



SMITHTOWN CENTRAL SCHOOL DISTRICT
SMITHTOWN HIGH SCHOOLS EAST & WEST
CTE DEPARTMENT

PRESENTERS:
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HOW TO CREATE AND RUN A SUCCESSFUL BUSINESS OLYMPICS





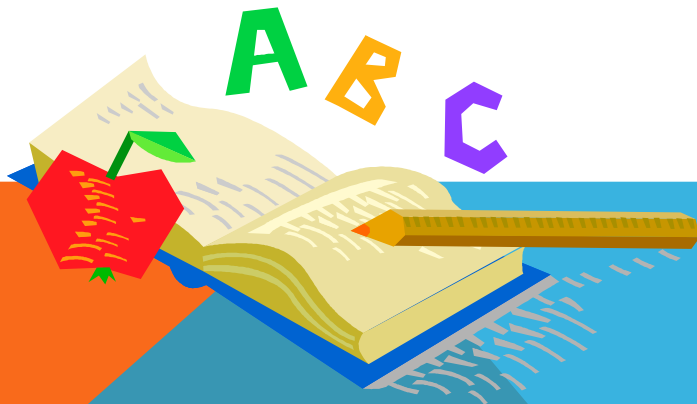
OUR DISTRICT:

- **2 High Schools**
(1700 students each)
- **3 Middle Schools**
- **9 Elementary Schools**
- **Industry Advisory Board**

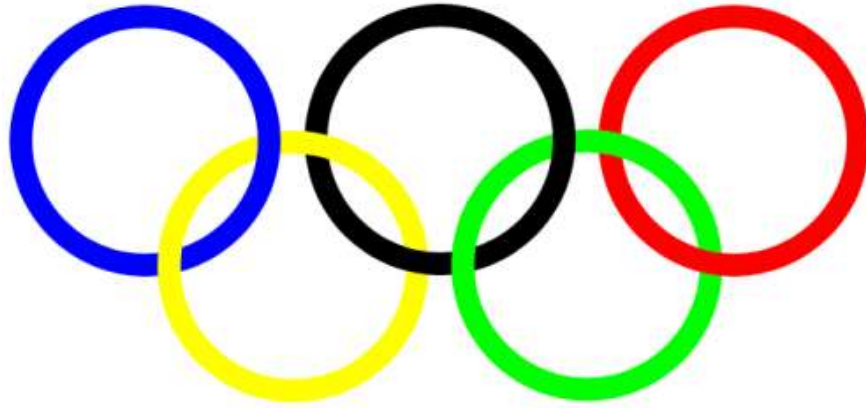


SCHOOL OF BUSINESS:

- **9 Teachers**
- **42 College Credits**
- **More than 20 Elective Courses**
- **2 Business Clubs:**
 - **DECA**
 - **School of Business Club**
- **Work Based Learning:**
 - **Co-op Program**
 - **CEIP** (Career Exploration Internship Program)



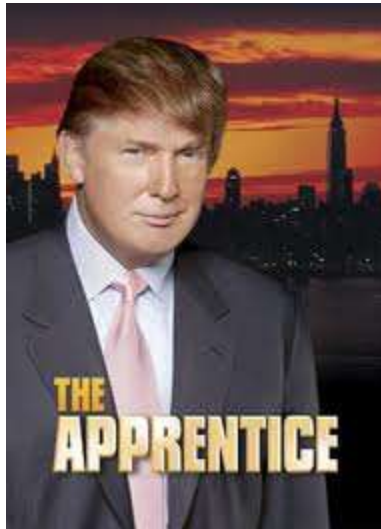
WHAT IS BUSINESS OLYMPICS?



Business Olympics is a team competition (3 to 5 students)
Encourages the use of the following 21st Century SKILLS:

Creativity
Planning
Research & Writing
Teamwork
Analytical & Critical thinking
Technology and
Presentation

**“The Donald”
borrowed the idea from us and
created the hit TV show.....
The Apprentice!**



**Smithtown High School
16 Years of Business Olympics....
2011 will be our “17th Annual”**

Student Participation:

Open to all students within The Smithtown School of Business (students taking Business Classes)

One of the requirements to get your Smithtown MBA (Mastery of Business Achievement) is to participate in 1 Business Olympics

One of the requirements to get your Smithtown PhD (Personal Higher Degree of Learning) is to participate in 2 Business Olympics

The Advantages:

- Positive effect on enrollment
- Increases Department visibility to students, district, parents and community
- Positive Publicity
- District & Community Involvement
- School Board Awareness



BUSINESS OLYMPICS THEMES

- 1995 Create a marketing plan for a new baseball team to play in Suffolk County
- 1996 Redesign Main Street—Smithtown
- 1997 Create a marketing plan to bring the New York Islanders to Suffolk County
- 1998 Seven Habits of Effective Students
- 1999 Success is a Choice
- 2000 Create a marketing plan for the new school store—The Bull Market
- 2001 Young Entrepreneurs: Invent a product and create a plan to take it to market
- 2002 Business Ethics: Do the Right Thing!
- 2003 International Business: Global Marketing—Music Group Tour
- 2004 Smithtown School District—Past, Present and Future
- 2005 Smithtown Shopping Network
- 2006 Long Island Cares
- 2007 Smithtown Alumni—A Reconnect
- 2008 Quick & Healthy—A Fast Food Restaurant
- 2009 Envision the iBusiness Classroom of the Future
- 2010 Smithtown Keeps It Green

TIME LINE LEADING UP TO THE EVENT:



2 months before Business Olympics:

- Post flyers and direction sheets for all students. Include THEME, due dates and date of event, as well as what is required for all members to compete
- Students must put together their own teams & sign up online as a team. Teams are made up of 3-5 students.

1 month before Business Olympics

- Hold Mentoring Session after school with business mentors (Students can discuss their ideas and marketing plans and get feedback from mentors)

Approximately 10 days before Business Olympics

- Tech test – students make sure everything works properly

Approximately 5 days before Business Olympics

- Students Must hand in Final Copy of presentation

Day of Event



Students...

- Must dress in full and appropriate Business Attire.
- Gather in a “holding” room with their teammates. Business teachers provide supervision.
- Students are assigned to a room to compete in during the preliminary round – depending on number of teams usually 4-6 teams per room
- Once they finish, they stay in holding area until dinner



Judges.....

- Arrive 45 minutes early. They are briefed on all details and given folders with grading rubrics.
- Judges are assigned ahead of time to a room. (Hint: Try to even out the number of judges in each room.)

Dinner served for students and adults in between the Preliminary Round and Final Round

Final round –

- **All teams must stay for the final round. All parents & families are invited to attend!**
- **Top 3-6 Winning Teams from First Round are announced one at a time and do their final presentation before Judges and audience made up of student participants and families**
- **Judges for final round may be ones from afternoon round OR new ones.**

The Final Round



- Judges use same grading rubric as preliminary round
- Rubrics are handed in and tallied by an “independent” representative (usually AP’s from each building)
- Teams are awarded prizes in reverse order...1st place team being announced last.
- All Sponsors are thanked in between Team Presentations
- All Judges are introduced and thanked in between Team Presentations

HOW TO GET THE BUSINESS COMMUNITY INVOLVED

Solicit Sponsors for your event

- Use School Partnerships or Advisory Boards where possible
- Community run businesses, banks, & companies



Recruit Mentors & Judges from Business community

- Advisory Board Members help with scoring rubric
- Administrators
- Chambers of Commerce
- Arrange for Mentoring session 1 month prior to event



Excellent PR in Community Leading Up To, During & After the Business Olympics

- Local newspapers
- Local TV stations
- School website
- Online community





SMITHTOWN
CENTRAL SCHOOL DISTRICT

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Thank You!