score	Florida	33.95	
	International	37.09	

























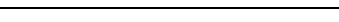



Oral			
Composite Score	Florida	24.89 out of 40	
	International	30.10 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Florida	5.22 out of 10	
	International	7.31 out of 10	
Describe methods used to design the research study?	Florida	4.33 out of 6	
	International	4.66 out of 6	
Interpret the research data into information for decision-making?	Florida	3.89 out of 6	
	International	4.45 out of 6	
Describe strategies and approaches for leading change?	Florida	3.22 out of 6	
	International	4.59 out of 6	
Describe the nature of budgets?	Florida	3.78 out of 6	
	International	4.39 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Florida	4.44 out of 6	
	International	4.70 out of 6	

Written			
Composite Score	Florida	43.00 out of 60	
	International	44.07 out of 60	
Executive Summary: One- to three-page description of the project	Florida	7.70 out of 10	
	International	7.59 out of 10	
Proposed activities and timelines	Florida	4.10 out of 6	
	International	4.35 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Florida	3.50 out of 6	
	International	4.10 out of 6	
Costs associated with proposed strategies	Florida	2.60 out of 4	
	International	2.78 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Florida	2.20 out of 3	
	International	2.37 out of 3	
Description of the business or organization	Florida	2.20 out of 3	
	International	2.24 out of 3	
Description of the target market (demographics and psychographics)	Florida	2.40 out of 3	
	International	2.27 out of 3	
Overview of the business or organizations current state of business as a result of interruption	Florida	2.10 out of 3	
	International	1.95 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Florida	2.80 out of 4	
	International	2.94 out of 4	
Process used to conduct the selected research methods	Florida	3.20 out of 4	
	International	3.01 out of 4	
Findings of the research study	Florida	3.30 out of 4	
	International	3.13 out of 4	
Conclusions based on the findings	Florida	2.80 out of 4	
	International	3.03 out of 4	
Objectives and rationale of the proposed strategic plan	Florida	4.10 out of 6	
	International	4.34 out of 6	

Buying and Merchandising Operations Research












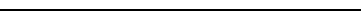

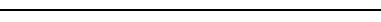
Composite Score	Florida	37.93	
	International	37.76	

























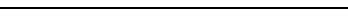



Oral			
Composite Score	Florida	32.54 out of 40	
	International	29.90 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Florida	7.54 out of 10	
	International	7.37 out of 10	
Describe methods used to design the research study?	Florida	4.85 out of 6	
	International	4.42 out of 6	
Interpret the research data into information for decision-making?	Florida	5.15 out of 6	
	International	4.35 out of 6	
Describe strategies and approaches for leading change?	Florida	5.31 out of 6	
	International	4.42 out of 6	
Describe the nature of budgets?	Florida	4.31 out of 6	
	International	4.40 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Florida	5.38 out of 6	
	International	4.94 out of 6	

Written			
Composite Score	Florida	43.31 out of 60	
	International	45.61 out of 60	
Executive Summary: One- to three-page description of the project	Florida	8.08 out of 10	
	International	8.07 out of 10	
Proposed activities and timelines	Florida	3.77 out of 6	
	International	4.42 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Florida	3.77 out of 6	
	International	3.92 out of 6	
Costs associated with proposed strategies	Florida	2.85 out of 4	
	International	2.92 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Florida	2.38 out of 3	
	International	2.39 out of 3	
Description of the business or organization	Florida	2.46 out of 3	
	International	2.38 out of 3	
Description of the target market (demographics and psychographics)	Florida	2.46 out of 3	
	International	2.21 out of 3	
Overview of the business or organizations current state of business as a result of interruption	Florida	1.62 out of 3	
	International	1.90 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Florida	3.15 out of 4	
	International	3.24 out of 4	
Process used to conduct the selected research methods	Florida	3.15 out of 4	
	International	3.14 out of 4	
Findings of the research study	Florida	2.85 out of 4	
	International	3.21 out of 4	
Conclusions based on the findings	Florida	2.85 out of 4	
	International	3.23 out of 4	
Objectives and rationale of the proposed strategic plan	Florida	3.92 out of 6	
	International	4.59 out of 6	

Finance Operations Research















Composite Score	Florida	36.50	
	International	38.54	





























Oral			
Composite Score	Florida	31.75 out of 40	
	International	31.52 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Florida	8.38 out of 10	
	International	7.71 out of 10	
Describe methods used to design the research study?	Florida	4.56 out of 6	
	International	4.91 out of 6	
Interpret the research data into information for decision-making?	Florida	4.69 out of 6	
	International	4.71 out of 6	
Describe strategies and approaches for leading change?	Florida	4.69 out of 6	
	International	4.75 out of 6	
Describe the nature of budgets?	Florida	4.00 out of 6	
	International	4.60 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Florida	5.44 out of 6	
	International	4.84 out of 6	

Written			
Composite Score	Florida	41.25 out of 60	
	International	45.56 out of 60	
Executive Summary: One- to three-page description of the project	Florida	7.12 out of 10	
	International	7.73 out of 10	
Proposed activities and timelines	Florida	3.62 out of 6	
	International	4.61 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Florida	3.94 out of 6	
	International	4.40 out of 6	
Costs associated with proposed strategies	Florida	2.38 out of 4	
	International	3.08 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Florida	2.12 out of 3	
	International	2.32 out of 3	
Description of the business or organization	Florida	2.50 out of 3	
	International	2.41 out of 3	
Description of the target market (demographics and psychographics)	Florida	2.25 out of 3	
	International	2.20 out of 3	
Overview of the business or organizations current state of business as a result of interruption	Florida	2.12 out of 3	
	International	2.23 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Florida	2.12 out of 4	
	International	2.70 out of 4	
Process used to conduct the selected research methods	Florida	3.00 out of 4	
	International	3.13 out of 4	
Findings of the research study	Florida	2.94 out of 4	
	International	3.14 out of 4	
Conclusions based on the findings	Florida	2.94 out of 4	
	International	3.16 out of 4	
Objectives and rationale of the proposed strategic plan	Florida	4.19 out of 6	
	International	4.45 out of 6	

Hospitality and Tourism Operations Research










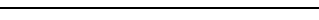




Composite Score	Florida	37.45	
	International	36.10	





























Oral			
Composite Score	Florida	28.45 out of 40	
	International	30.10 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Florida	7.45 out of 10	
	International	7.66 out of 10	
Describe methods used to design the research study?	Florida	4.36 out of 6	
	International	4.46 out of 6	
Interpret the research data into information for decision-making?	Florida	4.09 out of 6	
	International	4.30 out of 6	
Describe strategies and approaches for leading change?	Florida	4.09 out of 6	
	International	4.47 out of 6	
Describe the nature of budgets?	Florida	3.73 out of 6	
	International	4.33 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Florida	4.73 out of 6	
	International	4.88 out of 6	

Written			
Composite Score	Florida	46.45 out of 60	
	International	42.10 out of 60	
Executive Summary: One- to three-page description of the project	Florida	9.00 out of 10	
	International	7.36 out of 10	
Proposed activities and timelines	Florida	3.82 out of 6	
	International	4.08 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Florida	4.73 out of 6	
	International	3.48 out of 6	
Costs associated with proposed strategies	Florida	2.91 out of 4	
	International	2.80 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Florida	2.36 out of 3	
	International	2.07 out of 3	
Description of the business or organization	Florida	2.45 out of 3	
	International	2.27 out of 3	
Description of the target market (demographics and psychographics)	Florida	2.18 out of 3	
	International	2.01 out of 3	
Overview of the business or organizations current state of business as a result of interruption	Florida	2.36 out of 3	
	International	2.07 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Florida	2.91 out of 4	
	International	2.97 out of 4	
Process used to conduct the selected research methods	Florida	2.91 out of 4	
	International	2.98 out of 4	
Findings of the research study	Florida	3.18 out of 4	
	International	2.70 out of 4	
Conclusions based on the findings	Florida	3.09 out of 4	
	International	3.03 out of 4	
Objectives and rationale of the proposed strategic plan	Florida	4.55 out of 6	
	International	4.27 out of 6	

Sports and Entertainment Marketing Operations Research

Composite Score	Florida	40.33	
	International	36.41	

Oral			
Composite Score	Florida	30.33 out of 40	
	International	28.89 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Florida	8.00 out of 10	
	International	7.42 out of 10	
Describe methods used to design the research study?	Florida	4.73 out of 6	
	International	4.27 out of 6	
Interpret the research data into information for decision-making?	Florida	4.07 out of 6	
	International	4.26 out of 6	
Describe strategies and approaches for leading change?	Florida	4.47 out of 6	
	International	4.10 out of 6	
Describe the nature of budgets?	Florida	4.00 out of 6	
	International	4.04 out of 6	
Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Florida	5.07 out of 6	
	International	4.80 out of 6	

Written			
Composite Score	Florida	50.33 out of 60	
	International	43.94 out of 60	
Executive Summary: One- to three-page description of the project	Florida	8.07 out of 10	
	International	7.95 out of 10	
Proposed activities and timelines	Florida	5.40 out of 6	
	International	4.35 out of 6	
Proposed metrics or key performance indicators to measure plan effectiveness	Florida	5.27 out of 6	
	International	4.19 out of 6	
Costs associated with proposed strategies	Florida	3.87 out of 4	
	International	2.99 out of 4	
Professional layout, neatness, proper grammar, spelling and word usage	Florida	2.00 out of 3	
	International	1.66 out of 3	
Description of the business or organization	Florida	2.20 out of 3	
	International	2.33 out of 3	
Description of the target market (demographics and psychographics)	Florida	2.40 out of 3	
	International	2.11 out of 3	
Overview of the business or organizations current state of business as a result of interruption	Florida	1.73 out of 3	
	International	1.71 out of 3	
Description and rationale of research methodologies selected to conduct the research study	Florida	3.20 out of 4	
	International	2.97 out of 4	
Process used to conduct the selected research methods	Florida	3.20 out of 4	
	International	3.01 out of 4	
Findings of the research study	Florida	3.73 out of 4	
	International	3.04 out of 4	
Conclusions based on the findings	Florida	4.00 out of 4	
	International	3.12 out of 4	
Objectives and rationale of the proposed strategic plan	Florida	5.27 out of 6	
	International	4.51 out of 6	

Business Solutions Project

Composite Score	Florida	38.64	<div></div>
	International	37.80	<div></div>

Oral			
Composite Score	Florida	30.87 out of 40	<div></div>
	International	29.57 out of 40	<div></div>
Explain the project?	Florida	5.00 out of 5	<div></div>
	International	4.15 out of 5	<div></div>
Provide rationale for the project?	Florida	4.53 out of 5	<div></div>
	International	4.07 out of 5	<div></div>
Apply project management tools to complete the project?	Florida	6.60 out of 10	<div></div>
	International	6.84 out of 10	<div></div>
Evaluate project results?	Florida	7.00 out of 10	<div></div>
	International	7.21 out of 10	<div></div>
Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all?	Florida	7.73 out of 10	<div></div>
	International	7.31 out of 10	<div></div>

Written			
Composite Score	Florida	46.40 out of 60	<div></div>
	International	46.03 out of 60	<div></div>
Executive Summary: One- to three-page description of the project	Florida	8.47 out of 10	<div></div>
	International	8.19 out of 10	<div></div>
Statement of the problem and project scope	Florida	3.47 out of 5	<div></div>
	International	3.42 out of 5	<div></div>
Project goals, human resource management plan, schedule, quality management plan, risk management, proposed project budget	Florida	12.07 out of 16	<div></div>
	International	11.94 out of 16	<div></div>
Description and documentation of the project plan implementation	Florida	11.13 out of 14	<div></div>
	International	10.89 out of 14	<div></div>
Monitoring schedule, budget and project quality; issues and how you dealt with them	Florida	2.80 out of 4	<div></div>
	International	3.05 out of 4	<div></div>
Evaluation of key metrics, lessons learned, recommendations for future projects	Florida	6.67 out of 8	<div></div>
	International	6.19 out of 8	<div></div>
Professional layout, neatness, proper grammar, spelling and word usage	Florida	1.80 out of 3	<div></div>
	International	2.34 out of 3	<div></div>

Career Development Project













Composite Score	Florida	40.88	<div></div>
	International	39.73	<div></div>

















Oral			
Composite Score	Florida	33.83 out of 40	<div></div>
	International	32.11 out of 40	<div></div>
Explain the project?	Florida	4.08 out of 5	<div></div>
	International	4.53 out of 5	<div></div>
Provide rationale for the project?	Florida	4.17 out of 5	<div></div>
	International	4.32 out of 5	<div></div>
Apply project management tools to complete the project?	Florida	8.33 out of 10	<div></div>
	International	7.57 out of 10	<div></div>
Evaluate project results?	Florida	8.75 out of 10	<div></div>
	International	7.50 out of 10	<div></div>
Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all?	Florida	8.50 out of 10	<div></div>
	International	8.20 out of 10	<div></div>

Written			
Composite Score	Florida	47.92 out of 60	<div></div>
	International	47.34 out of 60	<div></div>
Executive Summary: One- to three-page description of the project	Florida	8.00 out of 10	<div></div>
	International	8.08 out of 10	<div></div>
Statement of the problem and project scope	Florida	4.08 out of 5	<div></div>
	International	4.36 out of 5	<div></div>
Project goals, human resource management plan, schedule, quality management plan, risk management, proposed project budget	Florida	12.25 out of 16	<div></div>
	International	11.74 out of 16	<div></div>
Description and documentation of the project plan implementation	Florida	10.83 out of 14	<div></div>
	International	11.05 out of 14	<div></div>
Monitoring schedule, budget and project quality; issues and how you dealt with them	Florida	3.67 out of 4	<div></div>
	International	3.36 out of 4	<div></div>
Evaluation of key metrics, lessons learned, recommendations for future projects	Florida	6.58 out of 8	<div></div>
	International	6.33 out of 8	<div></div>
Professional layout, neatness, proper grammar, spelling and word usage	Florida	2.50 out of 3	<div></div>
	International	2.43 out of 3	<div></div>

Community Awareness Project













Composite Score	Florida	39.43	
	International	37.15	

















Oral			
Composite Score	Florida	30.57 out of 40	
	International	29.84 out of 40	
Explain the project?	Florida	4.36 out of 5	
	International	4.05 out of 5	
Provide rationale for the project?	Florida	4.00 out of 5	
	International	4.16 out of 5	
Apply project management tools to complete the project?	Florida	7.43 out of 10	
	International	7.04 out of 10	
Evaluate project results?	Florida	7.43 out of 10	
	International	7.16 out of 10	
Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all?	Florida	7.36 out of 10	
	International	7.43 out of 10	

Written			
Composite Score	Florida	48.29 out of 60	
	International	44.45 out of 60	
Executive Summary: One- to three-page description of the project	Florida	8.14 out of 10	
	International	7.87 out of 10	
Statement of the problem and project scope	Florida	4.21 out of 5	
	International	4.03 out of 5	
Project goals, human resource management plan, schedule, quality management plan, risk management, proposed project budget	Florida	11.64 out of 16	
	International	11.17 out of 16	
Description and documentation of the project plan implementation	Florida	11.29 out of 14	
	International	10.21 out of 14	
Monitoring schedule, budget and project quality; issues and how you dealt with them	Florida	3.57 out of 4	
	International	2.75 out of 4	
Evaluation of key metrics, lessons learned, recommendations for future projects	Florida	6.71 out of 8	
	International	5.94 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage	Florida	2.71 out of 3	
	International	2.47 out of 3	

Community Giving Project













Composite Score	Florida	42.43	
	International	39.10	

















Oral			
Composite Score	Florida	34.75 out of 40	
	International	31.13 out of 40	
Explain the project?	Florida	4.69 out of 5	
	International	4.37 out of 5	
Provide rationale for the project?	Florida	4.50 out of 5	
	International	4.19 out of 5	
Apply project management tools to complete the project?	Florida	9.06 out of 10	
	International	7.52 out of 10	
Evaluate project results?	Florida	8.44 out of 10	
	International	7.50 out of 10	
Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all?	Florida	8.06 out of 10	
	International	7.54 out of 10	

Written			
Composite Score	Florida	50.12 out of 60	
	International	47.07 out of 60	
Executive Summary: One- to three-page description of the project	Florida	8.12 out of 10	
	International	8.02 out of 10	
Statement of the problem and project scope	Florida	4.44 out of 5	
	International	4.36 out of 5	
Project goals, human resource management plan, schedule, quality management plan, risk management, proposed project budget	Florida	13.06 out of 16	
	International	11.86 out of 16	
Description and documentation of the project plan implementation	Florida	11.44 out of 14	
	International	10.99 out of 14	
Monitoring schedule, budget and project quality; issues and how you dealt with them	Florida	3.69 out of 4	
	International	3.42 out of 4	
Evaluation of key metrics, lessons learned, recommendations for future projects	Florida	6.69 out of 8	
	International	6.24 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage	Florida	2.69 out of 3	
	International	2.19 out of 3	

Financial Literacy Project

Composite Score	Florida	35.08	
	International	36.96	

Oral			
Composite Score	Florida	26.85 out of 40	
	International	27.76 out of 40	
Explain the project?	Florida	3.23 out of 5	
	International	3.15 out of 5	
Provide rationale for the project?	Florida	3.23 out of 5	
	International	3.17 out of 5	
Apply project management tools to complete the project?	Florida	6.23 out of 10	
	International	7.03 out of 10	
Evaluate project results?	Florida	6.77 out of 10	
	International	6.92 out of 10	
Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all?	Florida	7.38 out of 10	
	International	7.50 out of 10	

Written			
Composite Score	Florida	43.31 out of 60	
	International	46.15 out of 60	
Executive Summary: One- to three-page description of the project	Florida	7.46 out of 10	
	International	7.90 out of 10	
Statement of the problem and project scope	Florida	4.00 out of 5	
	International	4.19 out of 5	
Project goals, human resource management plan, schedule, quality management plan, risk management, proposed project budget	Florida	10.00 out of 16	
	International	11.53 out of 16	
Description and documentation of the project plan implementation	Florida	10.77 out of 14	
	International	10.96 out of 14	
Monitoring schedule, budget and project quality; issues and how you dealt with them	Florida	3.23 out of 4	
	International	3.12 out of 4	
Evaluation of key metrics, lessons learned, recommendations for future projects	Florida	6.08 out of 8	
	International	6.13 out of 8	
Professional layout, neatness, proper grammar, spelling and word usage	Florida	1.77 out of 3	
	International	2.32 out of 3	

Sales Project













Composite Score	Florida	41.81	<div></div>
	International	35.46	<div></div>


























Oral			
Composite Score	Florida	30.81 out of 40	<div></div>
	International	28.49 out of 40	<div></div>
Explain the project?	Florida	4.69 out of 5	<div></div>
	International	3.89 out of 5	<div></div>
Provide rationale for the project?	Florida	3.81 out of 5	<div></div>
	International	3.97 out of 5	<div></div>
Apply project management tools to complete the project?	Florida	7.56 out of 10	<div></div>
	International	6.81 out of 10	<div></div>
Evaluate project results?	Florida	7.50 out of 10	<div></div>
	International	6.76 out of 10	<div></div>
Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all?	Florida	7.25 out of 10	<div></div>
	International	7.07 out of 10	<div></div>

Written			
Composite Score	Florida	52.81 out of 60	<div></div>
	International	42.44 out of 60	<div></div>
Executive Summary: One- to three-page description of the project	Florida	8.62 out of 10	<div></div>
	International	6.90 out of 10	<div></div>
Statement of the problem and project scope	Florida	4.50 out of 5	<div></div>
	International	4.00 out of 5	<div></div>
Project goals, human resource management plan, schedule, quality management plan, risk management, proposed project budget	Florida	13.69 out of 16	<div></div>
	International	10.47 out of 16	<div></div>
Description and documentation of the project plan implementation	Florida	12.88 out of 14	<div></div>
	International	9.92 out of 14	<div></div>
Monitoring schedule, budget and project quality; issues and how you dealt with them	Florida	3.88 out of 4	<div></div>
	International	3.15 out of 4	<div></div>
Evaluation of key metrics, lessons learned, recommendations for future projects	Florida	6.75 out of 8	<div></div>
	International	5.76 out of 8	<div></div>
Professional layout, neatness, proper grammar, spelling and word usage	Florida	2.50 out of 3	<div></div>
	International	2.23 out of 3	<div></div>

Business Growth Plan



















Composite Score	Florida	36.90	
	International	35.35	

























Oral			
Composite Score	Florida	32.80 out of 40	
	International	28.95 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Florida	6.80 out of 8	
	International	6.18 out of 8	
Create processes for ongoing opportunity recognition	Florida	6.40 out of 8	
	International	5.74 out of 8	
Develop plan to invest resources into improving current products or creating new ones	Florida	7.00 out of 8	
	International	5.91 out of 8	
Assess risks associated with the venture	Florida	6.20 out of 8	
	International	5.53 out of 8	
Determine relationships among total revenue, marginal revenue, output and profit	Florida	6.40 out of 8	
	International	5.59 out of 8	

Written			
Composite Score	Florida	41.00 out of 60	
	International	41.74 out of 60	
One- to three-page description of the plan	Florida	7.20 out of 10	
	International	7.85 out of 10	
New market analysis	Florida	3.20 out of 4	
	International	2.78 out of 4	
Marketing plan	Florida	2.00 out of 3	
	International	2.28 out of 3	
Current financial situation	Florida	1.80 out of 3	
	International	2.04 out of 3	
Fixed overhead and cost of operations	Florida	2.60 out of 3	
	International	2.21 out of 3	
Capital needed for expansion opportunities	Florida	2.20 out of 3	
	International	1.82 out of 3	
Time to achieve profitability	Florida	1.80 out of 3	
	International	2.19 out of 3	
Summary of key points	Florida	1.20 out of 3	
	International	1.55 out of 3	
Professional layout, neatness, proper grammar, spelling and word usage	Florida	1.80 out of 3	
	International	1.63 out of 3	
Type of business owned and operated and description of the current business operations	Florida	1.20 out of 3	
	International	1.56 out of 3	
Description of the products and/or services offered	Florida	2.60 out of 3	
	International	2.32 out of 3	
Unique characteristics of the business	Florida	2.00 out of 3	
	International	2.13 out of 3	
Strengths of the business	Florida	1.20 out of 3	
	International	1.67 out of 3	
Weaknesses of the business	Florida	2.40 out of 3	
	International	2.18 out of 3	
Opportunities available for the business	Florida	2.40 out of 3	
	International	2.21 out of 3	
Threats to the business	Florida	2.40 out of 3	
	International	2.23 out of 3	
Expansion opportunities	Florida	3.00 out of 4	
	International	3.08 out of 4	

Franchise Business Plan










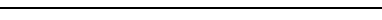






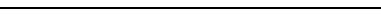

Composite Score	Florida	43.65	
	International	39.05	



























Oral			
Composite Score	Florida	33.92 out of 40	
	International	28.94 out of 40	
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	Florida	4.54 out of 5	
	International	3.96 out of 5	
Assess opportunities for venture creation	Florida	4.15 out of 5	
	International	3.66 out of 5	
Determine feasibility of venture ideas	Florida	4.46 out of 5	
	International	3.71 out of 5	
Assess start-up requirements	Florida	4.46 out of 5	
	International	3.35 out of 5	
Evaluate risk-taking opportunities	Florida	4.23 out of 5	
	International	3.38 out of 5	
Explain the complexity of business operations	Florida	4.31 out of 5	
	International	3.70 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit	Florida	3.62 out of 5	
	International	3.71 out of 5	
Describe marketing functions and related activities	Florida	4.15 out of 5	
	International	3.48 out of 5	

Written			
Composite Score	Florida	53.38 out of 60	
	International	49.17 out of 60	
Executive Summary: One- to three-page description of the business model	Florida	9.38 out of 10	
	International	8.10 out of 10	
Financial Plan and Data: Description of the company's sales and profit trends. Outline of strategy and timing for obtaining capital. Two year projected operating statement. One-year projected cash flow statement.	Florida	4.08 out of 5	
	International	3.86 out of 5	
Conclusion: Specific request for financing, summary of key points supporting the financial request	Florida	4.54 out of 5	
	International	4.14 out of 5	
Business History, Background, and Objectives: Description of the company, objectives, company successes and challenges and requirements to franchise	Florida	4.77 out of 5	
	International	4.35 out of 5	
Business Environment: Description of how environmental factors may affect the business	Florida	4.46 out of 5	
	International	3.97 out of 5	
Products and/or Services: List of and descriptions of the products and/or services offered	Florida	4.31 out of 5	
	International	4.19 out of 5	
Present Market: Description of the present market, growth potential and pricing policy	Florida	4.38 out of 5	
	International	4.12 out of 5	
Competition: List of the company's primary competitors in the market and identification of their strengths and weaknesses	Florida	4.46 out of 5	
	International	4.14 out of 5	
Marketing Plan: Description of existing and future marketing techniques and strategies	Florida	4.38 out of 5	
	International	4.04 out of 5	
Management and Organization: Description of the management team, management team development plan, succession plan, and the need for additional personnel	Florida	4.08 out of 5	
	International	4.05 out of 5	
Business Resources: Identified major operating equipment, major suppliers, payment terms, outside resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart	Florida	4.54 out of 5	
	International	4.21 out of 5	

Independent Business Plan

Composite Score	Florida	38.28	
	International	38.37	

Oral			
Composite Score	Florida	32.00 out of 40	
	International	32.05 out of 40	
Opening presentation and request: description of the business model; organization, clarity and effectiveness of the presentation	Florida	4.00 out of 5	
	International	4.22 out of 5	
Assess opportunities for venture creation	Florida	4.38 out of 5	
	International	4.19 out of 5	
Determine feasibility of venture ideas	Florida	4.56 out of 5	
	International	4.13 out of 5	
Assess start-up requirements	Florida	3.62 out of 5	
	International	4.07 out of 5	
Evaluate risk-taking opportunities	Florida	3.69 out of 5	
	International	3.75 out of 5	
Explain the complexity of business operations	Florida	4.00 out of 5	
	International	3.95 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit	Florida	3.75 out of 5	
	International	3.86 out of 5	
Describe marketing functions and related activities	Florida	4.00 out of 5	
	International	3.88 out of 5	

Written			
Composite Score	Florida	44.56 out of 60	
	International	44.68 out of 60	
Executive Summary: One- to three-page summary of the business model	Florida	7.81 out of 10	
	International	7.48 out of 10	
Key Metrics: Explanation of the key activities that must be measured	Florida	2.81 out of 4	
	International	2.90 out of 4	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	Florida	3.00 out of 4	
	International	3.14 out of 4	
Conclusion: Specific request for financing, summary of key points supporting the financial request	Florida	3.25 out of 4	
	International	3.16 out of 4	
Problem: List of the top problems the product/service is addressing	Florida	2.81 out of 4	
	International	3.25 out of 4	
Customer Segments: Description of target customers	Florida	3.00 out of 4	
	International	2.96 out of 4	
Unique Value Proposition: Description of the single, clear, compelling message that states the unique value proposition	Florida	3.00 out of 4	
	International	3.14 out of 4	
Solution: Description of the top features of the product/service that solve the problem	Florida	3.00 out of 4	
	International	3.14 out of 4	
Channels: Descriptions of the pathways to customers	Florida	3.00 out of 4	
	International	2.94 out of 4	
Revenue Stream: Description of the revenue model and life time values	Florida	2.81 out of 4	
	International	2.86 out of 4	
Cost Structure: Explanations of the customer acquisition costs, distribution costs, human resources costs and any additional costs	Florida	3.00 out of 4	
	International	3.08 out of 4	
Detailed Financials: Projected income and expenses and proposed plan to meet capital needs	Florida	7.06 out of 10	
	International	6.65 out of 10	

















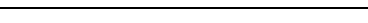

Innovation Plan



















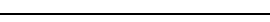









Composite Score	Florida	82.17	<div></div>
	International	76.49	<div></div>

Oral			
Composite Score	Florida	82.17 out of 100	<div></div>
	International	76.49 out of 100	<div></div>
Executive Summary: One-page summary of the business model	Florida	12.83 out of 20	<div></div>
	International	13.84 out of 20	<div></div>
Problem: Description of the top problems the product/service is addressing	Florida	12.33 out of 14	<div></div>
	International	11.04 out of 14	<div></div>
Customer Segments: Description of the target customers	Florida	12.83 out of 14	<div></div>
	International	10.94 out of 14	<div></div>
Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is innovative and satisfies a market need	Florida	11.00 out of 14	<div></div>
	International	11.01 out of 14	<div></div>
Solution: Description of the top three features of the product/service that solve the problem	Florida	11.67 out of 14	<div></div>
	International	10.93 out of 14	<div></div>
Conclusion: Summary of the key points and feasibility of the business venture	Florida	12.33 out of 14	<div></div>
	International	10.52 out of 14	<div></div>
General: Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	Florida	9.17 out of 10	<div></div>
	International	8.21 out of 10	<div></div>

International Business Plan

Composite Score	Florida	34.07	
	International	38.92	

Oral			
Composite Score	Florida	31.57 out of 40	
	International	32.94 out of 40	
Opening presentation and request: description of the business model; organization, clarity and effectiveness of the presentation	Florida	4.14 out of 5	
	International	4.32 out of 5	
Assess opportunities for venture creation	Florida	3.86 out of 5	
	International	4.26 out of 5	
Determine feasibility of venture ideas	Florida	4.29 out of 5	
	International	4.29 out of 5	
Describe market-entry strategies for conducting business internationally	Florida	4.29 out of 5	
	International	4.07 out of 5	
Evaluate risk-taking opportunities	Florida	4.00 out of 5	
	International	3.86 out of 5	
Explain the complexity of business operations	Florida	3.86 out of 5	
	International	4.05 out of 5	
Determine relationships among total revenue, marginal revenue, output and profit	Florida	3.29 out of 5	
	International	4.06 out of 5	
Describe marketing functions and related activities	Florida	3.86 out of 5	
	International	4.04 out of 5	

Written			
Composite Score	Florida	36.57 out of 60	
	International	44.91 out of 60	
Executive Summary: One- to three-page description of the business model	Florida	6.00 out of 10	
	International	7.44 out of 10	
Detailed Financials: Projected income and expenses and proposed plan to meet capital needs	Florida	2.86 out of 5	
	International	3.85 out of 5	
Key Metrics: Explanation of the key activities that must be measured	Florida	2.14 out of 4	
	International	3.03 out of 4	
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	Florida	2.29 out of 4	
	International	2.82 out of 4	
Conclusion: Specific request for financing, summary of key points supporting the financial request	Florida	2.14 out of 4	
	International	2.79 out of 4	
Analysis of the International Business Situation: Description of economic, political and legal analysis; trade area and cultural analysis	Florida	2.71 out of 4	
	International	3.14 out of 4	
Problem: Description of the problems the product/service is addressing	Florida	3.00 out of 4	
	International	3.17 out of 4	
Customer Segments: Description of target customers	Florida	2.57 out of 4	
	International	3.07 out of 4	
Unique Value Proposition: Description of the single, clear, compelling message that states the unique value proposition	Florida	2.29 out of 4	
	International	3.06 out of 4	
Solution: Description of the top features of the product/service that solve the problem	Florida	2.57 out of 4	
	International	3.03 out of 4	
Channels: Descriptions of the pathways to customers	Florida	2.71 out of 4	
	International	2.92 out of 4	
Revenue Streams: Description of the revenue model and lifetime values	Florida	2.43 out of 4	
	International	2.79 out of 4	
Cost Structure: Explanation of customer acquisition costs, distribution costs, human resources costs and any additional costs	Florida	2.86 out of 5	
	International	3.80 out of 5	

Start-Up Business Plan

Composite Score	Florida	85.44	<div></div>
	International	79.10	<div></div>
Oral			
Composite Score	Florida	85.44 out of 100	<div></div>
	International	79.10 out of 100	<div></div>
Executive Summary: One-page summary of the business model	Florida	14.78 out of 20	<div></div>
	International	14.14 out of 20	<div></div>
Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	Florida	8.33 out of 9	<div></div>
	International	7.18 out of 9	<div></div>
Conclusion: Specific request for financing, summary of key points supporting the financial request	Florida	2.56 out of 3	<div></div>
	International	2.24 out of 3	<div></div>
Problem: Description of the problems the product/service is addressing	Florida	8.00 out of 9	<div></div>
	International	7.74 out of 9	<div></div>
Customer Segments: Description of target customers	Florida	7.22 out of 8	<div></div>
	International	6.76 out of 8	<div></div>
Unique Value Proposition: Description of the single, clear, compelling message that states the unique value proposition	Florida	7.44 out of 8	<div></div>
	International	6.82 out of 8	<div></div>
Solutions: Description of the features of the product/service that solve the problem	Florida	8.78 out of 9	<div></div>
	International	7.50 out of 9	<div></div>
Channels: Descriptions of the pathways to customers	Florida	7.22 out of 8	<div></div>
	International	6.62 out of 8	<div></div>
Revenue Streams: Description of the revenue model and life time values; explanation of the revenue and gross margin	Florida	7.44 out of 9	<div></div>
	International	7.00 out of 9	<div></div>
Cost Structure: Explanation of customer acquisition costs, distribution costs, human resources costs and other additional costs	Florida	7.44 out of 9	<div></div>
	International	6.83 out of 9	<div></div>
Key Metrics: Explanation of the key activities that must be measured	Florida	6.22 out of 8	<div></div>
	International	6.27 out of 8	<div></div>































Integrated Marketing Campaign - Event

Composite Score	Florida	82.36	<div></div>
	International	76.97	<div></div>
Oral			
Composite Score	Florida	82.36 out of 100	<div></div>
	International	76.97 out of 100	<div></div>
Executive Summary: One-page description provides a clear overview of the campaign	Florida	7.55 out of 10	<div></div>
	International	7.08 out of 10	<div></div>
Key metrics are well thought out and appropriate for the campaign	Florida	7.27 out of 8	<div></div>
	International	6.27 out of 8	<div></div>
The campaign shows evidence of creativity and originality	Florida	6.91 out of 8	<div></div>
	International	6.48 out of 8	<div></div>
The written entry is well-organized, professional, and presented in a logical manner	Florida	4.00 out of 5	<div></div>
	International	3.88 out of 5	<div></div>
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Florida	3.64 out of 5	<div></div>
	International	3.90 out of 5	<div></div>
The description of the event, product or service, and business is clearly defined	Florida	4.36 out of 6	<div></div>
	International	4.66 out of 6	<div></div>
Objectives are defined and referenced throughout the campaign	Florida	7.09 out of 8	<div></div>
	International	6.42 out of 8	<div></div>
The target market is clearly analyzed	Florida	4.82 out of 6	<div></div>
	International	4.89 out of 6	<div></div>
The campaign activities are realistic, show evidence of marketing knowledge, and are research based	Florida	10.36 out of 12	<div></div>
	International	8.99 out of 12	<div></div>
Unifying theme is evident in all campaign activities	Florida	5.09 out of 6	<div></div>
	International	4.49 out of 6	<div></div>
Provides high-quality appropriate and creative samples of key marketing pieces suggested	Florida	8.55 out of 10	<div></div>
	International	7.61 out of 10	<div></div>
Campaign schedule is cohesive and plan is no more than 45 days long	Florida	6.09 out of 8	<div></div>
	International	6.16 out of 8	<div></div>
The budget is realistic for the campaign and all costs that would be incurred have been considered	Florida	6.64 out of 8	<div></div>
	International	6.13 out of 8	<div></div>

Integrated Marketing Campaign - Product





























Composite Score	Florida	82.78	<div></div>
	International	81.82	<div></div>
Oral			
Composite Score	Florida	82.78 out of 100	<div></div>
	International	81.82 out of 100	<div></div>
Executive Summary: One-page description provides a clear overview of the campaign	Florida	8.33 out of 10	<div></div>
	International	8.03 out of 10	<div></div>
Key metrics are well thought out and appropriate for the campaign	Florida	6.22 out of 8	<div></div>
	International	6.56 out of 8	<div></div>
The campaign shows evidence of creativity and originality	Florida	6.78 out of 8	<div></div>
	International	6.73 out of 8	<div></div>
The written entry is well-organized, professional, and presented in a logical manner	Florida	3.56 out of 5	<div></div>
	International	3.33 out of 5	<div></div>
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Florida	4.67 out of 5	<div></div>
	International	4.37 out of 5	<div></div>
The description of the event, product or service, and business is clearly defined	Florida	5.33 out of 6	<div></div>
	International	5.21 out of 6	<div></div>
Objectives are defined and referenced throughout the campaign	Florida	6.33 out of 8	<div></div>
	International	6.56 out of 8	<div></div>
The target market is clearly analyzed	Florida	5.44 out of 6	<div></div>
	International	5.12 out of 6	<div></div>
The campaign activities are realistic, show evidence of marketing knowledge, and are research based	Florida	9.00 out of 12	<div></div>
	International	9.48 out of 12	<div></div>
Unifying theme is evident in all campaign activities	Florida	5.11 out of 6	<div></div>
	International	5.21 out of 6	<div></div>
Provides high-quality appropriate and creative samples of key marketing pieces suggested	Florida	8.00 out of 10	<div></div>
	International	7.97 out of 10	<div></div>
Campaign schedule is cohesive and plan is no more than 45 days long	Florida	6.56 out of 8	<div></div>
	International	6.73 out of 8	<div></div>
The budget is realistic for the campaign and all costs that would be incurred have been considered	Florida	7.44 out of 8	<div></div>
	International	6.51 out of 8	<div></div>

Integrated Marketing Campaign - Service

Composite Score	Florida	90.71	
	International	86.78	
Oral			
Composite Score	Florida	90.71 out of 100	
	International	86.78 out of 100	
Executive Summary: One-page description provides a clear overview of the campaign	Florida	8.57 out of 10	
	International	8.32 out of 10	
Key metrics are well thought out and appropriate for the campaign	Florida	6.93 out of 8	
	International	6.96 out of 8	
The campaign shows evidence of creativity and originality	Florida	7.57 out of 8	
	International	6.86 out of 8	
The written entry is well-organized, professional, and presented in a logical manner	Florida	4.86 out of 5	
	International	4.66 out of 5	
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Florida	3.93 out of 5	
	International	3.97 out of 5	
The description of the event, product or service, and business is clearly defined	Florida	6.07 out of 6	
	International	5.68 out of 6	
Objectives are defined and referenced throughout the campaign	Florida	7.50 out of 8	
	International	7.14 out of 8	
The target market is clearly analyzed	Florida	5.43 out of 6	
	International	5.57 out of 6	
The campaign activities are realistic, show evidence of marketing knowledge, and are research based	Florida	11.36 out of 12	
	International	10.52 out of 12	
Unifying theme is evident in all campaign activities	Florida	3.93 out of 6	
	International	4.86 out of 6	
Provides high-quality appropriate and creative samples of key marketing pieces suggested	Florida	9.14 out of 10	
	International	8.16 out of 10	
Campaign schedule is cohesive and plan is no more than 45 days long	Florida	7.57 out of 8	
	International	7.12 out of 8	
The budget is realistic for the campaign and all costs that would be incurred have been considered	Florida	7.86 out of 8	
	International	6.98 out of 8	





























Financial Consulting

Composite Score	Florida	77.20	
	International	80.52	

Oral			
Composite Score	Florida	77.20 out of 100	
	International	80.52 out of 100	
Presented an effective and engaging opening	Florida	6.00 out of 7	
	International	5.79 out of 7	
Effectively closed the sale or ended the consultation	Florida	6.60 out of 10	
	International	8.05 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary, words were enunciated and pronounced clearly, voice conveyed enthusiasm and volume was appropriate for the situation.	Florida	7.00 out of 10	
	International	7.18 out of 10	
Professional appearance, poise and confidence	Florida	3.00 out of 5	
	International	3.55 out of 5	
Overall impression	Florida	4.20 out of 5	
	International	4.56 out of 5	
Established relationship with customer/client	Florida	6.20 out of 8	
	International	6.18 out of 8	
Communicated understanding of customer/client needs	Florida	6.40 out of 8	
	International	6.60 out of 8	
Facilitated customer/client buying decisions	Florida	7.40 out of 8	
	International	6.42 out of 8	
Recommended specific product(s)/service(s)/action(s)	Florida	6.20 out of 8	
	International	6.72 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	Florida	6.60 out of 8	
	International	6.42 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	Florida	5.60 out of 7	
	International	5.75 out of 7	
Prescribed a solution(s) to meet customer/client needs	Florida	6.20 out of 8	
	International	6.60 out of 8	
Effectively answered customer/client questions and concerns	Florida	5.80 out of 8	
	International	6.71 out of 8	





























Hospitality and Tourism Professional Selling

Composite Score	Florida	78.33	
	International	72.41	

Oral			
Composite Score	Florida	78.33 out of 100	
	International	72.41 out of 100	
Presented an effective and engaging opening	Florida	6.00 out of 7	
	International	5.17 out of 7	
Effectively closed the sale or ended the consultation	Florida	5.83 out of 10	
	International	5.95 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary, words were enunciated and pronounced clearly, voice conveyed enthusiasm and volume was appropriate for the situation.	Florida	8.83 out of 10	
	International	7.43 out of 10	
Professional appearance, poise and confidence	Florida	4.83 out of 5	
	International	4.59 out of 5	
Overall impression	Florida	4.83 out of 5	
	International	4.27 out of 5	
Established relationship with customer/client	Florida	6.67 out of 8	
	International	5.67 out of 8	
Communicated understanding of customer/client needs	Florida	5.83 out of 8	
	International	5.56 out of 8	
Facilitated customer/client buying decisions	Florida	6.00 out of 8	
	International	5.43 out of 8	
Recommended specific product(s)/service(s)/action(s)	Florida	5.83 out of 8	
	International	5.60 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	Florida	6.50 out of 8	
	International	5.74 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	Florida	5.50 out of 7	
	International	5.31 out of 7	
Prescribed a solution(s) to meet customer/client needs	Florida	5.17 out of 8	
	International	5.63 out of 8	
Effectively answered customer/client questions and concerns	Florida	6.50 out of 8	
	International	6.06 out of 8	

Professional Selling

Composite Score	Florida	85.67	
	International	73.88	

Oral			
Composite Score	Florida	85.67 out of 100	
	International	73.88 out of 100	
Presented an effective and engaging opening	Florida	5.33 out of 7	
	International	5.16 out of 7	
Effectively closed the sale or ended the consultation	Florida	7.83 out of 10	
	International	6.89 out of 10	
The presentation was well-organized and clearly presented; used professional grammar and vocabulary, words were enunciated and pronounced clearly, voice conveyed enthusiasm and volume was appropriate for the situation.	Florida	8.33 out of 10	
	International	7.58 out of 10	
Professional appearance, poise and confidence	Florida	5.00 out of 5	
	International	4.59 out of 5	
Overall impression	Florida	4.83 out of 5	
	International	4.19 out of 5	
Established relationship with customer/client	Florida	6.67 out of 8	
	International	5.64 out of 8	
Communicated understanding of customer/client needs	Florida	7.17 out of 8	
	International	5.61 out of 8	
Facilitated customer/client buying decisions	Florida	6.83 out of 8	
	International	5.54 out of 8	
Recommended specific product(s)/service(s)/action(s)	Florida	7.17 out of 8	
	International	6.04 out of 8	
Demonstrated or explained product(s)/service(s)/action(s)	Florida	7.00 out of 8	
	International	6.01 out of 8	
Properly stated features and benefits of product(s)/service(s)/action(s)	Florida	6.17 out of 7	
	International	5.20 out of 7	
Prescribed a solution(s) to meet customer/client needs	Florida	6.83 out of 8	
	International	5.75 out of 8	
Effectively answered customer/client questions and concerns	Florida	6.50 out of 8	
	International	5.68 out of 8	

Stock Market Game

Composite Score	Florida	89.33	<div></div>
	International	79.67	<div></div>
Oral			
Composite Score	Florida	89.33 out of 100	<div></div>
	International	79.67 out of 100	<div></div>
Executive Summary: One-page description of the project.	Florida	9.00 out of 10	<div></div>
	International	7.95 out of 10	<div></div>
The oral presentation proceeds in a logical, organized manner and is appropriate to the investment industry.	Florida	5.33 out of 6	<div></div>
	International	4.67 out of 6	<div></div>
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	Florida	6.00 out of 6	<div></div>
	International	4.95 out of 6	<div></div>
The written and oral presentation show evidence of a realistic knowledge of investment trends and financial markets	Florida	4.67 out of 6	<div></div>
	International	4.78 out of 6	<div></div>
The stock portfolio exhibits diversity across sectors of the economy.	Florida	4.67 out of 6	<div></div>
	International	4.37 out of 6	<div></div>
The written and oral presentation demonstrate an understanding of investment objectives.	Florida	13.00 out of 14	<div></div>
	International	11.06 out of 14	<div></div>
The written and oral presentation demonstrate correct use of investment terminology.	Florida	6.00 out of 6	<div></div>
	International	5.05 out of 6	<div></div>
The written entry and oral presentations demonstrate research beyond the stocks performance history i.e., the investment decisions were based on knowledge of the companys underlying business performance or plans.	Florida	12.33 out of 14	<div></div>
	International	11.03 out of 14	<div></div>
The written entry and oral presentation explain the effectiveness of the strategy	Florida	11.33 out of 13	<div></div>
	International	10.54 out of 13	<div></div>
The written entry and oral presentation explain changes in strategy for future investments.	Florida	11.33 out of 13	<div></div>
	International	10.60 out of 13	<div></div>
The written entry is well-organized, professional, and presented in a logical manner.	Florida	5.67 out of 6	<div></div>
	International	4.68 out of 6	<div></div>

School Based Enterprise - Food Operations

Composite Score	Florida	70.00	<div></div>
	International	74.74	<div></div>

Oral			
Composite Score	Florida	70.00 out of 100	<div></div>
	International	74.74 out of 100	<div></div>
Explain human resources management functions?	Florida	13.00 out of 20	<div></div>
	International	15.08 out of 20	<div></div>
Explain fostering "right" environment for employees?	Florida	14.00 out of 20	<div></div>
	International	14.80 out of 20	<div></div>
Explain facilitating employee learning?	Florida	14.00 out of 20	<div></div>
	International	14.75 out of 20	<div></div>
Explain assessing employee performance?	Florida	14.00 out of 20	<div></div>
	International	15.13 out of 20	<div></div>
Use visuals that are appropriate and enhance the presentation?	Florida	5.00 out of 5	<div></div>
	International	3.72 out of 5	<div></div>
Communicate clearly?	Florida	4.00 out of 5	<div></div>
	International	4.05 out of 5	<div></div>
Overall impression of student(s) skill and performance.	Florida	6.00 out of 10	<div></div>
	International	7.21 out of 10	<div></div>

School Based Enterprise - Retail Operations

Composite Score	Florida	90.86	<div></div>
	International	80.37	<div></div>

Oral			
Composite Score	Florida	90.86 out of 100	<div></div>
	International	80.37 out of 100	<div></div>
Explain human resources management functions?	Florida	18.14 out of 20	<div></div>
	International	15.87 out of 20	<div></div>
Explain fostering "right" environment for employees?	Florida	18.14 out of 20	<div></div>
	International	15.70 out of 20	<div></div>
Explain facilitating employee learning?	Florida	17.86 out of 20	<div></div>
	International	15.74 out of 20	<div></div>
Explain assessing employee performance?	Florida	18.00 out of 20	<div></div>
	International	15.67 out of 20	<div></div>
Use visuals that are appropriate and enhance the presentation?	Florida	5.00 out of 5	<div></div>
	International	4.37 out of 5	<div></div>
Communicate clearly?	Florida	4.86 out of 5	<div></div>
	International	4.67 out of 5	<div></div>
Overall impression of student(s) skill and performance.	Florida	8.86 out of 10	<div></div>
	International	8.36 out of 10	<div></div>

Comprehensive Exam Score

Florida

Region: FL

Principles of Business Management and Administration

Composite Score	Florida	71.29	<div></div>
	International	69.70	<div></div>
Business Law	Florida	53.57	<div></div>
	International	46.91	<div></div>
Communication Skills	Florida	84.42	<div></div>
	International	79.45	<div></div>
Customer Relations	Florida	78.57	<div></div>
	International	77.82	<div></div>
Economics	Florida	56.05	<div></div>
	International	58.61	<div></div>
Emotional Intelligence	Florida	87.97	<div></div>
	International	84.02	<div></div>
Entrepreneurship	Florida	57.14	<div></div>
	International	65.16	<div></div>
Financial Analysis	Florida	58.24	<div></div>
	International	61.53	<div></div>
Human Resource Management	Florida	100.00	<div></div>
	International	92.74	<div></div>
Information Management	Florida	67.54	<div></div>
	International	60.87	<div></div>
Marketing	Florida	50.00	<div></div>
	International	50.49	<div></div>
Operations	Florida	74.03	<div></div>
	International	75.15	<div></div>
Professional Development	Florida	66.67	<div></div>
	International	67.20	<div></div>
Strategic Management	Florida	100.00	<div></div>
	International	78.51	<div></div>

Principles of Finance

Composite Score	Florida	71.17	
	International	67.66	
Business Law	Florida	58.33	
	International	46.44	
Communication Skills	Florida	77.28	
	International	77.30	
Customer Relations	Florida	75.00	
	International	71.96	
Economics	Florida	62.82	
	International	56.82	
Emotional Intelligence	Florida	79.82	
	International	81.33	
Entrepreneurship	Florida	83.33	
	International	60.14	
Financial Analysis	Florida	65.38	
	International	61.55	
Human Resource Management	Florida	83.33	
	International	77.71	
Information Management	Florida	63.64	
	International	59.96	
Marketing	Florida	50.00	
	International	45.02	
Operations	Florida	83.34	
	International	71.80	
Professional Development	Florida	62.97	
	International	67.87	
Strategic Management	Florida	100.00	
	International	70.26	

















Principles of Hospitality and Tourism



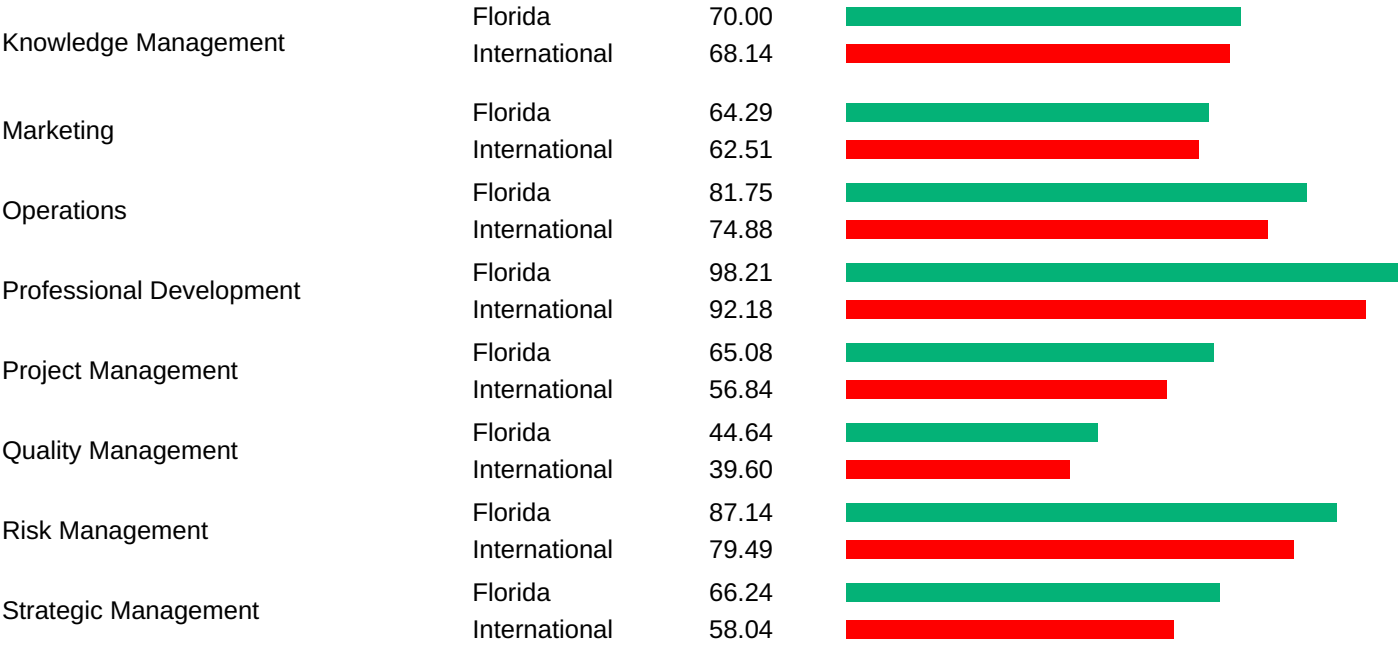
Principles of Marketing

Composite Score	Florida	69.17	
	International	67.59	
Business Law	Florida	45.83	
	International	42.91	
Communication Skills	Florida	80.31	
	International	77.01	
Customer Relations	Florida	75.00	
	International	74.89	
Economics	Florida	55.13	
	International	57.84	
Emotional Intelligence	Florida	84.21	
	International	80.55	
Entrepreneurship	Florida	33.33	
	International	58.70	
Financial Analysis	Florida	65.38	
	International	61.24	
Human Resource Management	Florida	83.33	
	International	77.15	
Information Management	Florida	60.61	
	International	59.43	
Marketing	Florida	50.00	
	International	42.43	
Operations	Florida	71.22	
	International	73.22	
Professional Development	Florida	70.37	
	International	67.61	
Strategic Management	Florida	83.33	
	International	74.03	





































Business Law and Ethics Team Decision Making

Composite Score	Florida	72.79	
	International	67.16	
Business Law	Florida	55.95	
	International	47.36	
Communication Skills	Florida	75.00	
	International	71.49	
Customer Relations	Florida	85.71	
	International	67.94	
Economics	Florida	57.14	
	International	62.67	
Emotional Intelligence	Florida	79.76	
	International	80.91	
Financial Analysis	Florida	54.29	
	International	53.31	
Information Management	Florida	80.95	
	International	72.17	

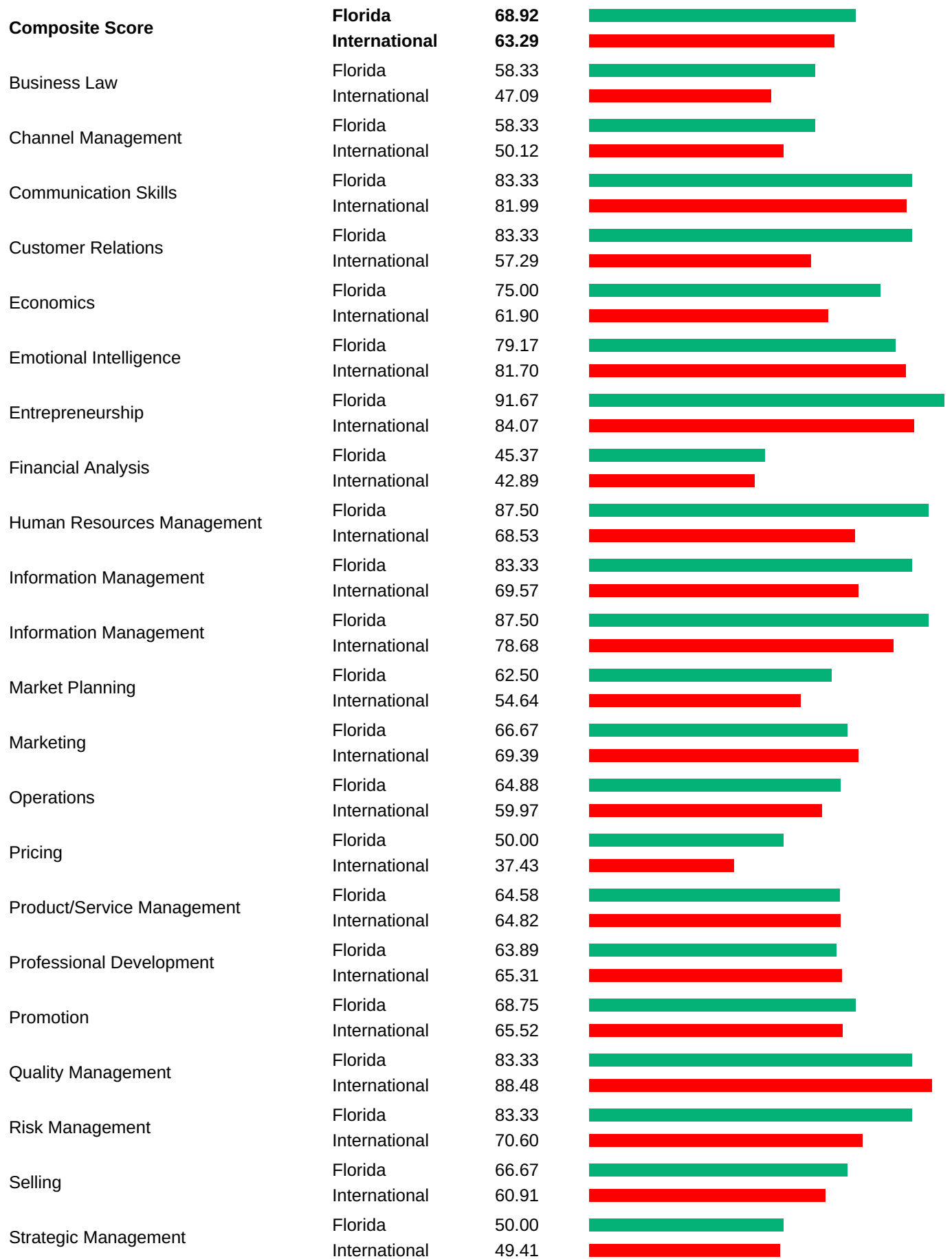
Business Law and Ethics Team Decision Making









Buying and Merchandising Team Decision Making

Composite Score	Florida	72.50	
	International	70.27	
Business Law	Florida	41.67	
	International	59.69	
Channel Management	Florida	88.09	
	International	83.68	
Communication Skills	Florida	88.89	
	International	88.18	
Customer Relations	Florida	83.33	
	International	90.64	
Economics	Florida	68.75	
	International	66.75	
Emotional Intelligence	Florida	66.67	
	International	68.35	
Financial Analysis	Florida	35.42	
	International	44.38	
Information Management	Florida	66.15	
	International	60.12	
Information Management	Florida	66.67	
	International	64.90	
Market Planning	Florida	63.33	
	International	65.83	
Marketing	Florida	100.00	
	International	95.78	
Operations	Florida	87.50	
	International	83.27	
Pricing	Florida	50.00	
	International	50.14	
Product/Service Management	Florida	76.11	
	International	68.55	
Professional Development	Florida	76.67	
	International	78.30	
Promotion	Florida	77.08	
	International	76.23	
Selling	Florida	83.33	
	International	80.26	











































Entrepreneurship Team Decision Making







































Financial Services Team Decision Making

Composite Score	Florida	71.50	
	International	69.57	
Business Law	Florida	77.55	
	International	70.20	
Communication Skills	Florida	69.05	
	International	74.01	
Customer Relations	Florida	80.36	
	International	81.32	
Economics	Florida	51.79	
	International	50.14	
Emotional Intelligence	Florida	89.28	
	International	87.53	
Financial Analysis	Florida	63.37	
	International	62.25	
Financial-Information Management	Florida	57.14	
	International	55.90	
Information Management	Florida	94.29	
	International	83.04	
Marketing	Florida	64.29	
	International	69.82	
Operations	Florida	91.07	
	International	89.77	
Professional Development	Florida	76.19	
	International	74.69	
Risk Management	Florida	80.36	
	International	78.48	





































Hospitality Services Team Decision Making

Composite Score	Florida	75.21	
	International	73.61	
Business Law	Florida	67.86	
	International	76.15	
Communication Skills	Florida	97.62	
	International	93.39	
Customer Relations	Florida	80.95	
	International	77.98	
Economics	Florida	62.86	
	International	59.46	
Emotional Intelligence	Florida	75.51	
	International	79.83	
Financial Analysis	Florida	56.12	
	International	53.36	
Human Resources Management	Florida	100.00	
	International	98.48	
Information Management	Florida	77.04	
	International	75.61	
Knowledge Management	Florida	42.86	
	International	41.04	
Market Planning	Florida	71.43	
	International	64.41	
Marketing	Florida	96.43	
	International	88.69	
Operations	Florida	71.98	
	International	75.04	
Pricing	Florida	71.43	
	International	59.85	
Product/Service Management	Florida	80.95	
	International	77.65	
Professional Development	Florida	75.00	
	International	71.63	
Promotion	Florida	80.95	
	International	73.97	
Quality Management	Florida	92.86	
	International	88.52	
Risk Management	Florida	82.14	
	International	73.94	
Selling	Florida	72.86	
	International	72.99	
Strategic Management	Florida	78.57	
	International	70.52	

Marketing Management Team Decision Making

Composite Score	Florida	75.79	
	International	71.75	
Business Law	Florida	64.29	
	International	56.33	
Channel Management	Florida	93.88	
	International	85.26	
Communication Skills	Florida	92.86	
	International	87.75	
Customer Relations	Florida	100.00	
	International	94.75	
Economics	Florida	66.07	
	International	67.69	
Emotional Intelligence	Florida	65.48	
	International	70.34	
Financial Analysis	Florida	42.86	
	International	42.62	
Information Management	Florida	70.54	
	International	62.75	
Information Management	Florida	66.67	
	International	69.25	
Market Planning	Florida	78.57	
	International	65.06	
Marketing	Florida	100.00	
	International	96.67	
Operations	Florida	87.50	
	International	84.95	
Pricing	Florida	58.93	
	International	52.80	
Product/Service Management	Florida	74.29	
	International	70.06	
Professional Development	Florida	81.43	
	International	81.89	
Promotion	Florida	76.79	
	International	76.53	
Selling	Florida	88.89	
	International	81.93	

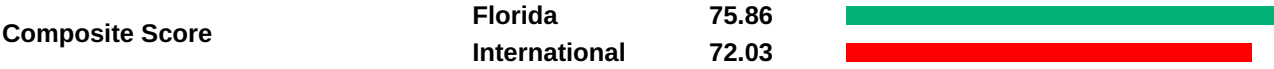
Sports and Entertainment Marketing Team Decision Making

Composite Score	Florida	73.29	
	International	70.25	
Business Law	Florida	50.00	
	International	65.70	
Channel Management	Florida	86.73	
	International	84.21	
Communication Skills	Florida	90.48	
	International	87.56	
Customer Relations	Florida	92.86	
	International	94.73	
Economics	Florida	78.57	
	International	67.46	
Emotional Intelligence	Florida	69.05	
	International	68.98	
Financial Analysis	Florida	44.64	
	International	44.51	
Information Management	Florida	64.29	
	International	60.39	
Information Management	Florida	61.91	
	International	68.07	
Market Planning	Florida	67.14	
	International	62.75	
Marketing	Florida	100.00	
	International	97.59	
Operations	Florida	80.36	
	International	80.25	
Pricing	Florida	57.14	
	International	53.87	
Product/Service Management	Florida	72.38	
	International	68.03	
Professional Development	Florida	82.86	
	International	76.67	
Promotion	Florida	79.17	
	International	75.87	
Selling	Florida	83.33	
	International	79.79	

Travel and Tourism Team Decision Making



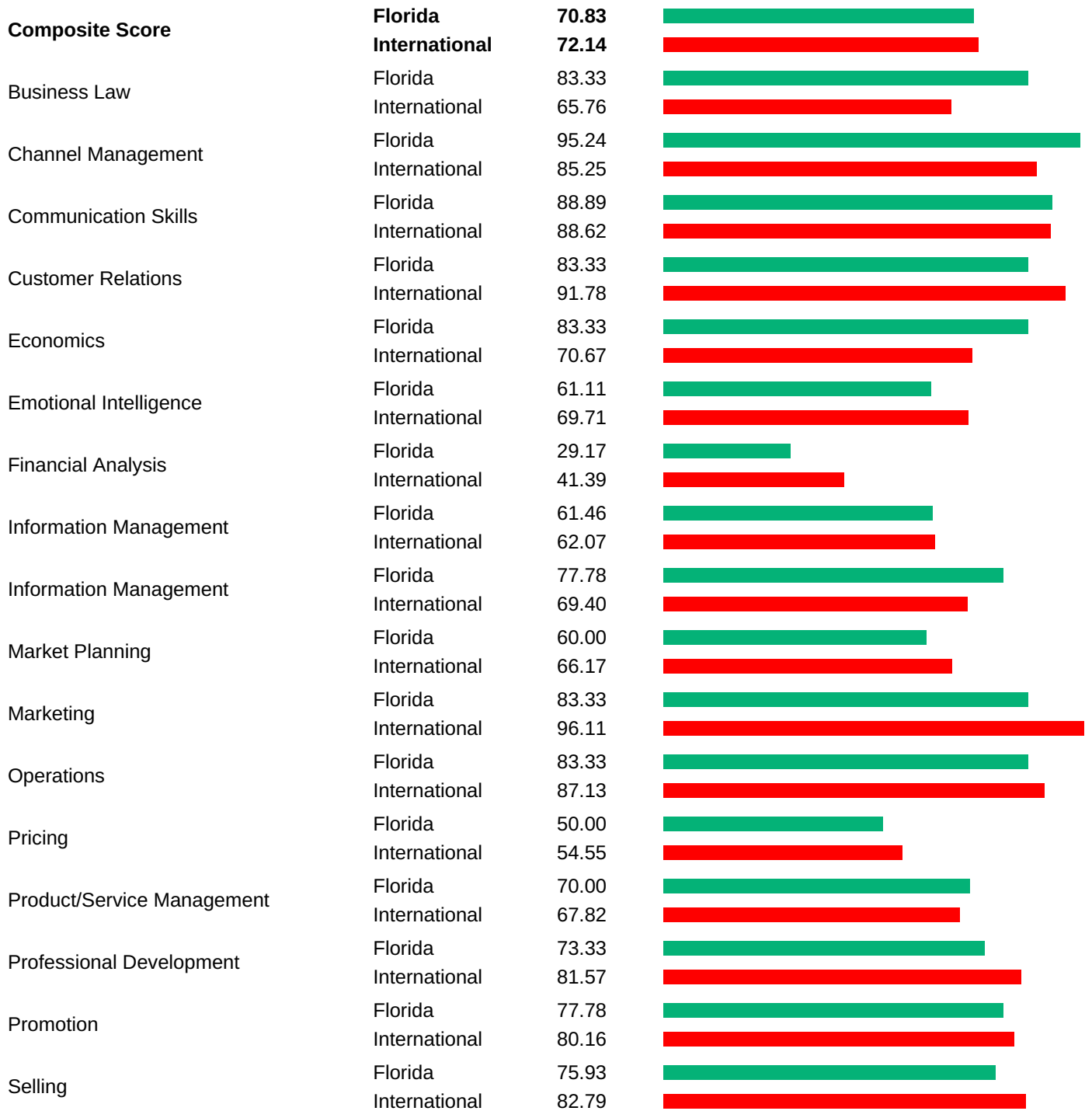
Accounting Applications Series







































Accounting Applications Series



Apparel and Accessories Marketing Series



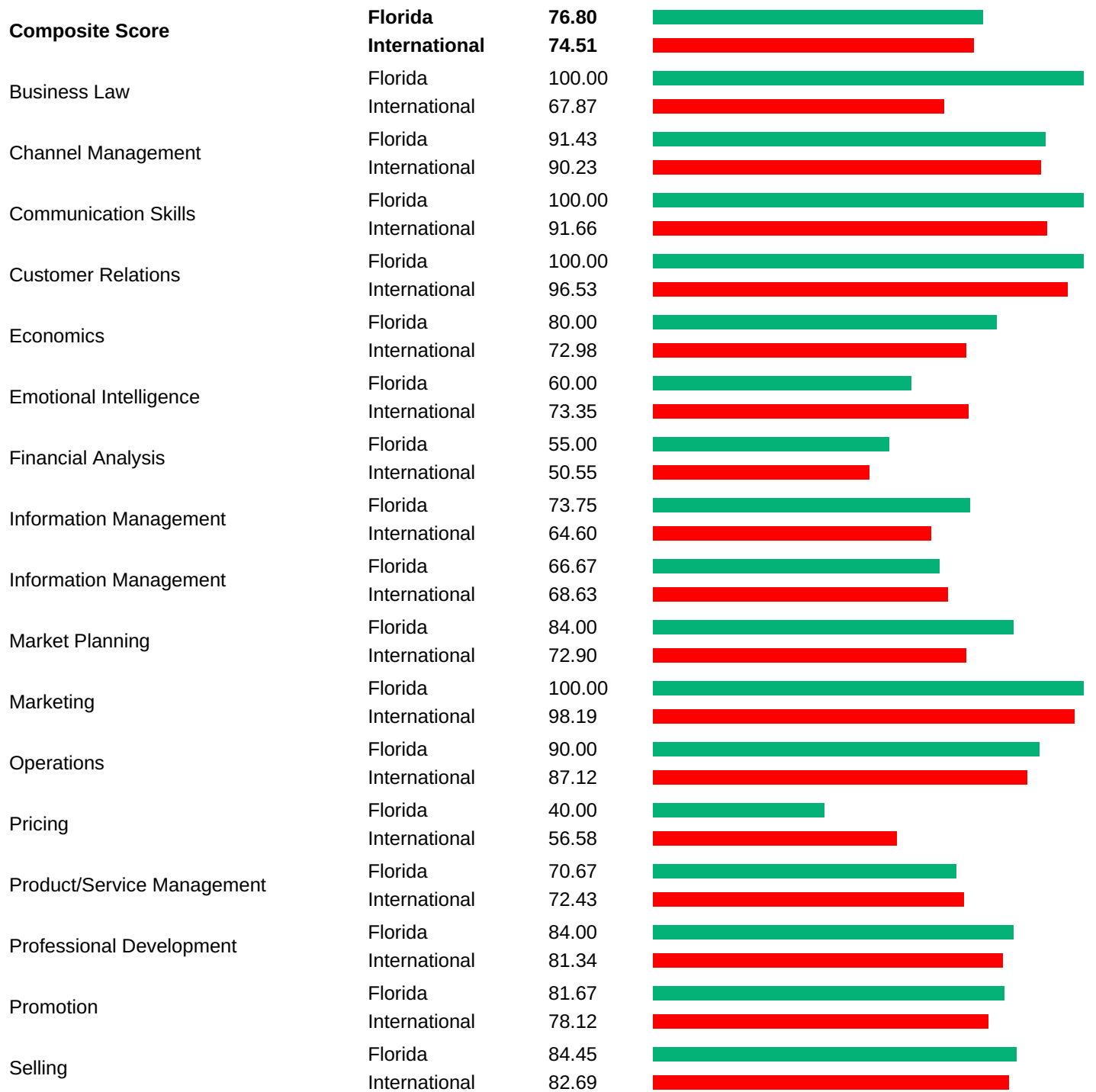
Automotive Services Marketing Series

Composite Score	Florida	72.50	
	International	73.40	
Business Law	Florida	66.67	
	International	66.19	
Channel Management	Florida	90.47	
	International	88.62	
Communication Skills	Florida	72.22	
	International	89.39	
Customer Relations	Florida	100.00	
	International	94.41	
Economics	Florida	54.17	
	International	74.40	
Emotional Intelligence	Florida	66.67	
	International	72.31	
Financial Analysis	Florida	41.67	
	International	48.47	
Information Management	Florida	64.58	
	International	63.64	
Information Management	Florida	77.78	
	International	69.70	
Market Planning	Florida	76.67	
	International	64.35	
Marketing	Florida	100.00	
	International	97.37	
Operations	Florida	83.33	
	International	86.88	
Pricing	Florida	75.00	
	International	59.15	
Product/Service Management	Florida	71.11	
	International	69.91	
Professional Development	Florida	73.33	
	International	80.08	
Promotion	Florida	77.78	
	International	78.57	
Selling	Florida	77.78	
	International	82.60	






























Business Finance Series

Composite Score	Florida	81.29	
	International	72.65	
Business Law	Florida	71.43	
	International	73.10	
Communication Skills	Florida	85.72	
	International	76.82	
Customer Relations	Florida	85.71	
	International	81.33	
Economics	Florida	78.57	
	International	58.46	
Emotional Intelligence	Florida	100.00	
	International	89.31	
Financial Analysis	Florida	75.58	
	International	64.61	
Financial-Information Management	Florida	69.05	
	International	60.15	
Information Management	Florida	94.29	
	International	87.22	
Marketing	Florida	100.00	
	International	82.17	
Operations	Florida	100.00	
	International	92.35	
Professional Development	Florida	82.86	
	International	77.14	
Risk Management	Florida	91.07	
	International	82.23	





































Business Services Marketing Series



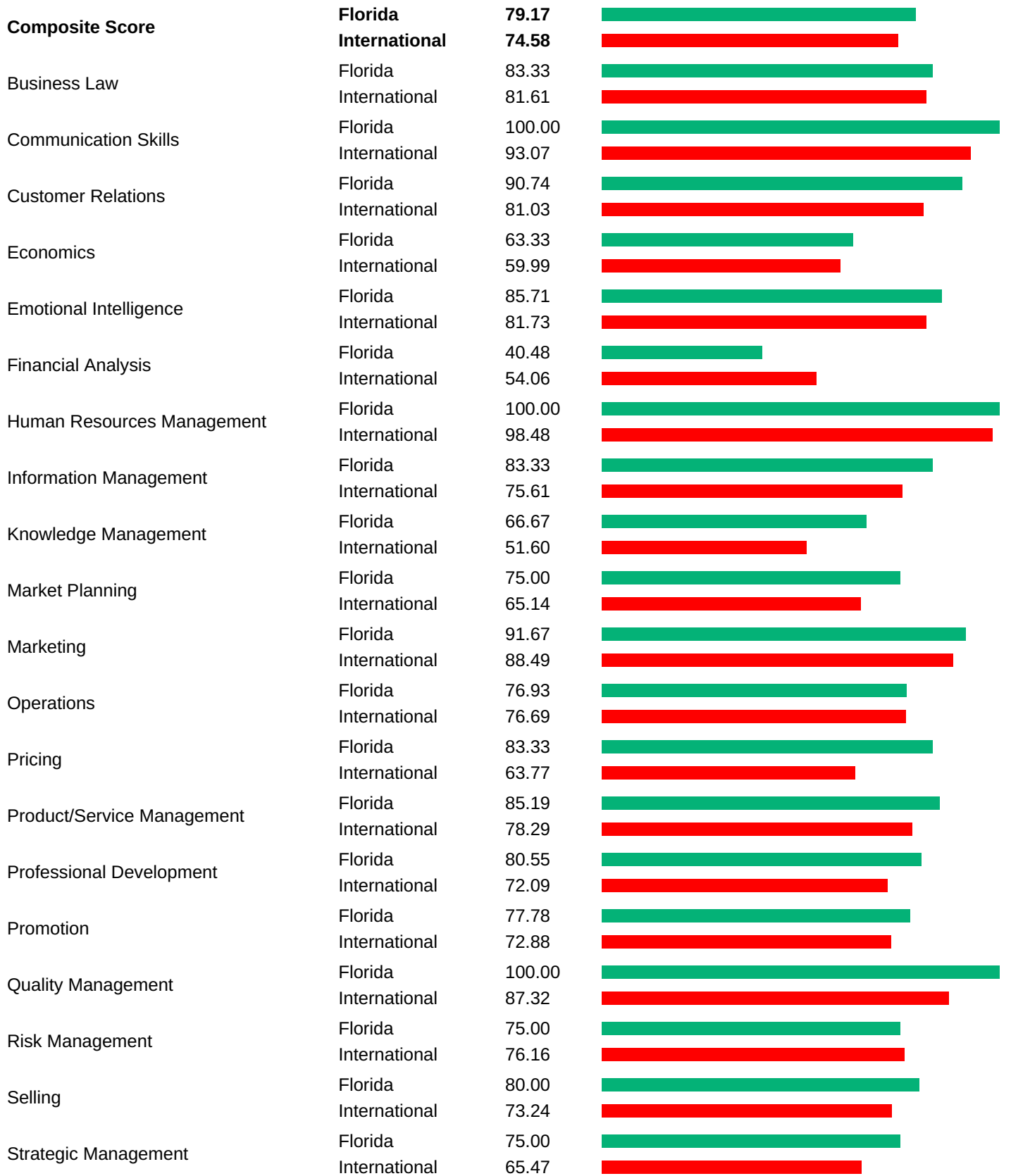
Entrepreneurship Series

Composite Score	Florida	72.00	
	International	67.52	
Business Law	Florida	45.83	
	International	53.67	
Channel Management	Florida	66.67	
	International	56.32	
Communication Skills	Florida	75.00	
	International	87.19	
Customer Relations	Florida	75.00	
	International	56.89	
Economics	Florida	81.25	
	International	68.14	
Emotional Intelligence	Florida	96.88	
	International	86.15	
Entrepreneurship	Florida	93.75	
	International	88.51	
Financial Analysis	Florida	52.78	
	International	46.87	
Human Resources Management	Florida	59.38	
	International	72.42	
Information Management	Florida	93.75	
	International	73.81	
Information Management	Florida	93.75	
	International	84.77	
Market Planning	Florida	58.33	
	International	57.04	
Marketing	Florida	75.00	
	International	69.24	
Operations	Florida	70.54	
	International	62.34	
Pricing	Florida	50.00	
	International	44.10	
Product/Service Management	Florida	59.38	
	International	61.63	
Professional Development	Florida	77.08	
	International	72.26	
Promotion	Florida	78.12	
	International	73.43	
Quality Management	Florida	87.50	
	International	95.64	
Risk Management	Florida	75.00	
	International	74.39	
Selling	Florida	62.50	
	International	71.85	
Strategic Management	Florida	59.38	
	International	52.99	

Food Marketing Series

Composite Score	Florida	76.43	
	International	73.04	
Business Law	Florida	85.71	
	International	65.10	
Channel Management	Florida	85.71	
	International	85.70	
Communication Skills	Florida	90.48	
	International	87.09	
Customer Relations	Florida	100.00	
	International	95.57	
Economics	Florida	71.43	
	International	75.22	
Emotional Intelligence	Florida	73.81	
	International	69.98	
Financial Analysis	Florida	50.00	
	International	44.06	
Information Management	Florida	67.86	
	International	64.01	
Information Management	Florida	80.95	
	International	69.53	
Market Planning	Florida	77.14	
	International	67.11	
Marketing	Florida	100.00	
	International	98.79	
Operations	Florida	89.29	
	International	81.35	
Pricing	Florida	57.14	
	International	50.20	
Product/Service Management	Florida	76.19	
	International	71.31	
Professional Development	Florida	82.86	
	International	80.15	
Promotion	Florida	80.95	
	International	80.94	
Selling	Florida	80.95	
	International	83.32	





































Hotel and Lodging Management Series



Human Resources Management Series













































Marketing Communications Series

Composite Score	Florida	81.43	
	International	75.90	
Business Law	Florida	57.14	
	International	66.82	
Channel Management	Florida	91.83	
	International	86.89	
Communication Skills	Florida	95.24	
	International	89.12	
Customer Relations	Florida	100.00	
	International	94.53	
Economics	Florida	71.43	
	International	74.74	
Emotional Intelligence	Florida	78.57	
	International	74.19	
Financial Analysis	Florida	39.29	
	International	49.42	
Information Management	Florida	80.36	
	International	67.26	
Information Management	Florida	85.72	
	International	74.70	
Market Planning	Florida	91.43	
	International	70.67	
Marketing	Florida	100.00	
	International	98.28	
Operations	Florida	92.86	
	International	86.63	
Pricing	Florida	67.86	
	International	57.06	
Product/Service Management	Florida	78.09	
	International	73.29	
Professional Development	Florida	82.86	
	International	84.51	
Promotion	Florida	83.33	
	International	82.45	
Selling	Florida	90.48	
	International	85.99	





































Quick Serve Restaurant Management Series







































Restaurant and Food Service Management Series

Composite Score	Florida	80.00	
	International	73.30	
Business Law	Florida	100.00	
	International	76.81	
Communication Skills	Florida	90.48	
	International	90.70	
Customer Relations	Florida	87.30	
	International	78.60	
Economics	Florida	65.71	
	International	58.38	
Emotional Intelligence	Florida	91.84	
	International	78.45	
Financial Analysis	Florida	46.94	
	International	53.17	
Human Resources Management	Florida	100.00	
	International	99.28	
Information Management	Florida	85.71	
	International	75.81	
Knowledge Management	Florida	71.43	
	International	45.74	
Market Planning	Florida	78.57	
	International	67.07	
Marketing	Florida	85.71	
	International	87.42	
Operations	Florida	82.42	
	International	73.43	
Pricing	Florida	85.71	
	International	59.46	
Product/Service Management	Florida	84.13	
	International	78.51	
Professional Development	Florida	83.33	
	International	72.17	
Promotion	Florida	76.19	
	International	70.20	
Quality Management	Florida	85.71	
	International	88.82	
Risk Management	Florida	71.43	
	International	80.78	
Selling	Florida	72.86	
	International	71.49	
Strategic Management	Florida	71.43	
	International	69.54	









Retail Merchandising Series

Composite Score	Florida	69.40	
	International	71.94	
Business Law	Florida	40.00	
	International	59.50	
Channel Management	Florida	82.86	
	International	85.30	
Communication Skills	Florida	100.00	
	International	90.76	
Customer Relations	Florida	100.00	
	International	95.44	
Economics	Florida	65.00	
	International	68.79	
Emotional Intelligence	Florida	73.33	
	International	70.13	
Financial Analysis	Florida	40.00	
	International	41.93	
Information Management	Florida	62.50	
	International	61.89	
Information Management	Florida	60.00	
	International	68.06	
Market Planning	Florida	60.00	
	International	66.61	
Marketing	Florida	100.00	
	International	96.32	
Operations	Florida	80.00	
	International	83.37	
Pricing	Florida	60.00	
	International	50.51	
Product/Service Management	Florida	66.67	
	International	71.45	
Professional Development	Florida	76.00	
	International	79.03	
Promotion	Florida	73.33	
	International	78.86	
Selling	Florida	73.34	
	International	81.55	

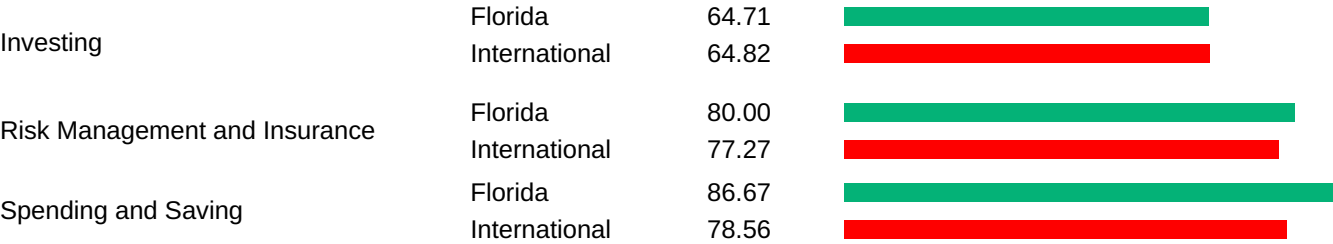
Sports and Entertainment Marketing Series

Composite Score	Florida	75.29	
	International	74.48	
Business Law	Florida	57.14	
	International	69.42	
Channel Management	Florida	87.75	
	International	88.36	
Communication Skills	Florida	90.48	
	International	88.34	
Customer Relations	Florida	100.00	
	International	98.39	
Economics	Florida	75.00	
	International	75.67	
Emotional Intelligence	Florida	73.81	
	International	72.32	
Financial Analysis	Florida	53.57	
	International	43.83	
Information Management	Florida	63.39	
	International	64.56	
Information Management	Florida	76.19	
	International	77.97	
Market Planning	Florida	74.29	
	International	71.06	
Marketing	Florida	100.00	
	International	99.31	
Operations	Florida	78.57	
	International	87.29	
Pricing	Florida	60.71	
	International	57.35	
Product/Service Management	Florida	72.38	
	International	72.00	
Professional Development	Florida	74.29	
	International	81.67	
Promotion	Florida	83.33	
	International	79.18	
Selling	Florida	88.89	
	International	82.89	





































Personal Financial Literacy

Composite Score	Florida	83.60	
	International	80.43	
Credit and Debit	Florida	83.64	
	International	83.55	
Employment and Income	Florida	90.53	
	International	84.99	
Financial Decision Making	Florida	90.00	
	International	87.73	





































Personal Financial Literacy







































Integrated Marketing Campaign - Event

Composite Score	Florida	74.27	
	International	70.67	
Business Law	Florida	36.36	
	International	59.71	
Channel Management	Florida	87.01	
	International	85.08	
Communication Skills	Florida	96.97	
	International	86.72	
Customer Relations	Florida	100.00	
	International	90.84	
Economics	Florida	65.91	
	International	68.31	
Emotional Intelligence	Florida	71.21	
	International	68.89	
Financial Analysis	Florida	38.64	
	International	43.54	
Information Management	Florida	69.32	
	International	61.61	
Information Management	Florida	78.79	
	International	71.54	
Market Planning	Florida	69.09	
	International	64.21	
Marketing	Florida	100.00	
	International	98.68	
Operations	Florida	93.18	
	International	80.46	
Pricing	Florida	54.55	
	International	51.10	
Product/Service Management	Florida	67.27	
	International	67.30	
Professional Development	Florida	87.27	
	International	78.59	
Promotion	Florida	81.82	
	International	76.72	
Selling	Florida	81.82	
	International	81.17	









Integrated Marketing Campaign - Product

Composite Score	Florida	73.78	
	International	72.52	
Business Law	Florida	44.44	
	International	54.89	
Channel Management	Florida	96.82	
	International	85.18	
Communication Skills	Florida	85.19	
	International	92.18	
Customer Relations	Florida	100.00	
	International	96.22	
Economics	Florida	63.89	
	International	72.35	
Emotional Intelligence	Florida	72.22	
	International	69.05	
Financial Analysis	Florida	38.89	
	International	41.98	
Information Management	Florida	65.97	
	International	63.06	
Information Management	Florida	74.08	
	International	70.61	
Market Planning	Florida	71.11	
	International	67.08	
Marketing	Florida	100.00	
	International	99.42	
Operations	Florida	86.11	
	International	86.64	
Pricing	Florida	55.56	
	International	52.23	
Product/Service Management	Florida	71.85	
	International	70.12	
Professional Development	Florida	82.22	
	International	78.73	
Promotion	Florida	76.85	
	International	78.84	
Selling	Florida	82.72	
	International	83.73	

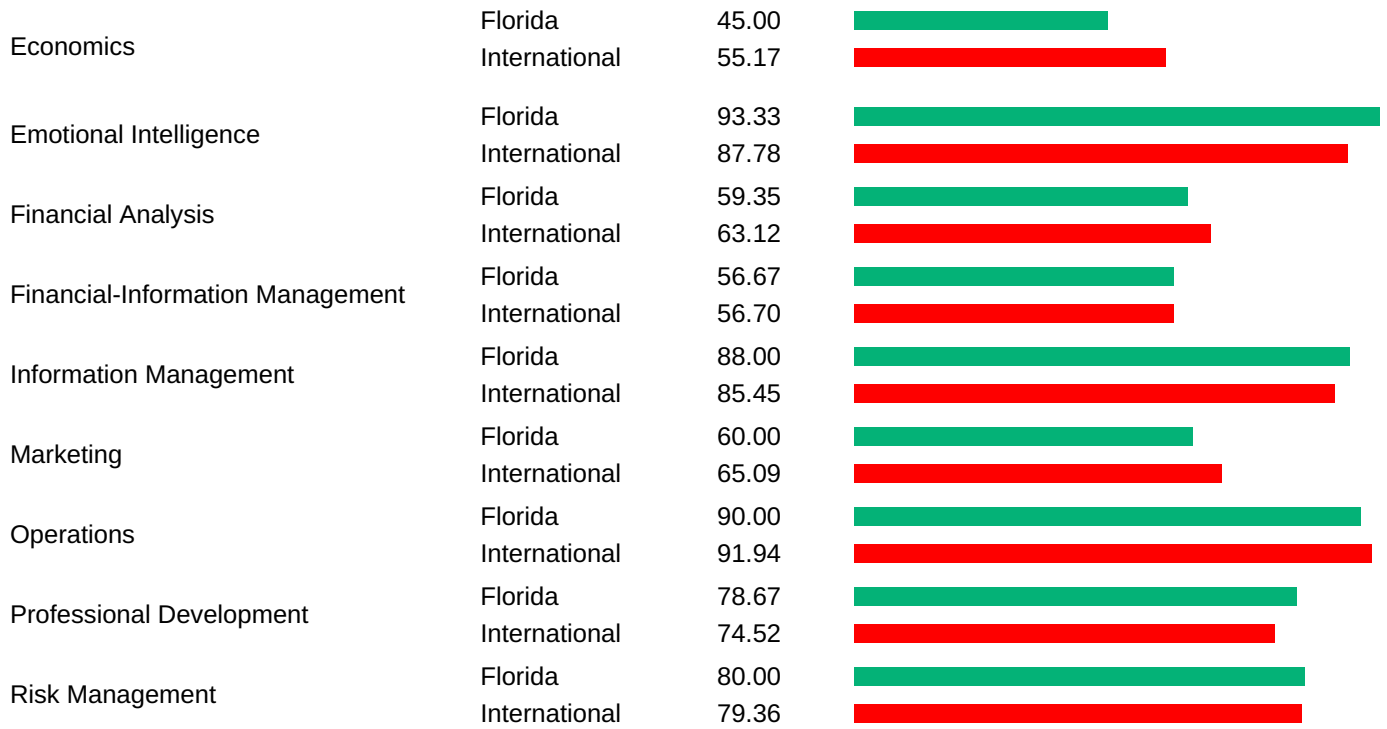
Integrated Marketing Campaign - Service

Composite Score	Florida	70.14	
	International	71.76	
Business Law	Florida	71.43	
	International	65.33	
Channel Management	Florida	90.81	
	International	83.07	
Communication Skills	Florida	83.33	
	International	88.24	
Customer Relations	Florida	100.00	
	International	93.03	
Economics	Florida	67.86	
	International	69.50	
Emotional Intelligence	Florida	71.43	
	International	70.84	
Financial Analysis	Florida	28.57	
	International	45.41	
Information Management	Florida	55.36	
	International	61.72	
Information Management	Florida	61.91	
	International	68.30	
Market Planning	Florida	72.86	
	International	67.14	
Marketing	Florida	100.00	
	International	96.64	
Operations	Florida	76.79	
	International	84.84	
Pricing	Florida	48.21	
	International	51.82	
Product/Service Management	Florida	68.57	
	International	68.06	
Professional Development	Florida	72.86	
	International	81.58	
Promotion	Florida	78.57	
	International	79.25	
Selling	Florida	85.72	
	International	81.73	








































Financial Consulting

Composite Score	Florida	70.40	
	International	70.29	
Business Law	Florida	74.28	
	International	68.72	
Communication Skills	Florida	73.34	
	International	71.83	
Customer Relations	Florida	90.00	
	International	83.75	




































Financial Consulting



Hospitality and Tourism Professional Selling

Composite Score	Florida	76.17	
	International	73.67	
Business Law	Florida	83.33	
	International	82.37	
Communication Skills	Florida	100.00	
	International	91.93	
Customer Relations	Florida	87.04	
	International	79.26	
Economics	Florida	53.33	
	International	57.01	
Emotional Intelligence	Florida	69.05	
	International	79.74	
Financial Analysis	Florida	59.52	
	International	52.29	
Human Resources Management	Florida	100.00	
	International	95.87	
Information Management	Florida	82.14	
	International	74.91	
Knowledge Management	Florida	66.67	
	International	40.13	
Market Planning	Florida	66.67	
	International	63.38	
Marketing	Florida	91.67	
	International	84.87	
Operations	Florida	79.49	
	International	76.07	
Pricing	Florida	50.00	
	International	67.38	
Product/Service Management	Florida	72.22	
	International	77.07	
Professional Development	Florida	75.00	
	International	72.30	
Promotion	Florida	72.22	
	International	75.60	
Quality Management	Florida	100.00	
	International	92.92	
Risk Management	Florida	83.33	
	International	75.47	
Selling	Florida	76.67	
	International	73.68	
Strategic Management	Florida	66.67	
	International	65.60	

Professional Selling

Composite Score	Florida	78.83	
	International	70.56	
Business Law	Florida	83.33	
	International	60.44	
Channel Management	Florida	88.09	
	International	81.80	
Communication Skills	Florida	94.44	
	International	85.12	
Customer Relations	Florida	100.00	
	International	94.25	
Economics	Florida	62.50	
	International	67.09	
Emotional Intelligence	Florida	86.11	
	International	71.09	
Financial Analysis	Florida	58.33	
	International	43.73	
Information Management	Florida	72.92	
	International	61.44	
Information Management	Florida	66.67	
	International	67.41	
Market Planning	Florida	63.33	
	International	63.72	
Marketing	Florida	100.00	
	International	98.42	
Operations	Florida	95.83	
	International	79.46	
Pricing	Florida	54.17	
	International	49.99	
Product/Service Management	Florida	80.00	
	International	68.81	
Professional Development	Florida	83.33	
	International	81.64	
Promotion	Florida	84.72	
	International	76.17	
Selling	Florida	87.04	
	International	81.02	