



# COMPETITIVE EVENTS

<b>Competitive Events Breakdown</b> .....	4
<b>FBLA Events At-A-Glance</b> .....	5-6
<b>Introduction</b> .....	7
Mission Statement.....	7
Program Design and Purpose.....	7
<b>General Information</b> .....	7
<b>Changes to this Edition</b> .....	8
Competitive Event Revisions/Modifications .....	8
Administrative and Procedural Reminders .....	8
<b>Special Note to Advisers and Administrators</b> .....	9
<b>General Guidelines</b> .....	10
<b>Preparing for Competition</b> .....	11
<b>Eligibility Guidelines</b> .....	11-12
<b>Accounting I (I)</b> .....	13
<b>Accounting II (I)</b> .....	14
<b>American Enterprise Project (C)</b> .....	15
American Enterprise Project—Report RATING SHEET-2	
American Enterprise Project—Performance RATING SHEET-3	
<b>Banking &amp; Financial Systems (T)</b> .....	17
Banking & Financial Systems—Performance RATING SHEET-4	
<b>Business Calculations (I)</b> .....	18
<b>Business Communication (I)</b> .....	18
<b>Business Ethics (T)</b> .....	19
Business Ethics—Performance RATING SHEET-5	
<b>Business Financial Plan (I) (T)</b> .....	20
Business Financial Plan—Report RATING SHEET-6	
Business Financial Plan—Performance RATING SHEET-7	
<b>Business Law (I)</b> .....	22
<b>Business Math (I)</b> .....	22
<b>Business Plan (I) (T)</b> .....	23
Business Plan—Report RATING SHEET-8	
Business Plan—Performance RATING SHEET-10	
<b>Business Presentation (I) (T)</b> .....	25
Business Presentation—Performance RATING SHEET-11	
<b>Business Procedures (I)</b> .....	26
<b>Businessperson of the Year</b> .....	26
<b>Client Service (I)</b> .....	27
Client Service—Performance RATING SHEET-12	
<b>Community Service Project (C)</b> .....	28
Community Service Project—Report RATING SHEET-13	
Community Service Project—Performance RATING SHEET-14	
<b>Computer Applications (I)</b> .....	30
<b>Computer Game &amp; Simulation Programming (I) (T)</b> .....	31
Computer Game & Simulation Programming—Production RATING SHEET-15	
Computer Game & Simulation Programming—Performance RATING SHEET-16	
<b>Computer Problem Solving (I)</b> .....	33
<b>Cyber Security (I)</b> .....	33
<b>Database Design &amp; Applications (I)</b> .....	34

(C) Chapter, (I) Individual, and (T) Team



# COMPETITIVE EVENTS

<b>Desktop Application Programming (I)</b> .....	35
Desktop Application Programming—Production RATING SHEET-17	
Desktop Application Programming—Performance RATING SHEET-18	
<b>Desktop Publishing (T)</b> .....	37
<b>Digital Design &amp; Promotion (I) (T)</b> .....	38
Digital Design & Promotion—Production RATING SHEET-19	
Digital Design & Promotion—Performance RATING SHEET-20	
<b>Digital Video Production (I) (T)</b> .....	39
Digital Video Production—Production RATING SHEET-21	
Digital Video Production—Performance RATING SHEET-22	
<b>E-business (I) (T)</b> .....	41
E-business—Production RATING SHEET-23	
E-business—Performance RATING SHEET-24	
<b>Economics (I)</b> .....	42
<b>Electronic Career Portfolio (I) Modified</b> .....	43
Electronic Career Portfolio—Performance RATING SHEET-25	
<b>Emerging Business Issues (T)</b> .....	44
Emerging Business Issues—Performance RATING SHEET-26	
<b>Entrepreneurship (T) Modified</b> .....	45
Entrepreneurship—Performance RATING SHEET-27	
<b>FBLA Principles and Procedures (I)</b> .....	46
<b>Future Business Leader (I)</b> .....	46
Future Business Leader—Interview Preliminary RATING SHEET-28	
Future Business Leader—Interview Final RATING SHEET-29	
<b>Global Business (T)</b> .....	47
Global Business—Performance RATING SHEET-30	
<b>Gold Seal Chapter Award of Merit</b> .....	48
<b>Health Care Administration (I)</b> .....	49
<b>Help Desk (I)</b> .....	49
Help Desk—Performance RATING SHEET-31	
<b>Hospitality Management (I)</b> .....	50
<b>Impromptu Speaking (I)</b> .....	51
Impromptu Speaking—Performance RATING SHEET-32	
<b>Introduction to Business (I)</b> .....	52
<b>Introduction to Business Communication (I)</b> .....	52
<b>Introduction to Parliamentary Procedure (I)</b> .....	53
<b>Introduction to Technology Concepts (I)</b> .....	53
<b>Job Interview (I)</b> .....	54
Job Interview—Interview RATING SHEET-33	
<b>Local Chapter Annual Business Report (C)</b> .....	55
Local Chapter Annual Business Report—Report RATING SHEET-34	
<b>Management Decision Making (T)</b> .....	56
Management Decision Making—Performance RATING SHEET-35	
<b>Management Information Systems (T)</b> .....	57
Management Information Systems—Performance RATING SHEET-36	

(C) Chapter, (I) Individual, and (T) Team



# COMPETITIVE EVENTS

<b>Marketing (T) Modified</b> .....	58
Marketing—Performance RATING SHEET-37	
<b>Network Design (T) Modified</b> .....	59
Network Design—Performance RATING SHEET-38	
<b>Networking Concepts (I)</b> .....	60
<b>Parliamentary Procedure (T)</b> .....	61
Parliamentary Procedures—Performance RATING SHEET-39	
<b>Partnership with Business Project (C)</b> .....	62
Partnership with Business Project—Report RATING SHEET-40	
Partnership with Business Project—Performance RATING SHEET-41	
<b>Personal Finance (I)</b> .....	63
<b>Public Speaking I (I)</b> .....	64
Public Speaking I—Performance RATING SHEET-42	
<b>Public Speaking II (I)</b> .....	65
Public Speaking II—Performance RATING SHEET-43	
<b>Sports Management (I)</b> .....	66
<b>Spreadsheet Applications (I)</b> .....	67
<b>Technology Concepts (I)</b> .....	68
<b>Virtual Business Challenge (I) (T)</b> .....	69
<b>Web Site Design (I) (T)</b> .....	70
Web Site Design—Production RATING SHEET-44	
Web Site Design—Performance RATING SHEET-45	
<b>Who’s Who in FBLA</b> .....	71
<b>Word Processing I (I)</b> .....	72
<b>Word Processing II (I)</b> .....	73
<b>Recommending a New or Modified Competitive Event and</b> .....	74
<b>Recommendation to Retire an Event</b>	

 **COMPETITIVE EVENTS BREAKDOWN**

Events	NBEA Standards										National Clusters									
	Accounting	Business Law	Career Development	Communication	Computation	Economics & Pers. Finance	Entrepreneurship	Information Technology	International Business	Management	Marketing	Arts, AV Tech. & Comm.	Business Mgmt. & Admin.	Finance	Gov't & Public Admin.	Human Services	Information Technology	Law, Public Safety	Marketing, Sales & Service	S.T.E.M.
Accounting I	X				X	X						X	X	X					X	
Accounting II	X		X		X	X						X	X	X					X	
American Enterprise Project			X	X	X	X	X		X			X	X	X		X				
Banking & Financial Systems	X		X	X		X			X			X	X	X	X					
Business Calculations	X			X								X	X							
Business Communication				X								X			X				X	
Business Ethics		X	X	X				X				X	X							
Business Financial Plan	X			X	X	X			X			X	X		X					
Business Law		X				X			X			X	X				X			
Business Math				X								X	X					X		
Business Plan	X		X	X		X	X		X	X		X	X		X				X	
Business Presentation				X				X							X	X				
Business Procedures			X	X	X	X		X				X			X					
Client Service			X	X				X				X			X	X			X	
Community Service Project				X					X	X		X			X		X			
Computer Applications				X				X				X			X		X			
Computer Gaming & Simulation Programming								X	X		X	X			X		X			X
Computer Problem Solving								X							X		X			X
Cyber Security								X							X		X			X
Database Design & Applications					X			X				X			X		X			X
Desktop Application Programming								X	X		X	X			X		X			X
Desktop Publishing				X				X				X			X		X			X
Digital Design & Promotion				X				X				X			X		X			X
Digital Video Production				X				X				X			X		X			X
E-business				X		X	X	X		X		X	X		X		X			X
Economics						X	X		X	X		X	X							X
Electronic Career Portfolio-Modified				X	X			X			X	X			X		X			X
Emerging Business Issues				X		X			X	X		X			X		X			
Entrepreneurship-Modified	X			X			X		X	X		X	X		X					X
FBLA Principles & Procedures																				
Future Business Leader	X	X	X	X	X		X		X	X	X	X			X	X				X
Global Business	X					X	X		X	X	X	X	X	X	X	X				X
Health Care Administration												X	X	X	X	X	X			
Help Desk				X				X			X	X			X		X			
Hospitality Management				X	X			X				X			X	X				X
Impromptu Speaking				X								X			X					X
Introduction to Business				X	X	X	X		X	X		X	X							X
Introduction to Business Communication				X								X								X
Introduction to Parliamentary Procedure												X								
Introduction to Technology Concepts								X								X				
Job Interview				X	X							X	X							
Local Chapter Annual Business Report				X				X			X	X	X			X				X
Management Decision Making	X	X		X		X	X	X	X			X	X		X		X	X		X
Management Information Systems				X				X	X			X	X		X	X	X			
Marketing-Modified							X			X		X								X
Network Design-Modified				X				X	X		X						X			
Networking Concepts								X	X		X						X			
Parliamentary Procedure												X								
Partnership with Business Project				X	X		X	X	X			X			X		X			X
Personal Finance						X						X	X							
Public Speaking I				X								X								X
Public Speaking II				X								X								X
Sports Management									X	X		X								X
Spreadsheet Applications					X			X				X					X			
Technology Concepts								X									X			
Virtual Business Challenge	X	X	X	X	X	X	X	X	X	X		X					X			X
Web Site Design				X				X		X	X						X			X
Word Processing I				X				X				X					X			X
Word Processing II				X				X				X					X			X

 **FBLA EVENTS AT-A-GLANCE**

	No. State Entries	Type Event	Objective Test Time	Collaborative Objective Test	Pre-judged Report/Project	Home-site Production Test/Time	National Preliminary Round	National Final Round	Equipment Set up Time	Prep Time	Performance Time	Judges Q & A	Interactive Role Play
<b>FBLA National Competitive Events</b>													
Accounting I	3	I	60										
Accounting II	2	I	60			1 hour							
American Enterprise Project	2	C			x		x	x	5		7	3	
Banking and Financial Systems	2	T	60	x				x		20	7		x
Business Calculations	3	I	60										
Business Communication	3	I	60										
Business Ethics	2	T					x	x		20	7	3	
Business Financial Plan	2	I or T			x		x	x	5		7	3	
Business Law	3	I	60										
Business Math	3	I	60										
Business Plan	2	I or T			x		x	x	5		7	3	
Business Presentation	2	I or T					x	x	5		7	3	
Business Procedures	3	I	60										
Client Service	2	I					x	x		10	5		x
Community Service Project	2	C			x		x	x	5		7	3	
Computer Applications	2	I	60			2 hours							
Computer Game & Simulation Programming	2	I or T			x		x	x	5		7	3	
Computer Problem Solving	3	I	60										
Cyber Security	3	I	60										
Database Design & Applications	2	I	60			1 hour							
Desktop Application Programming	2	I			x		x	x	5		7	3	
Desktop Publishing	2	T	60	x		2 hours							
Digital Design & Promotion	2	I or T			x		x	x	5		7	3	
Digital Video Production	2	I or T			x		x	x	5		7	3	
E-business	2	I or T			x		x	x	5		5	3	
Economics	3	I	60										
Electronic Career Portfolio	2	I					x	x	7		5	3	
Emerging Business Issues	2	T					x	x		5	5	3	
Entrepreneurship	2	T	60	x				x		20	7		x
FBLA Principles & Procedures	3	I	60										
Future Business Leader	2	I	60				x	x			10 & 15		
Global Business	2	T	60	x				x		20	7		x
Health Care Administration	3	I	60										
Help Desk	2	I	60					x		10	5		x
Hospitality Management	3	I	60										
Impromptu Speaking	2	I					x	x		10	4		
Introduction to Business	3	I	60										
Introduction to Business Communication	3	I	60										
Introduction to Parliamentary Procedure	3	I	60										
Introduction to Technology Concepts	3	I	60										

*Events At-A-Glance continue*

# FBLA COMPETITIVE EVENTS

*FBLA Events At-A-Glance continued*

	No. State Entries	Type Event	Objective Test Time	Collaborative Objective Test	Pre-judged Report/Project	Home-site Production Test/Time	National Preliminary Round	National Final Round	Equipment Set up Time	Prep Time	Performance Time	Judges Q & A	Interactive Role Play
<b>FBLA National Competitive Events</b>													
Job Interview	2	I					x	x		10 & 15			
Local Chapter Annual Business Report	2	C			x								
Management Decision Making	2	T	60	x				x		20	7		x
Management Information Systems	2	T	60	x				x		20	7		x
Marketing	2	T	60					x		20	7		x
Network Design	2	T	60	x				x		20	7		x
Networking Concepts	3	I	60										
Parliamentary Procedure	2	T	60					x		20	9 to 11		
Partnership with Business Project	2	C			x		x	x	5		7	3	
Personal Finance	3	I	60										
Public Speaking I	2	I					x	x			4		
Public Speaking II	2	I					x	x			5		
Sports Management	3	I	60										
Spreadsheet Applications	2	I	60			1 hour							
Technology Concepts	3	I	60										
Virtual Business Challenge	2	I or T					x	x			25		
Web Site Design	2	I or T			x		x	x	5		5	3	
Word Processing I	2	I	60			1 hour							
Word Processing II	2	I	60			1 hour							



## INTRODUCTION

This section includes the guidelines for the FBLA Competitive Events Program of the National Awards Program (NAP). These guidelines and the program they represent are the results of many hours of hard work on the part of many dedicated individuals for a period of many years. Their commitment to this association and their work are recognized and appreciated.

### Mission Statement

NAP's mission is to prepare students for successful careers in business through support for curriculum development and innovative assessment tools. To help meet that charge, the FBLA Competitive Events Program has been developed and made available to local and state chapters for use in assessing students in the various knowledge, skills, and abilities that make up today's business education curriculum.

### Program Design and Purpose

The FBLA Competitive Events Program exemplifies the range of activities and focus of FBLA-PBL, Inc. These events are based on projects developed from the goals of FBLA-PBL and the curricula of business education programs.

FBLA-PBL is committed to facilitating the transition of its members from their educational development into their career path. The Competitive Events Program plays a central role in delivering on this commitment. The program allows members to demonstrate and validate their mastery of essential business concepts, skills, and knowledge. In addition, members participating in this program will:

- demonstrate their career competencies, business knowledge, and job-related skills
- expand their leadership skills
- demonstrate their competitive spirit
- receive recognition for their achievements
- encourage community service

The FBLA-PBL Competitive Events Program is designed to correlate with the Business Education Curriculum Standards published by the National Business Education Association (NBEA), and the U.S. Department of Education Career Clusters. Each event's guideline pages indicate the specific NBEA Standard(s) and Career Cluster(s) the event addresses.



## GENERAL INFORMATION

The administration and conduct of FBLA-PBL's Competitive Events Program is vested in the national staff, under the direction of the NAP Committee. Members of the NAP Committee are selected based on their experience and expertise in the development and/or administration of competitive events. Committee members serve three-year terms and are responsible for approving event additions/deletions, ensuring events are current and relevant, developing guidelines for competitive events, and administering the FBLA Competitive Events Program at the National Leadership Conference (NLC).

The NAP Committee follows a deliberate process in reviewing and updating the FBLA Competitive Event Program. The review process is designed to respond in as

timely a fashion as possible to the changing environment in which business education finds itself, while ensuring appropriate input and participation from local and state advisers and members.

In general, the NAP Committee is committed to regular review of all competitive events. All events are evaluated following the NLC for administrative and operational improvements. In addition, each event is reviewed once every two years to ensure the content, focus, and objectives of the event continue to be relevant, timely, and appropriate to FBLA-PBL programs and objectives. Finally, the NAP Committee welcomes and encourages local and state advisers, members, or other interested parties to submit ideas for event improvements or additions. Individuals desiring to submit recommendations to the NAP Committee, or to make comments about the FBLA Competitive Events Program, are encouraged to review the procedures.

**REFERENCE: Recommending a New or Modified Competitive Event and Recommendation to Retire an Event COMPETITIVE-74.**

## CHANGES TO THIS EDITION

Please review these guidelines carefully for modifications and changes. The following list highlights the most significant changes made for the 2011–12 membership year.

### Competitive Event Revisions/ Modifications

- **Modified Events**—Marketing is a team event comprised of 2 to 3 participants; Electronic Career Portfolio is now a performance event; Entrepreneurship and Network Design are interactive/role play performance events
- **Desktop Publishing**—the finished product must be submitted in color
- **Rating Sheet Production Modifications**—Please review Rating Sheets for modifications.
- **Retired Event**—State Chapter Annual Business Report
- Media may be labeled using any method, but must include name of event, state, school, and participant(s) name
- For all events, a maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Students must bring a computer for E-Business, Electronic Career Portfolio, and Web Site Design.
- Any type of technology device (e.g. laptop, tablet, smartphone, etc.) may be used. The individual or team is responsible for the functionality of all technology devices.
- A LCD projector will be provided for appropriate events.

### Administrative and Procedural Reminders

- Each participant may compete in one chapter event as well as one individual or team event.
- Participants must bring a copy of the prejudged media sent if they want to include it in their performance.
- Performance attendance for prejudged events—presentation of the event must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- All changes to NLC competitive event participants must be made by the first Friday in June. Deletions are the only changes allowed on-site.
- For all events allowing equipment to be used, the equipment must be provided by the individual, team, or chapter for each event entered. A screen, table, LCD projector, and electrical power will be provided on-site. Internet access will be provided for E-business, Electronic Career Portfolio, and Web Site Design.
- Nongraphing calculators will be provided for all objective events.
- Preliminary performance events are not open to conference attendees.
- Each state may submit three (3) entries in all events requiring only objective tests.
- Each state may submit two (2) entries in all interview, speaking, computer production, prejudged, and performance events.
- Two (2) copies of the following reports or media must be received by the national center for judging by the second Friday in May—American Enterprise Project, Business Financial Plan, Business Plan, Community Service Project, Computer Game & Simulation Programming, Desktop Application Programming, Digital Design & Promotion, Digital Video Production, Local Chapter Annual Business Report, and Partnership with Business Project. All reports or media should contain the event name, student(s) name (for individual or team events), school name, state, and year of competition.
- Six (6) copies of application materials must be submitted by the second Friday in May for Future Business Leader and Job Interview.
- The Statement of Assurance must be submitted for Computer Game & Simulation Programming, Desktop Application Programming, Digital Design & Promotion, Digital Video Production, E-business, and Web Site Design by the second Friday in May.
- School-site testing is administered by each state chair/state adviser in different ways; however, all application school-site testing must be received by the national center for judging by the third Friday in May. These events include Accounting II, Computer Applications, Database Design and Applications, Desktop Publishing, Spreadsheet Applications, Word Processing I, and Word Processing II.
- Report projects must not have been submitted for a previous NLC.
- Send all national materials to FBLA-PBL, 1912 Association Drive, Reston, VA 20191



## SPECIAL NOTE TO ADVISERS AND ADMINISTRATORS

Chapter advisers and school administrators are encouraged to keep the following points in mind as they prepare their students for participation in the FBLA Competitive Events Program.

- ❑ Competitive events are excellent motivating devices; they help to instill the desire to learn and to achieve.
- ❑ To be the best generally requires innate ability, high motivation, and many hours of hard work.
- ❑ Travel and interaction with students from other schools are tremendous learning opportunities for students.
- ❑ Competitive events can be helpful in building school spirit and in publicizing a business program.
- ❑ Competitive events should not be used to determine curricula, teaching methodology, time spent on class activities, textbooks to be adopted, grading procedures, or for teacher evaluations.
- ❑ Excessive class time should not be spent on areas covered in competitive events at the expense of other subject matter that should be taught.
- ❑ Delaying contestant selection as long as possible is encouraged so more students are striving for mastery or excellence in a particular area.
- ❑ A teacher's competence or effectiveness should not be judged by the number of student winners. A teacher is not an excellent teacher simply because a student wins a competitive event.
- ❑ Likewise, the success of a local chapter should not be determined strictly by the performance of its members in competitive events. While an important element of the overall FBLA-PBL program, competitive events are just that—a part. Many activities and programs work together to build a successful chapter.
- ❑ Teachers should recognize the value of competitive events, maintain a professional attitude toward the events, and keep them in proper perspective.

### GENERAL GUIDELINES

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❑ **Dress Code.** Members must adhere to the dress code established by the board of directors in order to participate in a competitive event at the NLC. The dress code is also included in each conference guide.

**REFERENCE: FBLA-PBL Dress Code PROGRAMS-5.**

❑ **NLC Registration.** Members must be registered for the conference (following current registration guidelines) in order to participate in a competitive event.

❑ **National Dues.** All participants who enter a competitive event must have paid state and national dues by March 1 of the current school year.

❑ **Due Dates.** Event guidelines state all materials must be received at the national center no later than the end of business on the second Friday in May. It is the state chair's or state adviser's responsibility to forward these materials to the national center. The school-site production tests must be received by the national center no later than the end of business on the third Friday in May. All materials are sent to FBLA-PBL, Inc., 1912 Association Drive, Reston, VA 20191.

❑ **Additional Materials.** Reference manuals, textbooks, other resource materials, and electronic devices may not be taken to or used during competitive events. Exceptions to this rule are clearly identified in the guidelines for each individual event. For instance, when an event's guideline specifies materials or equipment that may be used (e.g., a 4" x 6" card or a calculator), only those materials or that equipment may be used. If an item is not listed, it is to be assumed that it is not allowed. Individual participants and participating teams must conform to this event regulation.

❑ **Recording of Presentations.** No audio or video recording devices will be allowed in any competitive event. Participants in the team performance events should be aware the national association reserves the right to record any performance for use in study or training materials.

❑ **Event Entry Forms.** The state chair, or designee, must certify the state's entries on the official online entry form(s) by the second Friday in May.

❑ **Event Verification.** Competitive event changes may not be made after the first Friday in June. Deletions are the only acceptable changes on-site.

❑ **Event Schedules.** Participants must report on time for their competitive event or be disqualified.

❑ **Competitive Event Results.** Unless specifically indicated in an individual event's guidelines, competitions at the national level will be judged using these procedures. In all cases where judges are involved in scoring an event, the decision of the judges is considered final. All announced results are final upon the conclusion of the NLC.

- **Individual Events (objective tests only).** Ties will be broken by comparing the performance of affected members on the last 10 questions of the exam, then time, then the next 10 questions.
- **Individual, Team, and Chapter Events (reports and performances).** All materials will be screened to ensure chapters have followed the guidelines. All materials sent to the national center will be prejudged. A separate panel of judges will evaluate the presentations. Final rank is determined by totaling the prejudged scores and the presentation scores. The project/report score will be used to break a tie.
- **Individual and Team Events (objective tests and performances).** The objective test portion of these events will be taken at the NLC. The performance portion, including written materials where appropriate, of these events will be evaluated by a panel of judges. The objective test will be used to break a tie.
- **Production Tests.** The score received on the objective portion and the school site test weight varies. Check the specific guidelines. A separate panel of judges evaluates the school site tests. Ties in these events will be broken by the production test score.

❑ **National Awards.** The event judges and/or the number of entries will determine the number of winners in the event. The maximum number of winners for each event, unless otherwise specified, will be ten (10).



## PREPARING FOR COMPETITION

NAP is a very exciting part of the FBLA-PBL year. Each state is allowed to send two (in some cases, three) representative(s) in each event. Members spend months preparing for the opportunity to shine nationally. The knowledge, experience, and motivation gained from competing makes every participant a winner. However, members can increase their chances by working with their advisers to ensure careful advanced preparation, adherence to all relevant guidelines and rules, and by following these tips.

### ☐ Comply with entry procedures and regulations.

- Check the status of membership dues. Students wishing to compete must be paid members by March 1. Each state sets its own eligibility deadline for district and state competitions.
- Ensure the entry forms are completed properly and submitted by the published deadline. This is the responsibility of the local adviser for district and state competitions and the state chair/state adviser for national competitions.

### ☐ Be familiar with the event guidelines.

- Check the current edition, contained in this handbook, of the FBLA Competitive Event Guidelines for a complete listing of individual, team, and chapter events.
- Make copies of the appropriate

guidelines and RATING SHEET. Check with your state chapter for modifications to the national guidelines for district or state competitions.

- Become completely familiar with the procedures to be followed in administering the event.
- Determine from the RATING SHEETS and guidelines exactly what areas will be judged.

### ☐ Identify and assemble needed resources.

- Obtain a variety of textbooks on your subject matter to study. FBLA-PBL provides a FBLA Competitive Event Study Guide with preparation tips and sample questions that can be ordered through the FBLA-PBL MarketPlace (1.866.325.2725).
- Contact former and current chapter members who have entered this event in previous years.
- Find mentors and other experts who can help you prepare.

### ☐ Prepare for competition.

- Where appropriate, involve faculty, other members, advisory committee members, and businesspeople. These are excellent resources—use them!
- Practice makes perfect! Try to recreate as realistically as possible

### ☐ Comply with competition regulations.

- Be familiar with the information to be provided and the deadlines to be met.
- Make sure copies of materials to be submitted to judges are error-free and that they are submitted in the proper format.
- Calculators supplied by the national center can be used in all objective events as appropriate.



## ELIGIBILITY GUIDELINES

☐ **Membership Status.** Competitive events are provided as a membership benefit for FBLA. Only those students who meet the official membership eligibility requirements and are on record with the national association as dues-paid members on or before March 1 are eligible to compete in these events. Membership in FBLA is unified on the local, state, and national levels and is not available separately. FBLA-PBL members may participate only in the competitive events associated with their affiliated divisions.

### ☐ Recognition and Chapter Events.

Recognition events generally are directed toward chapters and/or individuals other than members who have provided outstanding support for FBLA-PBL.

**REFERENCE: RECOGNITION.** In the rare case that a recognition event involves a member, such participation will not preclude that member from competing in another member or chapter event.

☐ **Open Events.** Each year at the NLC a variety of open events will be offered. Members can participate in one open event without any prerequisites.

☐ **Individual, Team, and Chapter Events.** A member may enter only one individual or team event and one chapter event with these exceptions:

- *National Parliamentarian.* A member taking the National Parliamentarian selection test is not classified as a competitive event participant and may compete in another event.
- *Who's Who.* A member nominated for Who's Who in FBLA, which is a recognition and not a member event, may compete in another event.

*guidelines continue*

## FBLA COMPETITIVE EVENTS

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### *Eligibility Guidelines continued*

❑ **Repeat Competitors.** Members may not repeat an event at the NLC. Exceptions to this regulation are as follows:

- *Modified Events.* An individual may not compete in the same event when the event is modified.
- *Team Events.* In the case of an entry submitted by a team, rather than an individual, one member of the team may have been involved in an entry submitted at one previous NLC to include Banking & Financial Systems, Business Ethics, Business Financial Plan, Business Plan, Business Presentation, Computer Game & Simulation Programming, Desktop Publishing, Digital Design & Promotion, Digital Video Production, E-business, Emerging Business Issues, Entrepreneurship, Global Business, Management Decision Making, Management Information Systems, Marketing, Network Design, and Web Site Design. Team members may not compete in the same event more than two (2) years at the national level.
- *Parliamentary Procedure.* Two members of the team may have competed in this event at a previous NLC, however, they may not compete in the same event more than two (2) years at the national level.
- *Individual Entry.* A member who has competed as an individual entry in either an individual or team event may not compete in the same event.
- *Pilot Events.* Participation in a pilot event does not disqualify a member from competing in the same event once it becomes an official competition. A person participating in a pilot event is not eligible to compete in another individual or team event.

❑ **Sequenced Events (Subject to change).** The following events are considered to be linked in a series. Once a member has competed at the NLC in the second or advanced event in the series, he/she may not subsequently compete in the first or introductory event. Event series impacted by this regulation include:

- Accounting I and Accounting II
- Business Math and Business Calculations
- Introduction to Business Communication and Business Communication
- Introduction to Parliamentary Procedure and Parliamentary Procedure
- Introduction to Technology Concepts and Technology Concepts
- Public Speaking I and Public Speaking II
- Word Processing I and Word Processing II

❑ **9th and 10th Grade Events.**

- Business Math
- FBLA Principles and Procedures
- Introduction to Business
- Introduction to Business Communications
- Introduction to Parliamentary Procedures
- Introduction to Technology Concepts
- Public Speaking I
- Word Processing I

❑ **Sequestered Final Events.** The following final events are sequestered: Banking & Financial Systems, Business Ethics, Client Service, Emerging Business Issues, Entrepreneurship, Global Business, Help Desk, Impromptu Speaking, Management Decision Making, Management Information Systems, Marketing, Network Design, and Parliamentary Procedure. Participants must report to the holding room prior to the first scheduled performance as indicated in the conference program.

- A participant or team is disqualified if they arrive after the first participant or team starts the performance.
- Sequestered participants must be escorted from room to room.
- No text messaging, e-mail, Internet use, or phone calls are allowed.
- Participants may bring food and drinks to the holding room.
- Sequestered participants may not communicate with outside individuals.

❑ **Event Guidelines.** The following guidelines apply to all competitive events in the class indicated. Please make sure that you review these guidelines carefully as they will be strictly enforced. Entries not adhering to these regulations, as well as any event-specific guidelines, will be disqualified. The state chair will receive notification of any disqualifications.



## ACCOUNTING I

*The accurate keeping of financial records is an ongoing activity in all types of businesses. This event provides recognition for FBLA members who demonstrate an understanding of and skill in basic accounting principles and procedures.*

### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Participants must not have had more than two (2) semesters (or one [1] semester equivalent to a full year in a block scheduling program) of high school accounting instruction.

### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

### Objective Test Competencies

- journalizing
- account classification
- terminology, concepts, and practices
- types of ownership
- posting
- income statement
- balance sheet
- worksheet
- bank reconciliation
- payroll
- depreciation
- manual and computerized systems
- ethics

### NBEA Standards Reinforced by Event

- Accounting: accounting cycle, accounting process, financial statements, special applications
- Computation: problem-solving applications, mathematical
- Economics and Personal Finance: personal decision making, managing finances and budgeting

**Career Clusters:** Business Management and Administration; Finance



## ACCOUNTING II

*The accurate keeping of financial records is a vital ongoing activity in all types of businesses. This event provides recognition for FBLA members who demonstrate an understanding of and skill in accounting principles and procedures as applied to sole proprietorships, partnerships, and corporations.*

### Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts to be eligible to win an award. A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided. The score received on this portion of the event will constitute 50 percent of the final event score.

One (1) hour will be given for the school-site production test at a site designated by the state chair/state adviser. Accounting or spreadsheet software must be used. Students may bring prepared templates which may include, but are not limited to a general journal, bank reconciliation, financial statements, and a worksheet. The score received on this portion of the event will constitute 50 percent of the final event score.

### Guidelines

- The school-site production portion of this event is administered prior to the NLC. The administration of the production test will be determined by your state chair/state adviser. Tests must be sent by the state chair/state adviser or designee and received by the national center for judging by the third Friday in May.
- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- Students may bring prepared templates to the production portion of the event.
- No reference materials are allowed.
- Calculators are not allowed on the production portion of the test.
- In case of a tie, the production test will be used to break the tie.

### Objective Test Competencies

- financial statements
- corporate accounting
- ratios and analysis
- accounts receivable and payable
- budgeting and cash flow
- cost accounting/manufacturing
- purchases and sales
- journalizing and posting
- income tax
- payroll
- inventory
- plant assets and depreciation
- departmentalized accounting
- ethics
- partnerships

### Production Test Competencies

- financial statements
- bank reconciliation
- payroll
- trial balance
- journalizing
- inventory
- depreciation
- adjusting/closing entries

### NBEA Standards Reinforced by Event

- Accounting: accounting cycle, financial statements, special applications, payroll and banking procedures, accounting process
- Computation: problem-solving applications, mathematical
- Career Development: career strategy
- Economics and Personal Finance: personal decision making, managing finances and budgeting

**Career Clusters:** Business Management and Administration; Finance



## AMERICAN ENTERPRISE PROJECT

### EDWARD D. MILLER AWARD

*The Edward D. Miller Award recognizes FBLA chapters that develop projects within the school and/or community that increase understanding of and support for the American enterprise system by developing an information/education program.*

#### Eligibility

Each state may submit two (2) entries from active local chapters (up to three [3] members), on record in the national center as having paid dues by March 1 of the current school year. Members representing their chapter in the presentation portion of this event may compete in one additional individual/team event.

#### Overview

This event consists of two (2) parts: a prejudged report and a performance component. Participants are required to complete both parts to be eligible to win an award.

The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation rather than individual participation. The event is not designed to raise money for the chapter. Rather, the intent is to help members learn more about the economic system under which they live and to then share their expertise in some way with others inside and/or outside of the school.

All entries will participate in the preliminary performance to explain the project development and implementation. Specifically the performance should address impact of project to the community, member involvement, and results of the project.

#### Report Guidelines

##### □ Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written project must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.

- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project doesn't adhere to the guidelines.

##### □ Report Cover

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (201x—1x)
- All reports must be bound (e.g., tape binding, spiral binding).

##### □ Report Contents

- Table of contents with page numbers.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages (a title page, divider pages, and appendices are optional and must be included in the page count).
- Copies should be sent rather than important documents. No items may be attached to any page in the report.

#### Performance Guidelines

##### □ Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. The report score will be used to break a tie.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
- Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
- The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.

*guidelines continue*

## FBLA COMPETITIVE EVENTS

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### *American Enterprise Project guidelines continued*

- All team members are expected to actively participate in the performance.
- Teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

#### **Final Performance**

- The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants of this event.

#### **Project Competencies**

- arrange report logically and in proper business style
- demonstrate good written communication skills
- describe project development and implementation

#### **Performance Competencies**

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- describe project development and implementation

#### **NBEA Standards Reinforced by Event**

- Communication: foundations, organizational
- Economics and Personal Finance: economic systems
- Entrepreneurship: economics
- Management: ethics and social responsibility, technology and information management

**Career Clusters:** Business Management and Administration;  
Information Technology

**REFERENCE: AMERICAN ENTERPRISE PROJECT—REPORT RATING SHEET-2.**

**REFERENCE: AMERICAN ENTERPRISE PROJECT—PERFORMANCE RATING SHEET-3**



## BANKING & FINANCIAL SYSTEMS

*Understanding how financial institutions and financial consulting and advisory services operate is important to successful business ownership and management, as well as to personal financial success. This event provides recognition for FBLA members who demonstrate an understanding of and skill in the general operations of the various components of the financial service sector.*

### Eligibility

Each state may enter two (2) teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in the event at a prior NLC.

### Overview

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Team members will take one (1) objective test collaboratively. Nongraphing calculators will be provided.

An interactive case study will be given consisting of a problem or scenario encountered in the banking or financial business community.

### Final Performance Guidelines

- The top fifteen (15) teams with the highest score on the objective test will advance to the final round. In the case of a tie, the objective test score will be used to break the tie.
- All teams will be sequestered before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance each participant will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- The performance is open to conference attendees who are not performing participants of this event.

### Objective Test Competencies

- concepts and practices
- basic terminology
- government regulation of financial services
- impact of technology on financial services
- types and differences between various institutions
- ethics
- careers in financial services
- taxation

### Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self confidence through knowledge of content and articulation of ideas
- explanation is logical and systematic

### NBEA Standards Reinforced by Event

- Accounting: financial statements, special applications
- Career Development: career strategy
- Computation: problem-solving applications
- Economics and Personal Finance: banking, buying goods and services, role of government, markets and prices, saving and investing
- Management: ethics and social responsibility, financial decision making

**Career Clusters:** Business Management and Administration; Finance

**REFERENCE:** Banking & Financial Systems—Performance RATING SHEET-4.



### BUSINESS CALCULATIONS

*Acquiring a high level of mathematics skill to solve business problems is a challenge for all prospective business employees. This event provides recognition for FBLA members who demonstrate an understanding of mathematical functions in business applications.*

#### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

#### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

#### Objective Test Competencies

- consumer credit
- mark-ups and discounts
- data analysis and reporting
- payroll
- interest rates
- investments
- taxes
- bank records
- insurance
- ratios and proportions
- depreciation
- inventory

#### NBEA Standards Reinforced by Event

- Accounting: special applications
- Computation: mathematical foundations, number relationships and operations, problem-solving applications, statistics and probability

**Career Cluster:** Finance



### BUSINESS COMMUNICATION

*Learning to communicate in a manner that is clearly understood by the receiver of the message is a major task of all businesspeople. This event provides recognition for FBLA members who work toward improving their business communication skills of writing, speaking, and listening.*

#### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

#### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

#### Objective Test Competencies

- nonverbal and oral communication
- communication concepts
- written and report application
- grammar
- reading comprehension
- editing and proofreading
- word definition and usage
- capitalization and punctuation
- spelling
- digital communication [e-mail, messaging, Netiquette]

#### NBEA Standards Reinforced by Event

- Communication: foundations, employment, organizational

**Career Clusters:** Business Management and Administration; Marketing



## BUSINESS ETHICS

*Ethical decisions are essential in the business world and the workplace. This team event recognizes FBLA members who demonstrate the ability to present solutions to ethical situations encountered in the business world and the workplace.*

### Eligibility

Each state may submit two (2) teams composed of two (2) to three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

### Overview

This event consists of a performance component. Each team will present and defend its positions related to an ethical dilemma.

### Performance Guidelines

#### Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Twenty (20) minutes before the performance, each team will receive the ethical dilemma.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.

- Team members should introduce themselves and describe the ethical situation. All team members must participate in the presentation.
- Teams have seven (7) minutes to present the ethical dilemma.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The preliminary performance is not open to conference attendees.

#### Final Performance

- All teams will be sequestered before the first performance to receive instructions and time assignments.
- The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants of this event

### Performance Competencies

- answer questions effectively
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- explanation is logical and systematic

### NBEA Standards Reinforced by Event

- Business Law: basics of the law
- Career Development: self-awareness
- Communication: foundations, organizational
- Information Technology: impact on society

**Career Cluster:** Business Management and Administration

**REFERENCE:** Business Ethics—Performance RATING SHEET-5.

## BUSINESS FINANCIAL PLAN

*Business financial planning is paramount to the success of any business enterprise. This event is designed to recognize FBLA members who possess the knowledge and skills needed to establish and develop a complete financial plan for a business venture. The financial plan requesting a loan from a financial institution must be economically and financially sound with a realistic time frame. In addition to learning and applying financial business decision-making skills, team participants develop business contacts, implement written and oral skills, and develop familiarity with procedures of financial institutions.*

### Eligibility

Each state may submit two (2) entries created by an individual or team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

### Overview

This event consists of two (2) parts: a prejudged report and a performance component. Participants are required to complete both parts to be eligible to win an award. A prejudged report should be developed based on the NLC topic given.

All participants will compete in a preliminary performance to explain the development of the financial plan.

### 2012 National Topic

The topic to be researched and presented during the 2012 NLC will be:

*You want to open your own independent sports memorabilia retail store called Sports Zone where you can sell spirit clothing and merchandise for local teams as well as for college teams and professional sports. You also live within 75 miles of three NCAA colleges with active athletic programs and a city with NFL, NBA, and MLB franchises. While the bulk of your merchandise will be centered on the teams in your area, you also want to have merchandise for many other college and professional teams. The local schools also would like you to stock spirit items for their local sports teams. You also want to be the supplier of uniforms for local recreation leagues. You would like to open your retail store in your local shopping mall which is looking to fill a vacancy for a 6,500 square foot store. You will need to purchase all the inventory*

*of your licensed clothing and merchandise and will need to have an area to fulfill orders for the local school and recreation teams.*

Ideally, this topic will also be used for competitions at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition.

### Report Guidelines

#### □ Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written plan must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written plan doesn't adhere to the guidelines.

#### □ Report Cover

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of student(s), name of the school, state, name of the event, and year (201x–1x).
- All reports must be bound (e.g., tape binding, spiral binding).

#### □ Report Contents

- A one-page description of the plan should be the first page of the report.
- Table of contents with page numbers.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page.
- Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 15 pages excluding front and back cover and the description. (A title page, divider pages, and appendices are optional and must be included in the page count.)
- Copies should be sent rather than important documents. No items may be attached to any page in the report.

*guidelines continue*

**Performance Guidelines**

**❑ Preliminary Performance**

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. The report score will be used to break a tie.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
- Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
- The individual or team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
- All individual or team members are expected to actively participate in the performance.
- Individuals or teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

**❑ Final Performance**

- The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees who are not performing participants of this event.

**Report Competencies**

- ❑ arrange report logically and in proper business style
- ❑ demonstrate good written communication skills
- ❑ describe project development and implementation
- ❑ explain need for the loan, type of loan, and the process of obtaining the loan

**Performance Competencies**

- ❑ answer questions effectively
- ❑ demonstrate ability to make a businesslike presentation
- ❑ demonstrate ability to work as a team
- ❑ demonstrate good verbal communication skills
- ❑ describe project development and implementation
- ❑ explanation is logical and systematic

**NBEA Standards Reinforced by Event**

- Accounting: financial statements, special applications, interpretation and use of data
- Communication: foundations, organizational
- Computation: statistics and probability, problem-solving applications
- Economics and Personal Finance: allocation of resources, markets and prices, banking, buying goods and services
- Management: management functions, financial decision making

**Career Clusters:** Business Management and Administration; Finance

**REFERENCE: Business Financial Plan—Report RATING SHEET-6.**

**REFERENCE: Business Financial Plan—Performance RATING SHEET-7.**



### BUSINESS LAW

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*This event provides recognition for FBLA members who are familiar with specific legal areas that most commonly affect personal and business relationships.*

#### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

#### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

#### Objective Test Competencies

- legal system
- contracts and sales
- business organization
- property laws

- agency and employment laws
- negotiable instruments, insurance, secured transactions, bankruptcy
- consumer and product/personal liability
- computer law
- domestic and personal law

#### NBEA Standards Reinforced by Event

- Business Law: basics of the law, contract law, commercial paper, insurance, bankruptcy, property law, computer law, wills and trusts, domestic relations
- International Business: global business environment
- Economics and Personal Finance: using credit, protecting against risk

**Career Clusters:** Business Management and Administration



### BUSINESS MATH

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*Acquiring the ability to solve common business mathematical problems is a basic skill needed by all prospective business employees. This event provides recognition for FBLA members who demonstrate an understanding of basic math functions needed in business.*

#### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 and 10 are eligible.

#### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

#### Objective Test Competencies

- basic math concepts
- consumer credit
- data analysis and probability
- fractions
- percentages
- discounts
- decimals

#### NBEA Standards Reinforced by Event

- Computation: mathematical foundations, number relationships and operations, problem-solving applications

**Career Clusters:** Business Management and Administration; Marketing

## BUSINESS PLAN

*Business plans are an effective tool for evaluating, organizing, and selling a new business concept. A well-developed business plan can be a key component of a successful business start-up. This event recognizes FBLA members who demonstrate an understanding and mastery of the process required in developing and implementing a new business venture.*

### Eligibility

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC. The project must not have been submitted for a previous NLC.

### Overview

This event consists of two (2) parts: a pre-judged report and a performance component. Participants are required to complete both parts to be eligible to win an award. A pre-judged report should be developed based on a proposed business venture or current business operation.

All participants will give a preliminary performance to explain the development of the business plan.

### Report Content

Business plans must not have been in operation for a period exceeding 12 months before the NLC. Reports should not be submitted that evaluate ongoing business ventures. An effective business plan should include the following information:

- **Executive Summary.** Provides a brief synopsis of the key points and strengths included in the plan. Convinces the reader to read the rest of the report.
- **Company Description.** Includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.
- **Industry Analysis.** Provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.

- **Target Market.** Provides a brief overview of the nature and accessibility of the target market.
- **Competitive Analysis.** Includes an honest and complete analysis of the business' competition. Demonstrates an understanding of the business' relative strengths and weaknesses.
- **Marketing Plan and Sales Strategy.** Demonstrates how the business' product or service will be marketed and sold. Includes both strategic and tactical elements of the marketing and sales approach.
- **Operations.** Provides an overview of the way the business will operate on a day-to-day basis. Includes production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
- **Management and Organization.** Describes the key participants in the new business venture. Identifies the human resources the business can draw upon either as part of the management team, employee pool, consultants, directors, or advisers and the role each will play in the business' development. Discusses compensation and incentives and details decision-making processes.
- **Long-Term Development.** Gives a clear vision for where the business will be in three, five, or more years. Demonstrates an honest and complete evaluation of the business' potential for success and failure. Identifies priorities for directing future business activities.
- **Financials.** Indicates the accounting methodology to be used by the business. Discusses any assumptions made in projecting future financial results. Presents projections honestly and conservatively.
- **Appendix.** In addition, many business plans include copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes) in an appendix. Other examples of these types of documents might include letters of intent or advance contracts, product technical descriptions and/or illustrations, endorsements, and the like.

### Report Guidelines

#### Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written plan must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project doesn't adhere to the guidelines.

#### Report Cover

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.

*guidelines continue*

## FBLA COMPETITIVE EVENTS

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### *Business Plan guidelines continued*

- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover.
- No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of student(s), name of the school, state, name of the event, and year (201x–1x).
- All reports must be bound (e.g., tape binding, spiral binding).

#### Report Contents

- Table of contents with page numbers.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be on 8<sup>1/2</sup>" x 11" paper. Each side of the paper providing information is counted as a page.
- Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)
- Copies should be sent rather than important documents. No items may be attached to any page in the report.

#### Performance Guidelines

##### Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. The report score will be used to break a tie.
- Five (5) minutes will be allowed to set up and remove equipment and presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
- Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
- The individual or team members must perform all aspects of the presentation (e.g., speaking, setup, operating

audiovisual equipment). Other representatives of the chapter may not provide assistance.

- Individuals or team members are expected to actively participate in the performance.
- Individuals or teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

##### Final Performance

- The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees who are not performing participants of this event.

#### Report Competencies

- arrange report logically and in proper business style
- demonstrate good written communication skills
- describe project development and implementation
- explain process of preparing the business plan, obstacles, and lessons learned
- provide information on market, analysis, organization, and development of business

#### Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

#### NBEA Standards Reinforced by Event

- Accounting: accounting process, financial statements, special applications
- Career Development: workplace expectations
- Communication: foundations, organizational, technological
- Economics and Personal Finance: markets and prices, managing finance and budgeting, protecting against risk
- Entrepreneurship: management, business plans
- Management: business organization, financial decision making
- Marketing: consumers and their behavior, marketing plan

**Career Clusters:** Business Management and Administration; Finance; Marketing

**REFERENCE:** Business Plan—Report RATING SHEET-8.

**REFERENCE:** Business Plan—Performance RATING SHEET-10.



## BUSINESS PRESENTATION

*Using technology to support a presentation can significantly enhance a business leader's effectiveness. This event provides recognition for FBLA members who demonstrate the ability to deliver an effective business presentation while using multimedia presentation technology.*

### Eligibility

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

### Overview

This event consists of a presentation given at the NLC.

### 2012 National Topic

The topic to be developed in this presentation and used for competition at the 2012 NLC will be:

*Create a presentation on the dangers of texting and driving to present to the senior class. This presentation will be given before the prom and graduation activities.*

Ideally, this topic will also be used for competitions at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition.

The presentation will be developed prior to the NLC and will be used when giving the business presentation.

**Copyright and Fair Use Information.** It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the format guide.

### Performance Guidelines

#### Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Student members, not advisers, must prepare presentations.
- The participant must use a presentation software program as an aid in delivering the business presentation.
- The individual or team must provide the computer for the presentation. A LCD projector will be provided.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items.
- Individuals or team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
- The individual or team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performance is not open to conference attendees.

#### Final Performance

- The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees who are not performing participants of this event.

### Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

### NBEA Standards Reinforced by Event

- Communication: technological, organizational
- Information Technology: application software, input technologies, information retrieval

**Career Cluster:** Business Management and Administration;  
Information Technology

**REFERENCE:** Business Presentation—Performance RATING SHEET-11.



### BUSINESS PROCEDURES

*Competency in performing daily tasks is a necessity in business. This event provides recognition for FBLA members who possess knowledge of basic skills and procedures and the ability to make intelligent business decisions.*

#### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

#### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

#### Objective Test Competencies

- human relations
- technology concepts
- business operations
- communication skills
- information processing
- decision making/management
- career development
- database information management
- ethics and safety
- finance

#### NBEA Standards Reinforced by Event

- Career Development: workplace expectations, career strategy
- Communication: foundations, employment, organizational
- Computation: problem-solving applications
- Economics and Personal Finance: personal decision making
- Information Technology: database management systems, information technology and major business functions, privacy and ethics

**Career Clusters:** Business Management and Administration;



### BUSINESSPERSON OF THE YEAR

*This national event recognizes outstanding leaders from the business sector who have contributed to the success of Future Business Leaders of America-Phi Beta Lambda on the local, state, and/or national levels.*

#### Eligibility

Each state may enter one (1) person in the Businessperson of the Year event. Nominees must be members of the business sector, not students or educators.

#### Overview

The entry form must be completed by the state chair or designee and must be mailed, with the nominee's biographical sketch, to include the bullets under the procedures section, to the FBLA-PBL National Center with the official event entry form by the second Friday in May.

Nominees for state and national Businessperson of the Year must be selected in

accordance with the regulations of the state chapter and national association. Nominees must be members of the business community. Persons who are students or full-time employees of educational institutions or departments of education are not eligible for this award; such nominees will be disqualified.

#### Guidelines

Criteria for selection of nominees at the state level should include, but is not limited to,

- Years of participation in FBLA-PBL activities
- Promotion of FBLA-PBL through presentations and seminars
- Contribution to local or state chapter projects and activities
- Financial assistance to and sponsorship of activities for local and/or state chapter(s)

The biographical sketch of each nominee should particularly address the above areas.

#### National Awards

All nominations received by the national association will be sent a certificate of recognition. Each nominee attending the NLC will be recognized during the conference.



## CLIENT SERVICE

*This event provides members with an opportunity to develop and demonstrate skills in interacting with internal and external clients to provide an outstanding client service experience. The client service consultant engages clients in conversations regarding products, handles inquiries, solves problems, and uncovers opportunities for additional assistance. Participants develop speaking ability and poise through presentation as well as critical-thinking skills.*

### Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

This event consists of an individual interactive simulation related to client service.

### Guidelines

#### Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Ten (10) minutes before the performance, each participant will receive the scenario.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation and will refer to the case for specifics. This is a role-play event.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes.
- The preliminary performance is not open to conference attendees.

#### Final Performance

- Individuals will be sequestered before the first performance to receive instructions and time assignments.
- The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees who are not performing participants of this event.

### Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- provide ways for client to solve their problem
- translate case into effective, efficient, and spontaneous action

### NBEA Standards Reinforced by Event

- Career Development: workplace expectations
- Communication: foundations, employment

**Career Clusters:** Business Management and Administration

**REFERENCE:** Client Service—Performance RATING SHEET-12.



## COMMUNITY SERVICE PROJECT

*This event recognizes FBLA chapters that successfully implement community service projects to serve the citizens of their community.*

### Eligibility

Each state may submit two (2) entries from active local chapters (up to three [3] members), on record in the national center as having paid dues by March 1 of the current school year. Members representing their chapters in the presentation portion of this event may compete in an additional individual/team event.

### Overview

This event consists of two (2) parts: a prejudged report and a performance component. Participants are required to complete all parts to be eligible to win an award.

Reports must describe one chapter project that serves the community. The project must be in the interest of the community and be designed for chapter participation rather than individual participation. Local chapters are encouraged to perform a wide range of service activities, but to focus on one project in detail for this report.

All entries will participate in the preliminary performance to explain the project development and implementation. Specifically, the performance should address the community served, member involvement, and results of the project.

### Report Guidelines

#### □ Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written project must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.

- Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.

#### □ Report Cover

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (201x–1x)
- All reports must be bound (e.g., tape binding, spiral binding).

#### □ Report Contents

- Table of contents with page numbers.
- Follow the RATING SHEET sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and must be included in the page count.)
- Copies should be sent rather than important original documents. No items may be attached to any page in the report.

### Performance Guidelines

#### □ Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. The report score will be used to break a tie.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
- Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
- The team members must perform all aspects of the presentations (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
- All team members are expected to actively participate in the performance.
- Teams will have seven (7) minutes to describe the project and the results obtained.

*guidelines continue*

*Community Service Project guidelines continued*

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

**Final Performance**

- The final guidelines are the same as the preliminary guidelines described above; the final performance is open conference attendees who are not performing participants of this event.

**Project Competencies**

- arrange report logically and in proper business style
- demonstrate good written communication skills
- describe project development and implementation

**Performance Competencies**

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

**NBEA Standards Reinforced by Event**

- Communication: foundations, technological
- Management: technology and information management
- Marketing: marketing plan

**Career Clusters:** Business Management and Administration; Information Technology

**REFERENCE: Community Service Report—Report RATING SHEET-13.**  
**REFERENCE: Community Service Report—Performance RATING SHEET-14.**

### **COMPUTER APPLICATIONS**

*Knowledge of computer applications is a necessity in today's high-tech business world. Employees must be able to apply various computer applications in a business environment using critical-thinking and decision-making skills. This event provides recognition for FBLA members who can most efficiently demonstrate computer application skills.*

#### **Eligibility**

Each state may enter two (2) participants who are members of active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

#### **Overview**

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete all parts to be eligible to win an award.

A one (1) hour objective test will be administered based on the objective test competencies. The score received on this portion of the event will constitute 15 percent of the final event score. Nongraphing calculators will be provided.

Two (2) hours will be given for the school-site production test at a site designated by the state chair/state adviser. The score received on this portion of the event will constitute 85 percent of the final score. Tests must be sent by the state chair/state adviser or designee and received by the national center for judging by the third Friday in May.

#### **Guidelines**

- The school-site production portion of this event is administered prior to the NLC. The administration of the production test will be determined by your state chair/state adviser.
- The following reference materials are allowed at the test site: dictionaries and the Format Guide.

- Documents produced for this event must be prepared by the FBLA competitors, without help from the adviser or any other person.
- Calculators are not allowed on the school-site production portion of the event.
- In case of a tie, the school-site production test will be used to break the tie.

#### **Objective Test Competencies**

- basic computer terminology and concepts
- presentation, publishing and multimedia applications
- security
- basic application knowledge and word processing
- e-mail, integrated and collaboration applications
- netiquette and legal issues
- spreadsheet and database applications
- formatting, grammar, punctuation, spelling, and proofreading

#### **Production Competencies**

- database—creating a database; applying various functions such as searching, querying, etc.
- spreadsheets—applying functions such as move, combine, format, creating and applying formulas
- presentation—preparing text slides with graphics
- business graphics—bar, line, pie, exploded pie, stacked bar
- word processing—letters, memorandums, tables, reports, or other type of word processing problems

#### **NBEA Standards Reinforced by Event**

- Communication: technological, foundations
- Information Technology: impact on society, information retrieval, privacy and ethics, database management system, computer architecture, operating systems, environment and utilities, input technology, application software

**Career Cluster:** Information Technology



## COMPUTER GAME & SIMULATION PROGRAMMING

*Interactive computer games and simulations have achieved broad acceptance and implementation in a wide variety of business and educational disciplines. Buried within many of these programs is a message that advances the player's experience from simple entertainment to edutainment. This event tests the programmer's skill in designing a functional interactive simulation/game that will both entertain and educate/inform the player.*

### Eligibility

Each state may enter two (2) entries created by an individual or team of two (2) or three (3) members who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

### Overview

This event consists of two (2) parts: a prejudged program and a performance component. Participants are required to complete both parts to be eligible to win an award. The program must address the topic given. Performances should describe the program completed. Specifically, the performance should address the program creation, processes used, and results of the program.

All participants will compete in a preliminary performance.

### 2012 National Topic

The program to be developed in this presentation and used for competition at the 2012 NLC will be:

*Develop an entertaining simulation/game that will incorporate training or skill development for financial literacy. Genre and format of game is open to imagination and innovation of the design team. Quiz show, RPG, shopping, and more are all acceptable. Gear the game to high school students.*

Ideally this topic will also be used for competition at the state level. Chapters should check with their state adviser to confirm the topics to be used for their state competition.

### Program Guidelines

#### ❑ Prejudged Program

- The participant may choose any programming language or game/animation engine to create a stand alone executable program that will display creativity, programming skill, and convey the message of the topic.
- Two (2) copies of program must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- The program must contain minimally the following:
  - Minimum of five missions/tasks/levels to be completed before winning or completing the game.
  - Must be graphical in nature, not text based.
  - An initial title page with the game title, user interface control instructions, and active buttons for Play and Quit.
  - A quit command programmed to the escape key. This is needed if the player wants to end the game before completing.
- Two (2) DVDs or USB flash drives containing the executable object, data or support files needed to run the executable file, and files showing the programming code (can be text or flowchart files that can be opened using Microsoft Office 2007), must be received by the national center for judging by the second Friday in May along with a Statement of Assurance. Label the media with the school, participant name, state, and event.
- All data and programs should be contained in a master folder named STATE\_ SCHOOL where your state and school are listed in that folder name format. Outside of the master folder, create a shortcut to the executable file. If the program requires a runtime player, create a shortcut outside the master folder to launch the runtime player installer.
- Program must run on Windows XP or higher computer.
- Data must be free of viruses/malware. Any entry with contaminated data will not be judged.
- Program produced for this event must be prepared by the participants without help.

### Performance Guidelines

#### ❑ Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. The program score will be used to break a tie.
- The participant must provide the computer for the presentation, including a copy of the program. A LCD projector will be provided.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items.
- The individual or team has seven (7) minutes to present the program.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.

*guidelines continue*

## FBLA COMPETITIVE EVENTS

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### *Computer Game & Simulation Programming guidelines continued*

- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Preliminary performances are not open to conference attendees.

#### **Final Performance**

The final guidelines are the same as the preliminary guidelines described above; the final performance is open to conference attendees who are not performing participants of this event.

#### **Project Competencies**

- program addresses the topic and is appropriate for the audience
- required information is effectively communicated
- user interface is intuitive and responsive to program operations
- navigation is logical and designed to lead the player to the intended objective
- program demonstrates a finished and well tuned product free of artifacts and glitches
- gameplay incorporates both entertainment and edutainment play within topic specifications
- game world graphics, text treatment, and special effects show creativity and cohesiveness of design
- artistry, character, overall layout, color choice and design is creative and appealing to the target audience
- program contains some element of skill, chance, competition, or random actions that will inspire replay more than once
- player interactions with other characters, objects, obstacles, and iconic graphics are appropriate to the topic and create a feeling of immersion within the game world
- storyline is sufficient to engage player and communicate a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- player tasks are non-trivial and receive appropriate rewards
- copyright laws are followed

#### **Performance Competencies**

- explanation of the program is logical and systematic
- understanding of the programming logic and coding is evident
- design process is effectively communicated
- tips, techniques, and tools used are presented including identifying the most difficult programming task(s) completed and explanation of the scenario/logic used to overcome and implement these tasks
- presentation is professionally presented
- self-confidence apparent through knowledge of content and articulation of ideas
- questions are effectively answered

#### **NBEA Standards Reinforced by Event**

- Information Technology: computer architecture; operating systems, environments, and utilities; systems analysis and design; communications and networking infrastructures; network applications
- Management: technology and information management

#### **Career Cluster:** Information Technology

**REFERENCE: Computer Game & Simulation Programming—Production RATING SHEET-15.**

**REFERENCE: Computer Game & Simulation Programming—Performance RATING SHEET-16.**



## COMPUTER PROBLEM SOLVING

*Having a broad base of knowledge and competencies in core hardware and operating system technologies including installation, configuration, diagnostics, preventative maintenance, and basic networking is an important element for today's computer savvy individual.*

### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

### Objective Test Competencies

- operating systems
- networks
- personal computer components
- security
- safety and environmental issues
- laptop and portable devices
- printers and scanners

### NBEA Standards Reinforced by Event

- Information Technology: computer architecture; operating systems, environments, and utilities; application software

**Career Cluster:** Information Technology



## CYBER SECURITY

*With the increased use of the Internet for browsing, researching, information gathering, and e-commerce, information and cyber security has become a growing concern for businesses throughout our global economy. This event recognizes FBLA members who understand security needs for technology.*

### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

### Objective Test Competencies

- computer attacks (Eg. virus, spam, spyware, trojans, hijackers, worms)
- network security
- e-mail security
- authentication
- intrusion detection
- public key
- disaster recovery
- physical security
- forensics security
- cryptography
- firewalls

### NBEA Standards Reinforced by Event

- Information Technology: application software, input technologies, information technology and major business functions, network applications, privacy and ethics

**Career Cluster:** Information Technology



## DATABASE DESIGN & APPLICATIONS

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*Databases are necessary to organize data and information in business. This event recognizes FBLA members who demonstrate that they have acquired entry-level skills for understanding database usage and development in business.*

### Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts to be eligible to win an award.

A one (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 15 percent of the final event score. Nongraphing calculators will be provided.

One (1) hour will be given for the school-site production test at a site designated by the state chair/state adviser. The score received on this portion of the event will constitute 85 percent of the final score. Tests must be sent by the state chair/state adviser or designee and received by the national center for judging by the third Friday in May.

### Guidelines

- The production portion of this event is administered prior to the NLC. The administration of the production test will be determined by your state chair/state adviser.
- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- No reference materials are allowed.
- Calculators are not allowed on the school-site production portion of the event.
- The school-site production test will be used to break a tie.

### Objective Test Competencies

- data definitions/terminology
- query development
- table relationships (include referential integrity)
- form development
- reports (sorts, group, graphics, calculations)

### Production Competencies

- design of multiple table databases (selection of tables, fields and data types, ER diagrams, relationships)
- creation of tables and inserting data into tables
- development of single table SQL statements
- development of multiple table SQL statements
- creation of forms/reports

### NBEA Standards Reinforced by Event

- Computation: problem-solving applications
- Information Technology: information technology and major business functions, application software, input technologies information retrieval, database management systems

**Career Clusters:** Business Management and Administration; Information Technology



## DESKTOP APPLICATION PROGRAMMING

Certain types of accounting processes require that each record in the file be processed. Desktop Application Programming focuses on these procedural style processing systems. This event tests the programmer's skill in designing a useful, efficient, and effective program in the area described below.

### Eligibility

Each state chapter may enter two (2) participants who are from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

This event consists of two (2) parts: a prejudged program and a performance component. Participant(s) are required to complete both parts to be eligible to win an award. The program must address the topic given. Performances should describe the program completed. Specifically, the performance should address the program creation, processes used, and results of the program.

All entries will participate in the preliminary performance to explain the project development and implementation

### 2012 National Topic

Your school has a lending library with resources to assist students with preparing for student organization competitive events and career related projects. You have been contacted to create an application that keeps track of the items in the lending library. Types of items in the library include, but are not limited to, books, magazines, DVDs, and CDs.

For this program you will create four comma separated data files as described below. You must save your data files as text (\*.txt) files. You will need to choose appropriate data types to store and manipulate your data while running the program.

### DATA FILES

You must be able to differentiate between different types of items. To help with this, you will create a data file called TYPES that contains one record for each type of item in the lending library. This data file should contain two fields as follows:

- unique code for the type of item (abbreviation)
- description of type

It is necessary to keep track of all the items you have in the lending library; therefore, you will need to create a data file called LIBRARY that contains one record for each item in the lending library. This data file should contain five fields as follows:

- unique number for each item in the lending library (can be an auto number)
- type of item (must match a code from the TYPES data file)
- title of the item
- author/singer/publisher (author(s) or singer(s) where available otherwise publisher in the case of magazines, movies, etc.)
- published date (month/year)

In order to determine who is borrowing items from the lending library, you will create another data file called PATRONS. The PATRONS data file will keep track of all people who can potentially borrow items from the lending library and will contain one record for each person. This data file should contain nine fields as follows:

- unique number for each patron (can be an auto number or a user name type entry)
- first name, last name, e-mail address, phone number, street address, city, state, and zip code

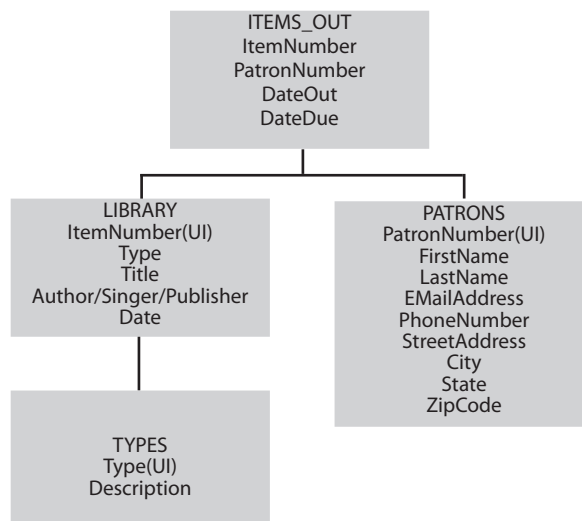
Finally, you must keep track of the items that have been borrowed from the lending library. You will create a data file that tracks these items called ITEMS\_OUT with a record for each item borrowed containing four fields as follows.

- item number (populated from the LIBRARY data file)
- patron number (populated from the PATRONS data file)
- date checked out
- date due (two weeks after check out date)

### REPORTS

Your program should run the following reports which should be viewable on screen and in printed formatted with the specifications listed for each report:

- all lending library items sorted by title and type
- all items checked out sorted by date due (each date should print on a separate sheet), type, and patron (each patron should print on a separate sheet)



guidelines continue

## FBLA COMPETITIVE EVENTS

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### *Desktop Application Programming guidelines continued*

Ideally, this topic will also be used for competitions at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition.

### **Program Guidelines**

#### **❑ Prejudged Program**

- The participant may choose any programming language.
- Two (2) DVDs or USB flash drives containing the executable object, data, program documentation (including but not limited to, execution instructions, system requirements, and text files for all program code—see [http://en.wikipedia.org/wiki/Software\\_documentation](http://en.wikipedia.org/wiki/Software_documentation)) and support files needed to run the executable file to be received by the national center for judging by the second Friday in May along with a Statement of Assurance. The solution must run standalone with no programming errors. The judge will copy the contents of the CD/DVD/USB to C:\NLCDesktop\. The program must be designed so that the program will run when copied to a hard drive with this path. Label the media with the school, participant name, state, and event.
- Program must run on Windows XP or higher.
- Data must be free of viruses/malware. Any entry with contaminated data will not be judged.
- Program produced for this event must be prepared by the participant without help.

### **Performance Guidelines**

#### **❑ Preliminary Performance**

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. The program score will be used to break a tie.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- The participant must provide the computer for the presentation including a copy of the program. A LCD projector will be provided.
- The individual will have seven (7) minutes to describe the program.

- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
- Preliminary performances are not open to conference attendees.

#### **❑ Final Performance**

- The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees who are not performing participants in the event.

### **Project Competencies**

- development of topic is logical and creative
- code is commented at appropriate points
- interface is a logical arrangement and contains all necessary information
- program runs without error

### **Performance Competencies**

- explanation of the program is logical and systematic
- understanding of the programming logic and coding is evident
- design process effectively communicated
- tips, techniques, and tools used are presented including identifying the most difficult programming task(s) completed and explanation of the scenario/logic used to overcome and implement these tasks
- professional presentation
- self-confidence apparent through knowledge of content and articulation of ideas
- effectively answer questions

### **NBEA Standards Reinforced by Event**

- Information Technology: computer architecture; operating systems, environments, and utilities; systems analysis and design; communications and networking infrastructures; network applications
- Management: technology and information management

**Career Clusters:** Business Management and Administration; Information Technology

**REFERENCE: Desktop Application Programming—Production RATING SHEET-17.**

**REFERENCE: Desktop Application Programming—Performance RATING SHEET-18.**



## DESKTOP PUBLISHING

*Knowledge of desktop publishing is vital in many aspects of today's visual business publications. This event provides recognition to FBLA members who can most effectively demonstrate skills in the areas of desktop publishing, creativity, and decision making.*

### Eligibility

Each state may submit two (2) teams composed of two (2) individuals from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) member may have participated at a prior NLC.

### Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete both parts to be eligible to win an award.

A one (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 15 percent of the final event score. If one team member is not present at the NLC, the other team member may be allowed to take the objective test; however, both team members must be registered for the NLC and have taken the production test. The objective test is a collaborative test. Nongraphing calculators will be provided.

Two (2) hours will be given for the school-site production test at a site designated by the state chair/state adviser. The score received on this portion of the event will constitute 85 percent of the final score. Tests must be sent by the state chair/state adviser or designee and received by the national center for judging by the third Friday in May.

### Guidelines

- The school-site production portion of this event is administered prior to the NLC. The administration of the production test will be determined by your state chair/state adviser.
- The team of two participants for this competitive event may use two computers. The participants may also choose to use a scanner and the Internet to download freeware pictures.
- Documents produced for this event must be prepared by the participants without help from the adviser or any other person.
- No reference materials are allowed.
- The finished product must be submitted in color.
- Calculators are not allowed on the school-site production test.
- The school-site production test will be used to break a tie.
- Refer to copyright guidelines found in the Format Guide.

### Objective Test Competencies

- basic desktop terminology and concepts
- related desktop application knowledge
- digital imaging and graphics
- desktop layout rules and standards
- safety, ethics, and legal issues
- print process
- message presentation, accuracy, and proofreading

### Production Competencies

- documents address topic and are appropriate for the audience
- required information is effectively communicated
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- appropriate selection of fonts and type sizes
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea

### NBEA Standards Reinforced by Event

- Communication: foundations, technological
- Information Technology: information technology and major business functions, application software, input technologies, information retrieval

## DIGITAL DESIGN & PROMOTION

*An essential part of today's business world is commercial design and promotion; therefore, the preparation of computer-based digital art is paramount to the production of quality copy used for promotional purposes.*

### Eligibility

Each state may submit two (2) individuals or teams composed of two (2) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

### Overview

This event consists of two (2) parts: a pre-judged promotional piece and a presentation component. Participants are required to complete both parts to be eligible for an award.

All entries will participate in the preliminary performance to explain the project development and implementation

### 2012 National Topic

The topic to be addressed and developed for competition at the 2012 NLC will be:

*You will develop a full promotional package for the Lancaster Youth Center (or you may substitute a local youth center in your community), a local youth association. This is a safe place that provides an alcohol, tobacco, and drug free environment for youth to gather, to be themselves, and to find their voice in the community. The association provides after-school activities for youth in grades 6-12.*

*You should have a primary logo design and six supporting designs that show how the logo would be incorporated in the following: (1) a long horizontal format, (2) a long vertical format, (3) a full page advertisement, (4) a small version of the logo to go on clothing merchandise, (5) a black and white logo, and (6) a three-color logo that could be used for three-color printing*

Ideally, this topic also will be used for competition at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition.

### Copyright and Fair Use Information

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

### Guidelines

#### ❑ Prejudged Project

- Projects must address the given topic. Student members, not advisers, must prepare projects.
- Participants should place emphasis on graphic interpretation of the topic and design.
- You may not use any words, diagrams, clipart, and/or artwork that are not public domain.
- Logo must be saved in JPEG, GIF, EPS, or AI format.
- Graphics should be computer generated.
- Media should be clearly labeled with the name of the event, state, participants' name(s), and school.
- A Statement of Assurance entry form must be completed and submitted by the state chair or designee and received by the second Friday in May along with two (2) DVDs or USB flash drives.
- Members are expected to follow all applicable copyright laws.

### Performance Guidelines

#### ❑ Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. The project score will be used to break a tie.
- Presentation of the entry must be conducted by participants who authored the event. In case of a team event, at least one author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutions will be allowed.
- The presentation will be the opportunity for the students to “sell” their design and include an explanation of the choices made in the design.
- Participants are responsible for bringing a copy of the project submitted to use in the onsite presentation.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- The individual or team must provide the computer for the presentation. A LCD projector will be provided. Five (5) minutes will be allowed to set up and remove equipment and/or presentation items.
- The individual or team has seven (7) minutes to present to a panel of judges and sell the logo and tag line concept.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.

*guidelines continue*

*Digital Design & Promotion guidelines continued*

- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

**Final Performance**

- The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees who are not performing participants in this event.

**Project Competencies**

- create a digital design promotional logo and tag line for given topic
- demonstrate appropriate graphic design rules
- show creativity and cohesiveness of design and tag line
- develop creative and appealing layout and design
- use appropriate artwork and design techniques to address the given topic
- use effective colors, layout, and design

**Performance Competencies**

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

**NBEA Standards Reinforced by Event**

- Career Development
- Communication: technological
- Marketing: promotion and sales
- Information Technology: graphic design

**Career Cluster:** Business Management and Administration; Information Technology; Marketing

**REFERENCE: Digital Design & Promotion—Production RATING SHEET-19.**

**REFERENCE: Digital Design & Promotion—Performance RATING SHEET-20.**

 **DIGITAL VIDEO PRODUCTION**

*Digital video has become a prominent and effective way of conveying new ideas and products. This event provides recognition for FBLA members who demonstrate the ability to create an effective video to present an idea to a specific audience.*

**Eligibility**

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

**Overview**

This event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts to be eligible to win an award. A prejudged project should be developed based on the national topic listed.

All participants will compete in a preliminary performance to explain the development and contents of the digital production. All participants must complete both parts of the event to be eligible to win an award.

**2012 National Topic**

The topic to be developed in this presentation and submitted for competition at the 2012 NLC will be:

*Create an educational video on the dangers of texting and driving to present at an assembly program to students at your school.*

Ideally, this topic will also be used for competition at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition. The presentation may include, but is not limited to, elements such as graphics, pictures, music, voice over, sound, and text.

**Copyright and Fair Use Information.** It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

**Project Guidelines**

**Prejudged Project**

- Presentations must properly develop the given topic. Student members, not advisers, must prepare presentations.
- Presentations should be at least two (2) and no more than four (4) minutes in length.
- The production may use any method to capture or create moving images.
- A Statement of Assurance entry form must be completed and submitted by the state chair or designee and received by the second Friday in May along with (2) DVDs or USB flash drives.

*guidelines continue*

## FBLA COMPETITIVE EVENTS

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### *Digital Video Production guidelines continued*

- Media should be clearly labeled with the name of the event, state, participants' name(s), and school.
- Members are expected to follow all applicable copyright laws.

### **Performance Guidelines**

#### **❑ Preliminary Performance**

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. The project score will be used to break a tie.
- The video production will be prejudged according to the Rating Sheet.
- Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- The presentation is an explanation of the digital video production.
- The digital video or portions of the video may be shown to the judges. The presentation should include, but not be limited to: sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.
- Participants are responsible for bringing a copy of the project submitted to use in the onsite presentation.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Five minutes (5) will be allowed to set up and remove equipment and/or presentation items. The participants must provide all equipment for the presentation.

- Teams will have seven (7) minutes to describe the project.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

#### **❑ Final Performance**

- The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees who are not performing participants of this event.

### **Project Competencies**

- document addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- required information is effectively communicated
- copyright laws followed

### **Performance Competencies**

- develop the presentation of topic logically and systematically
- communicate the design process
- explain the tips, techniques, and tools used
- demonstrate good voice quality and diction
- display self-confidence through knowledge of content and articulation of ideas
- effectively answer questions

### **NBEA Standards Reinforced by Event**

- Communication: technological, organizational
- Information Technology: information technology and major business functions, application software, input technologies, information retrieval

**Career Cluster:** Information Technology

**REFERENCE: Digital Video Production—Production RATING SHEET-21.**

**REFERENCE: Digital Video Production—Performance RATING SHEET-22.**

## E-BUSINESS

*One critical element in a business' success in today's global market is the ability to sell products and services to the consumer via the Internet. This event recognizes FBLA members who have developed proficiency in the creation and design of Web commerce sites.*

### Eligibility

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

### Overview

This event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts to be eligible to win an award. A prejudged project should be developed based on the national topic listed.

All participants will compete in a preliminary performance to explain their Web site. Participants must complete both parts of the event to be eligible to win an award.

### 2012 National Topic

The topic to be addressed for E-business developed for competition at the 2012 NLC will be:

*Your FBLA chapter has been approached by the school's administration to boost participation at school events by creating an on-line ticketing system for all school events: sports, music, drama, etc. The site may be real or fictional. Included in the site should be a navigation bar to allow participants to view event venues (auditoriums, stadiums, gymnasiums, etc), view upcoming events, view open seats for each event, select seats, and purchase seats for all events. It also must offer a shopping cart, pricing, and payment information (including payment options), mailing options (including local pickup), and security/service information. You are not expected to have a live payment link.*

Ideally, this topic will also be used for competitions at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition.

**Copyright and Fair Use Information.** It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

### Project Guidelines

#### □ Prejudged Project

- Student members, not advisers, must prepare projects.
- If using a shopping cart, it doesn't need to be active.
- A Statement of Assurance form must be completed and submitted by the state chair or designee and received by the national center by the second Friday of May.
- The Web site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the official entry date (second Friday in May). Judging of the E-business site will take place before the NLC.
- Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws. Use of templates must be identified.
- A Statement of Assurance entry form must be completed and submitted by the state chair or designee and received by the national center by the second Friday in May.
- E-business sites should be designed to allow for viewing by as many different platforms as possible.

### Performance Guidelines

#### □ Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. The Web site score will be used to break a tie.
- The presentation is an explanation of the E-business Web site, and the Web site may be shown to the judges when explaining the site. The teams or individuals will be able to access their URL. The explanation should include, but not be limited to: development of the topic; development and design process; use and implementation of innovative technology; use and development of media elements; and copyright issues with pictures, music, and other items.
- Presentation of the entry must be conducted by participant(s) who authored the event. In the case of a team event, at least one author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
- The individual or team must provide the computer for the presentation. A LCD projector and Internet access will be provided. Five (5) minutes will be allowed to setup and remove the equipment.
- The individual or team has five (5) minutes to present.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the timekeeper will

*guidelines continue*

## FBLA COMPETITIVE EVENTS

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### *E-business guidelines continued*

- record the time used, noting a deduction of five (5) points for any time over five (5) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

#### **Final Performance**

- The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants of this event.

#### **Project Competencies**

- document addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea

- required information is effectively communicated
- copyright laws followed
- web site functions without error

#### **Performance Competencies**

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

#### **NBEA Standards Reinforced by Event**

- Communication: technological
- Economics and Personal Finance: allocation of resources, markets and prices, buying goods and services
- Entrepreneurship: marketing
- Information Technology: input technologies, network applications, privacy and ethics
- Marketing: consumers and their behavior, the marketing mix

**Career Clusters:** Business Management and Administration; Finance; Information Technology; Marketing

**REFERENCE: E-business—Production RATING SHEET-23.**

**REFERENCE: E-business—Performance RATING SHEET-24.**



## **ECONOMICS**

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*This event provides recognition for FBLA members who can identify, understand, and apply economic principles to contemporary social, political, and ecological problems.*

#### **Eligibility**

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

#### **Overview**

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

#### **Objective Test Competencies**

- basic economic concepts and principles
- productivity
- macroeconomics

- market structures (monopoly, oligopoly, etc.)
- investments and interest rates
- role of government
- monetary and fiscal policy
- types of businesses/economic institutions
- business cycles/circular flow
- supply and demand
- international trade/global economics

#### **NBEA Standards Reinforced by Event**

- Economics and Personal Finance: allocation of resources, economic systems, economic institutions and incentives, markets and prices, market structures, productivity, role of government, international economic concepts
- Entrepreneurship: economics, aggregate supply and demand
- International Business: global business environment
- Management: organized labor

**Career Clusters:** Business Management and Administration; Finance; Marketing



## ELECTRONIC CAREER PORTFOLIO—MODIFIED

*An electronic career portfolio is a collection of work in an electronic format that tells the story of an individual including achievements, growth, vision, reflection, skills, experience, education, training, and career goals. It is a tool that gives a complete picture of who you are and includes your experiences, education, accomplishments and what you have the potential to become—much more than just a letter of application and résumé can provide.*

### Eligibility

Each state may enter two (2) participants who are members of active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

This event consists of a presentation given at the NLC focusing on career research and student readiness. The electronic career portfolio will be presented to a panel of judges.

### Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Student members, not advisers, must prepare electronic career portfolios.
- The presentation is an explanation of the chosen career search and supporting materials.
- The students may present their portfolio using a DVD, USB flash drive, or by accessing it via the Internet.
- Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
- The participant must provide the computer for the presentation. A LCD projector and Internet access will be provided. Five (5) minutes will be allowed to set up and remove the equipment.
- All information should reflect the student's accomplishments and experiences. No fictitious information should be presented.
- The portfolio must include: a résumé or data sheet and a career summary. The career summary should include career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement).

- Sample materials also must be included in the portfolio. These samples must include, but are not limited to, the following:
  - Career-Related Education: Describe career-related education that enhances employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to job.
  - Educational Enhancement: Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences.
  - Examples of Special Skills: Includes up to five examples of special skills, talents, and/or abilities related to job and career goals. These may be in any format but must fit within the dimensions of the portfolio. Audio and/or video recordings may be included in the portfolio.
- The individual has seven (7) minutes to present.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question/answer period.
- Preliminary performances are not open to conference attendees.

### Final Performance

The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees who are not performing participants of this event.

### Project Competencies

- demonstrate an understanding of the event
- demonstrate good verbal communication skills
- demonstrate ability to make a professional presentation
- explanation is logical and systematic
- develop a career plan
- communicate design process effectively
- demonstrate knowledge of employability skills and trends

### NBEA Standards Reinforced by Event

- Career Development: workplace expectations
- Communication: foundations, employment
- Information Technology: information retrieval, privacy and ethics, application software

**Career Clusters:** Business Management and Administration; Information Technology

**REFERENCE:** Electronic Career Portfolio—Performance RATING SHEET-25.

## EMERGING BUSINESS ISSUES

*This event provides FBLA members with an opportunity to develop and demonstrate skills in researching and presenting an emerging business issue. The event is based on team rather than individual participation. In addition to learning research skills, team participants develop speaking ability and poise through oral presentations.*

### Eligibility

Each state may enter two (2) teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

### Overview

This event consists of a presentation for the topic listed taking the affirmative or negative argument.

### 2012 National Topic

The topic to be researched and presented during the 2012 NLC will be:

*Marketers are always looking for better ways to gather information about target markets and increase product sales. With the rise of social networking sites such as Facebook and LinkedIn, marketers are able to use “a new form of behavioral targeting—a kind of conversational eavesdropping analysis.” The issue has been raised that these techniques invade privacy. Be prepared to argue the affirmative, that yes, marketers should be able to collect information via Facebook and LinkedIn; or be prepared to argue the negative, that using information collected from personal posts on Facebook and LinkedIn is an invasion of privacy.*

Participants will be expected to research the topic prior to the conference and be prepared to present either an affirmative or negative argument, based on random selection at the NLC. Ideally this topic will also be used for competition at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition.

### Performance Guidelines

#### Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.

- Each team’s presentation must be the result of its own independent work. Facts and working data may be secured from any source.
- The student members, not advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.
- Team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their preparations.
- Teams will be permitted to bring prepared notes to the preparation and presentation areas. In addition, two (2) 4” x 6” blank note cards will also be provided for each team member and may be used during the preparation and performance of the presentation. Information may be written on both sides of the note cards. Note cards will not be collected.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams will have five (5) minutes to present the case. All team members must participate in the presentation.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over five (5) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- The preliminary performance is not open to conference attendees.

#### Final Performance

- Teams will be sequestered in the final round.
- The final guidelines are the same as the preliminary guidelines described above except the team members will be sequestered until performance time. The final performance is open to conference attendees, who are not performing participants of this event.

### Performance Competencies

- answer questions effectively
- arguments are persuasive and relevant to topic
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

### NBEA Standards Reinforced by Event

- Communication: foundations, employment
- Economic and Personal Finance: market structures, role of government, personal decision making
- International Business: global business environment
- Management: ethics and social responsibility, financial decision making

**Career Cluster:** Business Management and Administration

**REFERENCE: Emerging Business Issues—Performance RATING SHEET-26.**

## ENTREPRENEURSHIP—MODIFIED

*Owning and managing a business is the goal of many Americans. This event recognizes FBLA members who demonstrate the knowledge and skills needed to establish and manage a business. This event is based on team rather than individual participation. In addition to learning and applying business decision-making skills, team participants develop speaking ability and poise through oral presentations.*

### Eligibility

Each state may submit two (2) teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

### Overview

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Team members will take one objective test collaboratively. Nongraphing calculators will be provided.

An interactive case study will be given and consist of a decision-making problem encountered by entrepreneurs in one or more of the following areas: business planning, human relations, financial management, and marketing. All the questions raised in the case must be addressed during the presentation.

### Final Performance Guidelines

- The top fifteen (15) teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.
- All teams will be sequestered before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids,

or electronic devices may be brought to or used during the preparation or performance.

- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- The final performance is open to conference attendees, who are not performing participants of this event.

### Objective Test Competencies

- business plan
- community/business relations
- legal issues
- initial capital and credit
- personnel management
- financial management
- marketing management
- taxes
- government regulations

### Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self confidence through knowledge of content and articulation of ideas
- explanation is logical and systematic

### NBEA Standards Reinforced by Event

- Accounting: the accounting process, special applications
- Communication: foundations, organizational
- Entrepreneurship: marketing, economics, finance, accounting, global market, legal, business plans
- Management: management functions, human resource management
- Marketing: foundations of marketing, the marketing mix, the marketing plan

**Career Clusters:** Business Management and Administration; Marketing

**REFERENCE:** Entrepreneurship—Performance RATING SHEET-27.



### FBLA PRINCIPLES AND PROCEDURES

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*Members in FBLA should be knowledgeable about the association and the information found in the official publications. This event provides recognition for FBLA members who are interested in learning about the background and current information of FBLA.*

#### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

Only members enrolled in grades 9 through 10 as of May 20 of the current school year are eligible.

#### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

#### Objective Test Competencies

- FBLA organization, bylaws, and handbook
- FBLA national competitive events guidelines
- FBLA national publications
- FBLA creed and national goals



### FUTURE BUSINESS LEADER

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*This event honors outstanding FBLA members who have demonstrated leadership qualities, participation in FBLA, and evidence of knowledge and skills essential for successful careers in business.*

#### Eligibility

Each state may enter two (2) participants who are members from an active local chapter and are on record in the national center as having paid dues by March 1 of the current school year.

#### Overview

This event consists of three (3) parts: submission of a letter of application and résumé, an objective test, and an interview.

A letter of application and résumé must be submitted in six folders prior to the NLC by the state chair/state adviser or designee and received by the national center by the second Friday in May.

Participants are required to complete all parts to be eligible to win an award. A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

#### Guidelines

##### Letter and Résumé

- Six (6) copies of the following items must be submitted by the second Friday in May for national competitors:
  - A one-page letter of application (original or copy) for the award addressed to Ms. Jean Buckley, President and CEO, FBLA-PBL, Inc., 1912 Association Drive, Reston, VA 20191. The letter should state the reasons the participant is deserving of the honor of this award.
  - A brief résumé (original or copy) not to exceed two (2) pages.
  - Photographs are not allowed.
- All copies of the above materials must be submitted in six (6) standard file folders. The tab of the folders must be labeled with the event title, participant's name, state, and school. Include participant's name on all pages submitted.
- A deduction of five (5) points will be made from the score of participants who submit materials by the stated deadline but do not adhere to the event guidelines.

##### Preliminary Interview

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Participants will be scheduled for a ten (10) minute preliminary interview.
- Judges will be provided with a copy of each participant's application materials. No additional items can be brought into the interview or left with the judges.
- Preliminary finalists will be determined by the objective test score and the interview score.
- No items, reference materials, visual aids or electronic devices may be brought or used during the interview.

##### Final Interview

- The final guidelines are the same as the preliminary guidelines described above except the interview time is fifteen (15) minutes.

*guidelines continue*

*Future Business Leader guidelines continued*

**Objective Test Competencies**

- general concepts to include accounting, banking, business procedures, communications, economics, ethics, global business, law, management, marketing, math and technology
- FBLA-PBL history, programs, and bylaws
- parliamentary procedure

**Performance Competencies**

- demonstrate good verbal communication skills
- answer questions effectively
- display self confidence through knowledge of content and articulation of ideas

**NBEA Standards Reinforced by Event**

- Accounting: the accounting cycle, the accounting process
- Business Law: basics of the law
- Career Development: workplace expectations
- Communication: foundations, social, employment, organizational
- Computation: mathematical, problem-solving applications
- Entrepreneurship: entrepreneurs and entrepreneurial opportunities
- International Business: foundations of international business
- Management: management functions
- Marketing: foundations of marketing

**Career Clusters:** Business Management and Administration; Information Technology; Marketing

**REFERENCE: Future Business Leader—Interview Preliminary RATING SHEET-28.**

**REFERENCE: Future Business Leader—Interview Final RATING SHEET-29.**



**GLOBAL BUSINESS**

*The global economy is a complex, continually flowing and constantly changing network of information, goods, services, and cultures. Most nations rely on other nations for natural resources to supply their needs and wants. Global business also provides new markets and investment opportunities as well as promotion of better relationships.*

**Eligibility**

Each state may submit two (2) entries composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

**Overview**

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Team members will take one objective test collaboratively. Nongraphing calculators will be provided.

The interactive case study will be given and consist of a problem encountered in the international/global arena. All the questions raised in the case must be addressed during the presentation.

**Final Performance Guidelines**

- The top fifteen (15) teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.
- All teams will be sequestered before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- The final performance is open to conference attendees, who are not performing participants of this event.

**Objective Test Competencies**

- basic international concepts
- ownership and management
- marketing
- finance

*guidelines continue*

## FBLA COMPETITIVE EVENTS

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### *Global Business guidelines continued*

- communication (including culture and language)
- treaties and trade agreements
- legal issues
- human resource management
- ethics
- taxes and government regulations
- currency exchange
- international travel
- career development

### **Performance Competencies**

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills

- demonstrate good verbal communication skills
- display self confidence through knowledge of content and articulation of ideas
- explanation is logical and systematic

### **NBEA Standards Reinforced by Event**

- Accounting: the accounting cycle
- Economics and Personal Finance: economic systems, international economic concepts
- Entrepreneurship: global markets
- International Business: foundations of international business, organization structures for international business activities, international trade relations, international management, international marketing, international finance
- Management: global perspective
- Marketing: foundations of marketing, the marketing mix

**Career Clusters:** Business Management and Administration; Finance; Government and Public Administration; Marketing

**REFERENCE:** Global Business—Performance RATING SHEET-30.



## **GOLD SEAL CHAPTER AWARD OF MERIT**

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### **HOLLIS AND KITTY GUY AWARD**

*The Hollis and Kitty Guy Award recognizes outstanding local chapters that have actively participated in projects and programs identified with the goals of FBLA-PBL.*

#### **Eligibility**

Active local chapters must be nominated by the state chair and be on record in the national center as having paid dues by March 1 of the current school year.

#### **Guidelines**

- The state chair or designee must complete the entry form and certify the chapters listed have met their state's Gold Seal Award of Merit criteria.
- Each state may select two (2) chapters or up to 15 percent of its total number of active local chapters, whichever is greater. (If the percentage results in a fractional number, it is rounded to the next higher number—e.g., 3.2 or 3.6 would be 4.)
- Prior to nomination, each local chapter must submit a copy of the Local Chapter Annual Business Report to the state chair/state adviser.
- If no state chapter exists, nominations may be made directly to the national center.

#### **Suggested Criteria**

The following items should serve as a guide for the state chapter in the evaluation process. Criteria may include:

- Paid state and national dues by October 20
- Conducted projects or programs identified with the goals of FBLA-PBL
- Recruited professional members
- Sent representatives to FBLA conferences sponsored by the state chapter and national association
- Participated in the Business Achievement Awards Program
- Encouraged other schools to organize FBLA or PBL chapters
- Participated in state and national project(s) for the current year
- Planned visits to business and industry
- Conducted financial development projects, if allowed by school administration
- Invited businesspersons and other professionals to become involved in chapter activities
- Promoted FBLA-PBL
- Conducted a public relations program in the school and community and documented the activities with newspaper clippings and reports of radio/TV coverage

Upon receipt of nominations, the national office records will be audited for adherence to the regulations.

#### **National Awards**

The number of nominations verified by the national office determines the number of awards presented at the NLC.



## HEALTH CARE ADMINISTRATION

*Health care administrators manage the business side of health services, ensuring the effective use of resources to ensure the best medical care to the community. These skills include managing office activities, enhancing communication skills, identifying legal and ethical issues in health care practices, managing financial functions, and enhancing employability skills. This event recognizes FBLA members who have the ability to help people in the health care field.*

### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

### Objective Test Competencies

- managing office activities
- enhancing communication skills
- identifying legal and ethical issues in health care practices
- managing financial functions
- enhancing employability skills

### NBEA Standards Reinforced by Event

- Communication: workplace and technological communication
- Management: ethics and social responsibility, personal management skills

**Career Clusters:** Business Management and Administration; Health Science



## HELP DESK

*The ability to provide technical assistance to the users of computer hardware and software is essential to the success of any organization and its continued operation. This event provides recognition for FBLA members who demonstrate an understanding of and ability to provide technical assistance to end users.*

### Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on competencies listed. Participants are required to complete both parts of the event to be eligible to win an award.

An interactive/role-play situation will be given based on customer service in the technical field.

### Guidelines

#### Final Performance

- The top fifteen (15) individuals with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.

- All participants will be sequestered before the first performance to receive instructions and time assignments.
- Ten (10) minutes before the performance, each participant will receive the scenario.
- Two (2) 4" x 6" note cards will be provided for each participant and may be used during the preparation and performance of the scenario. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The participant has five (5) minutes to interact with a panel of judges and demonstrate how he/she would solve the problem. The judges will play the role of the second party in the presentation and will refer to the case for specifics. This is a role play event.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes.
- The final performance is open to conference attendees who are not performing participants of this event.

### Objective Test Competencies

- introduction help desk concepts
- help desk operations
- people component: help desk roles and responsibilities (customer service, difficult customers, stress, listening and communication skills)
- process component: help desk process and procedures – (training, user needs, analysis, and assessment)
- information component: help desk performance measures (troubleshooting, solving and preventing problems, types of software— call management, resolution, reporting tools, common problems)

*guidelines continue*

## FBLA COMPETITIVE EVENTS

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*Help Desk guidelines continued*

- help desk setting
- customer support as a profession

### **Performance Competencies**

- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- provide ways for client to solve their problem
- translate case into effective, efficient, and spontaneous action
- resolve conflict resolution

### **NBEA Standards Reinforced by Event**

- Communication: foundations, employment
- Information Technology: information retrieval, privacy and ethics, application software

**Career Clusters:** Business Management and Administration; Information Technology

**REFERENCE:** Help Desk—Performance RATING SHEET-31.



## HOSPITALITY MANAGEMENT

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*Hospitality is an important aspect of business and society. This event provides recognition to FBLA members who have the ability to help other people enjoy both leisure and business travel and events.*

### **Eligibility**

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### **Overview**

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

### **Objective Test Competencies**

- hospitality operation and management functions
- hotel sales process
- hospitality marketing concepts

- human resource management in the hospitality industry
- environmental, ethical, and global issues
- customer service in the hospitality industry
- legal issues, financial management, and budgeting
- current hospitality industry trends
- types of hospitality markets and customers

### **NBEA Standards Reinforced by Event**

- Accounting: financial analysis
- Business Law: environmental law and energy regulation
- Communication: workplace communication
- Information Technology: database management systems
- Management: ethics and social responsibility, human resource management, industry analysis
- Marketing: the marketing plan

**Career Clusters:** Hospitality & Tourism, Business Management & Administration



## IMPROMPTU SPEAKING

*The ability to express one's thoughts without prior preparation is a valuable asset, as are poise, self-confidence, and organization of facts. This event recognizes FBLA members who develop qualities of business leadership by combining quick and clear thinking with conversational speaking.*

### Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

Participants will be given a topic related to one or more of the following: FBLA-PBL Goals, FBLA-PBL activities, FBLA-PBL current national programs, current events, and/or relevant business topics. The goals include:

- Develop competent, aggressive business leadership
- Strengthen the confidence of students in themselves and their work
- Create more interest in and understanding of the American business enterprise
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community
- Develop character, prepare for useful citizenship, and foster patriotism
- Encourage and practice efficient money management
- Encourage scholarship and promote school loyalty
- Assist students in the establishment of occupational goals
- Facilitate the transition from school to work

### Performance Guidelines

#### Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number of participants from each group—will advance to the final round.
- Participants will be given the topic and have ten (10) minutes to prepare their speeches prior to appearing before the judges. All participants will address the same topic in their speeches.
- Two (2) 4" x 6" note cards will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the note card. Note cards will be collected following the presentation.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or presentation.
- Each speech should be four (4) minutes in length.
- A timekeeper will stand at three (3) minutes and again at four (4) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 3:31 or over 4:29 minutes.
- The preliminary performance is not open to conference attendees.

#### Final Performance

- All participants will be sequestered in the final round before the first performance to receive instructions and time assignment.
- The final guidelines are the same as the preliminary guidelines described above; the final performance is open to conference attendees who are not performing participants of this event.

### Performance Competencies

- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- display self confidence through knowledge of content and articulation of ideas
- explanation is logical and systematic

### NBEA Standards Reinforced by Event

- Communication: foundations, social

**Career Clusters:** Business Management and Administration; Marketing

**REFERENCE:** Impromptu Speaking—Performance RATING SHEET-32.



### INTRODUCTION TO BUSINESS

*Students discover the roles of business in the free enterprise system and the global economy. Students will learn basic financial concepts of banking, insurance, credit, investments and learn to make sound decisions as consumers. In addition, FBLA members will learn the real-world impact of technology, effective communication, and interpersonal skills.*

#### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 and 10 are eligible.

#### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

#### Objective Test Competencies

- money management, banking, and investments
- consumerism
- characteristics and organization of business
- economic systems
- rights and responsibilities of employees, managers, owners, and government
- career awareness
- global (international) business
- ethics
- insurance

#### NBEA Standards Reinforced by Event

- Career Development: career research, workplace expectations
- Computation: mathematical foundations
- Economics and Personal Finance: allocation of resources, economic systems, managing finances and budgeting, saving and investing, banking, using credit
- Entrepreneurship: entrepreneurs and entrepreneurial opportunities
- Management: business organization
- Marketing: foundations of marketing

**Career Clusters:** Business Management and Administration; Finance; Marketing



### INTRODUCTION TO BUSINESS COMMUNICATION

*Learning to communicate in a manner that is clearly understood by the receiver of the message is a major task of all businesspeople. This event provides recognition for FBLA members who demonstrate an understanding of basic communication skills and concepts.*

#### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 and 10 are eligible.

#### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

#### Objective Test Competencies

- grammar
- punctuation and capitalization
- oral communication concepts
- reading comprehension
- word definition and usage
- proofreading and editing
- spelling

#### NBEA Standards Reinforced by Event

- Communication: foundations, employment, organizations

**Career Clusters:** Business Management and Administration; Marketing



## INTRODUCTION TO PARLIAMENTARY PROCEDURE

*This event recognizes FBLA members who demonstrate knowledge of basic principles of parliamentary procedure along with an understanding of FBLA's organization and procedures.*

### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 and 10 are eligible.

### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

### Objective Test Competencies

- parliamentary procedure principles (Through a partnership with the National Association of Parliamentarians, questions for the parliamentary procedure principles portion of the exam will be drawn from National Association of Parliamentarian's official test bank.)
- FBLA Bylaws

**Career Cluster:** Business Management and Administration



## INTRODUCTION TO TECHNOLOGY CONCEPTS

*The processing of data is important to the successful operation of business. This event provides recognition for FBLA members who understand the basic principles involved in computer technology.*

### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only the members enrolled in grades 9 and 10 are eligible.

### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

### Objective Test Competencies

- computer application concepts
- basic computer principles terminology
- programming basic concepts (structure, logic)
- computer equipment
- safety and security

### NBEA Standards Reinforced by Event

- Information Technology: operating systems, environments and utilities, application software, input technologies

**Career Cluster:** Information Technology



## JOB INTERVIEW

*This event recognizes FBLA members who demonstrate proficiency in applying for employment in business.*

### Eligibility

Each state may submit two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

This event consists of two (2) parts: a letter of application, résumé, and a job application form; and an interview. Participants are required to complete all parts to be eligible to win an award. A letter of application, résumé, and job application must be submitted in six folders prior to the NLC by the state chair or designee and received by the national center by the second Friday in May.

Each participant must apply for a business or business-related job at Merit Corporation. The job must be one for which he/she is now qualified or for which he/she will be qualified at the completion of the current school year.

### Guidelines

#### Letter, Résumé, Job Application

- Participants will apply for a position at Merit Corporation. Merit Corporation is a large fictional national corporation headquartered in Washington, DC. Company benefits include paid holidays and vacations, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer.
- Six (6) copies of the following items must be submitted by the second Friday in May:
  - A one-page letter of application (original or copy) from the participant addressed to: Dr. Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, DC 20041
  - A brief résumé (original or copy) not to exceed two (2) pages.
  - Photographs are not allowed.

- A job application must be completed. Download the form at [www.fbla-pbl.org](http://www.fbla-pbl.org), click on FBLA, Competitive Events.
- All copies of the above materials must be submitted in six (6) standard file folders. The tab of the folders must be labeled with the event title, participant's name, state, and school. Include participant's name on all pages submitted.
- A deduction of five (5) points will be made from the score of participants who submit materials, but do not adhere to the event guidelines.
- Student members, not advisers, must prepare all materials.

### Interview Guidelines

#### Preliminary Interview

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Participants will be scheduled for a ten (10) minute preliminary interview.
- Judges will be provided with a copy of each participant's application materials. No additional items can be brought into the interview or left with the judges.

#### Final Interview

- The final guidelines are the same as the preliminary guidelines described above except the interview time is fifteen (15) minutes.

### Performance Competencies

- ability answer questions effectively
- demonstrate and use good communication skills
- exhibit a professional and poised appearance
- communicate career knowledge and plans

### NBEA Standards Reinforced by Event

- Career Development: self awareness, career research, workplace expectations, career strategies
- Communications: employment

**Career Clusters:** Business Management and Administration; Marketing

**REFERENCE:** Job Interview—Interview RATING SHEET-33.



## LOCAL CHAPTER ANNUAL BUSINESS REPORT

### HAMDEN L. FORKNER AWARD

*Business reports are used extensively to inform management, staff, stockholders, and the general public about all aspects of the business. The Hamden L. Forkner Award recognizes FBLA chapters that effectively summarize their year's activities. The event provides participants with valuable experience in preparing annual business reports.*

#### Eligibility

Each state may submit two (2) reports from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

#### Overview

The report should include the chapter's annual business; follow the RATING SHEET sequence in writing the report. Projects used for other FBLA reports may be included.

#### Report Guidelines

##### Report—General

- Student members, not advisers, must prepare reports.
- Two (2) copies of the written report must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project doesn't adhere to the guidelines.
- This event is prejudged before the NLC.

##### Report Cover

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (201x–1x)
- All reports must be bound (e.g., tape binding, spiral binding).

##### Report Contents

- Table of contents with page numbers.
- Letter to membership by chapter president.
- Follow the RATING SHEET sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and are included in the page count.)
- No items may be attached to any page in the report.

#### Report Competencies

- arrange report in proper business style and logically arranged
- correct spelling and grammar
- describe report development
- explain local chapter organization and characteristics of chapter
- document productivity and recognition of chapter

#### NBEA Standards Reinforced by Event

- Communication: foundations, technological
- Information Technology: application software
- Marketing: foundations

**Career Clusters:** Business Management and Administration; Information Technology; Marketing

**REFERENCE:** Local Chapter Annual Business Report—Report RATING SHEET-34.

## MANAGEMENT DECISION MAKING

*Making critical decisions that provide the right direction and a winning position in today's business world is essential to good management. Business executives must make high-quality, nearly instantaneous decisions all the time. The ability to make the right decisions concerning vision, growth, resources, strengths, and weaknesses leads to a successful business. It is management's responsibility to manage for today and tomorrow, to manage for optimum efficiency, and to manage to compete in the marketplace.*

### Eligibility

Each state may submit two (2) teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have entered this event at a prior NLC.

### Overview

This event consists of two (2) parts: an objective test and a performance component.

A one (1) hour objective test will be administered based on the competencies. Team members will take one objective test collaboratively. Nongraphing calculators will be provided.

An interactive case study will be given concerning a problem encountered by managers in one of the following areas: human resource management, financial management, marketing management, or information systems management. Members of the team will assume the role(s) of management and present a solution to the case problem.

### Final Performance Guidelines

- The top fifteen (15) teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.
- All teams will be sequestered before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information

may be written on both sides of the note cards. Note cards will be collected following the presentation.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and will refer to the case for specifics. All team members must participate. This is a role-play event.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- Performances are open to conference attendees who are not performing participants of this event.

### Objective Test Competencies

- information and communication systems
- human resource management
- financial management
- business operations
- management functions and environment
- business ownership and law
- strategic management
- ethics and social responsibility
- marketing
- economic concepts
- careers

### Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self confidence through knowledge of content and articulation of ideas
- explanation is logical and systematic

### NBEA Standards Reinforced by Event

- Accounting: financial statements, special applications
- Business Law: business organizations
- Communications: foundations, organizational
- Economics and Personal Finance: economic systems, markets and prices
- Entrepreneurship: entrepreneurs and entrepreneurial opportunities
- Information Technology: impact on society
- Management: management functions, business organization, ethics and social responsibility, management theories, financial decision making

**Career Clusters:** Business Management and Administration; Marketing

**REFERENCE:** Management Decision Making—Performance RATING SHEET-35.



## MANAGEMENT INFORMATION SYSTEMS

*The ability to design and implement an information system solution to effectively manage vast amounts of information is a valuable skill that leads to the success of many business entities today. The use of technology to develop these information systems plays a crucial role in a business' ability to compete in today's business environment. This event provides recognition for FBLA members who demonstrate an understanding of and ability to apply these skills.*

### Eligibility

Each state may submit two (2) teams composed of two (2) to three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have entered this event at a prior NLC.

### Overview

This event consists of two (2) parts: an objective test and a performance component.

A one (1) hour objective test will be administered based on the competencies listed. Team members will take one objective test collaboratively. Nongraphing calculators will be provided.

An interactive case study will be given concerning a decision-making problem outlining a small business and its informational environment and needs. Participants will then analyze the situation and recommend an information system solution to address the issues raised.

### Final Performance Guidelines

- The top fifteen (15) teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.
- All teams will be sequestered before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information

may be written on both sides of the note cards. Note cards will be collected following the presentation.

- A flip chart and markers will be provided.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams have seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and will refer to the case for specifics. All team members must participate. This is a role-play event.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- The final performance is open to conference attendees who are not performing participants of this event.

### Objective Test Competencies

- systems analysis and design
- database management and modeling concepts
- object-oriented analysis and design
- user interfaces
- system controls
- defining system and business requirements

### Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self confidence through knowledge of content and articulation of ideas
- explanation is logical and systematic

### NBEA Standards Reinforced by Event

- Communication: technological, organizational
- Information Technology: computer architecture, operating systems, environments, and utilities, systems analysis and design, communications and networking infrastructures, network applications
- Management: technology and information management

**Career Clusters:** Business Management and Administration, Information Technology

**REFERENCE: Management Information Systems—Performance RATING SHEET-36.**



## MARKETING—MODIFIED

*Marketing involves the distribution of products and services to the consumer. This event provides recognition for FBLA members who possess knowledge of the basic principles of marketing.*

### Eligibility

Each state may submit two (2) teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have entered this event at a prior NLC

### Overview

This event consists of two (2) parts: an objective test and a performance component. Team members will take one objective test collaboratively. Nongraphing calculators will be provided.

An interactive case study will be given concerning a marketing problem. Participants will present a solution to the problem.

### Final Performance Guidelines

- The top fifteen (15) teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.
- Teams will be sequestered before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, the team will receive the case study.
- Two (2) 4" x 6" note cards will be provided and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- The final performance is open to conference attendees who are not performing participants of this event.

### Objective Test Competencies

- basic marketing fundamentals (price, product, place, and promotion)
- economics
- selling and merchandising
- channels of distribution
- marketing, information research and planning
- promotion, and advertising media
- legal, ethical, and social aspects of marketing
- e-commerce

### Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self confidence through knowledge of content and articulation of ideas
- explanation is logical and systematic

### NBEA Standards Reinforced by Event

- Entrepreneurship: marketing, legal
- Marketing: foundations of marketing, consumers and their behavior, external factors, the marketing mix, marketing research, the marketing plan

**Career Clusters:** Business Management and Administration; Marketing

**REFERENCE:** Marketing—Performance RATING SHEET-37.



## NETWORK DESIGN—MODIFIED

*The ability to evaluate the needs of an organization and then design and implement network solutions is a valuable skill in today's connected workplace. This event provides recognition for FBLA members who demonstrate an understanding of and ability to apply these skills.*

### Eligibility

Each state may submit two (2) teams composed of two (2) to three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have entered this event at a prior NLC.

### Overview

This event consists of two (2) parts: an objective test and a performance component.

A one (1) hour objective test will be administered based on the competencies listed. Team members will take one objective test collaboratively. Nongraphing calculators will be provided.

An interactive case study will be given outlining a small organization and its computing environment and needs. Participants will then be required to analyze the situation and recommend a network solution to address the issues raised in the case study.

### Final Performance Guidelines

- The top fifteen (15) teams with the highest score on the objective test will advance to the final round. The objective test score will be used to break a tie.
- All teams will be sequestered before the first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. They will be collected following the presentation.

- A flip chart and markers will be provided.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. This is a role-play event.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case. All team members are expected to actively participate in the performance.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.
- The final performance is open to conference attendees who are not performing participants of this event.

### Objective Test Competencies

- network installation—planning, configuration, and topology
- problem solving and troubleshooting
- network administrator functions
- configuration of Internet resources
- backup and disaster recovery
- configuring network resources and services
- security

### Performance Competencies

- analyze the computing environment and needs
- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- display self confidence through knowledge of content and articulation of ideas
- explanation is logical and systematic

### NBEA Standards Reinforced by Event

- Communication: technological, organizational
- Information Technology: computer architecture, operating systems, environments, and utilities, systems analysis and design, communications and networking infrastructures, network applications
- Management: technology and information management

**Career Cluster:** Information Technology

**REFERENCE:** Network Design—Performance RATING SHEET-38.



### NETWORKING CONCEPTS

*Acquiring a high level of familiarization and proficiency in working with networks is essential in today's connected workplace. This event provides recognition for FBLA members who have an understanding of network technologies.*

#### Eligibility

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

#### Overview

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

#### Objective Test Competencies

- general network terminology and concepts
- network operating system concepts
- equipment for network access (firewall, DSU/CSU, T1, WiFi, etc.)
- OSI model and functionality
- network topologies and connectivity
- network security

#### NBEA Standards Reinforced by Event

- Information Technology: computer architecture, operating systems, environments, and utilities, systems analysis and design, communications and networking infrastructures, network applications
- Management: technology and information management

**Career Cluster:** Information Technology



## PARLIAMENTARY PROCEDURE

### DOROTHY L. TRAVIS AWARD

*The Dorothy L. Travis Award recognizes FBLA members who demonstrate knowledge of the principles of parliamentary procedure. This event is based on team rather than individual competition. Team participants develop speaking ability and poise through competitive performance.*

#### Eligibility

Each state may submit two (2) teams composed of four (4) or five (5) persons (a president, vice president, secretary, treasurer, and an additional member) from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than two (2) members may have participated at a prior NLC.

Selection of the national parliamentarian is made from those team members or eligible candidates who score highest on the national parliamentary procedures exam and who meet all other appropriate criteria. Refer to the *National Officer Candidate Guide* for specific candidate requirements and procedures.

#### Overview

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Through a partnership with the National Association of Parliamentarians (NAP), questions for the parliamentary procedure principles section of the exam will be drawn from NAP's official test bank. The team score is determined by averaging the scores of its members.

The case problem will be given to simulate a regular chapter meeting. The examination and performance criteria for this event will be based on *Robert's Rules of Order, Newly Revised* (Copyright 2000).

#### Final Performance Guidelines

- The top fifteen (15) teams with the highest average score on the objective test will advance to the final round. In the case of a tie, the objective test score will break a tie.

- All teams will be sequestered before their first performance to receive instructions and time assignments.
- Twenty (20) minutes before the performance, each team will receive the case study.
- The team may use the preparation time to consider procedure. Parliamentary procedure reference materials may be used during this preparation period but not during the performance itself. The following items may be taken into the preparation room and may be used in the performance room: a copy of the problem for each team member (given in the preparation room), the treasurer's report, and a copy of the minutes from a preceding meeting. Participants are not to write on the copy of the problem.
- Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the case must be included in the appropriate order of business, but other items should also be taken up during the meeting. During the performance the secretary will take notes, but the notes will not be transcribed into minutes.
- No reference materials, visual aids, or electronic devices may be brought to or used during the performance.
- The problem may or may not include each class of motions, but all five classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.
- Performance time may be from nine (9) to eleven (11) minutes. A timekeeper will stand at eight (8) minutes. When each team is finished the time used will be recorded, noting a deduction of one (1) point for each full half minute (30 seconds) under nine (9) minutes or each full half minute over eleven (11) minutes.
- The final performances are open to conference attendees who are not performing participants of this event.

#### Objective Test Competencies

- parliamentary procedure principles
- FBLA Bylaws

#### Performance Competencies

- demonstrate critical thinking and problem solving
- exhibit good communication skills
- effectively present the case
- all team members contribute to presentation

**Career Cluster:** Business Management and Administration

**REFERENCE:** Parliamentary Procedure—Performance RATING SHEET-39.

## PARTNERSHIP WITH BUSINESS PROJECT

*This event recognizes FBLA chapters that develop and implement the most innovative, creative, and effective partnership plan. The purpose of this project is to learn about a business through communication and interaction with the business community.*

### Eligibility

Each state may submit two (2) entries from active local chapters (up to three [3] members), on record in the national center as having paid dues by March 1 of the current school year. Members representing their chapters in the presentation portion of this event may compete in one additional individual/team event.

### Overview

This event consists of 2 parts: a prejudged report and a performance component. Participants are required to complete all parts to be eligible to win an award.

This project describes activities designed to bring business leaders and FBLA members together in a positive working relationship through innovative programs. The report should describe the planning and implementation of activities that build a partnership between business leaders and chapter members for the purpose of learning about a business. This event should not be a chapter fund-raising project.

All entries will participate in the preliminary performance to explain the project development and implementation. Specifically, the performance should address the business partnership, member involvement, and results of the project.

### Report Guidelines

#### □ Report—General

- Student members, not advisers, must prepare the report.
- Two (2) copies of the written projects must be sent by the state chair/state adviser and received by the national center for judging by the second Friday in May.
- Reports must describe activities of the chapter that were conducted between the

start of the previous State Leadership Conference and start of the current State Leadership Conference.

- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association and will not be returned.
- Penalty points will be given if the written project doesn't adhere to the guidelines.

#### □ Report Cover

- Report covers must be cover stock, index stock, or card stock and include both a front and back cover.
- Report covers are not counted against the page limit and may contain other information unless they are cut out.
- Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover. No items, such as labels or decals, may be attached to the front cover. Two- or three-ring binders are not acceptable report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: name of the school, state, name of the event, and year (201x–1x)
- All reports must be bound (e.g., tape binding, spiral binding).

#### □ Report Contents

- Table of contents with page numbers.
- Follow the RATING SHEET sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Pages are numbered and must be on 8 1/2" x 11" paper. Each side of the paper providing information is counted as a page. Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 30 pages. (A title page, divider pages, and appendices are optional and are included in the page count.)
- Copies should be sent rather than important original documents. No items may be attached to any page in the report.

### Performance Guidelines

#### □ Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. The report score will be used to break a tie
- Five (5) minutes will be allowed to set up and remove equipment or presentation items. The chapter must provide the computer for the presentation. A LCD projector will be provided.
- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- The team members must perform all aspects of the presentations (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
- All team members are expected to actively participate in the performance.

*guidelines continue*

*Partnership with Business Project guidelines continued*

- Teams will have seven (7) minutes to describe the project and the results obtained.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

**Final Performance**

The final guidelines are the same as the preliminary guidelines described; the final performance is open to conference attendees who are not performing participants of this event.

**Project Competencies**

- arrange report logically and in proper business style
- demonstrate good written communication skills
- describe project development and implementation

**Performance Competencies**

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

**NBEA Standards Reinforced by Event**

- Career Development: workplace expectations
- Communication: foundations, organizational
- Entrepreneurship: management
- Information Technology: application software, input technologies, information retrieval, privacy and ethics
- Management: management functions

**Career Clusters:** Business Management and Administration; Information Technology; Marketing

**REFERENCE: Partnership with Business Project—Report RATING SHEET-40.**

**REFERENCE: Partnership with Business Project—Performance RATING SHEET-41.**



**PERSONAL FINANCE**

*Financial literacy is essential in meeting the financial challenges of the 21st century. This event recognizes students who possess essential knowledge and skills related to financial issues, can analyze the rights and responsibilities of consumers, and apply knowledge to financial situations.*

**Eligibility**

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

**Overview**

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

**Objective Test Competencies**

- credit and debt
- earning a living (income, taxes)
- managing budgets and finance
- saving and investing
- banking and insurance
- financial principles related to personal decision making
- buying goods and services

**NBEA Standards Reinforced by Event**

- Economics and Personal Finance: markets and prices, allocation of resources, banking, buying goods and services

**Career Clusters:** Business Management and Administration; Finance



### **PUBLIC SPEAKING I**

*This event recognizes FBLA members who are beginning to develop qualities of business leadership by developing effective speaking skills.*

#### **Eligibility**

Each state may submit two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 through 10 of the current school year are eligible.

#### **Overview**

This event consists of a four (4) minute speech. The speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals. The goals include:

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of the American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

#### **Performance Guidelines**

##### **❑ Preliminary Performance**

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Student members, not advisers, must prepare speeches. Facts and working data may be secured from any source.
- When delivering the speech, the participant may use notes prepared before the event. No visual aids may be used.
- The speech should be four (4) minutes in length.
- A timekeeper will stand at three (3) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 3:31 or over 4:29 minutes.
- The preliminary performance is not open to conference attendees.

##### **❑ Final Performance**

- The final guidelines are the same as the preliminary guidelines described above; the final performance is open to conference attendees who are not performing participants of this event.

#### **Performance Competencies**

- ❑ demonstrate ability to make a businesslike presentation
- ❑ demonstrate good verbal communication skills
- ❑ display self confidence through knowledge of content and articulation of ideas
- ❑ explanation is logical and systematic

#### **NBEA Standards Reinforced by Event**

- Communication: foundations, social

**Career Clusters:** Business Management and Administration; Marketing

**REFERENCE:** Public Speaking I—Performance RATING SHEET-42.



## PUBLIC SPEAKING II

*This event recognizes FBLA members who, through public speaking, demonstrate qualities of business leadership by presenting a well-organized, logical, and substantial speech.*

### Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

This event consists of a five (5) minute speech. The speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL Goals. The goals include:

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of the American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

### Performance Guidelines

#### ❑ Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Student members, not advisers, must prepare speeches. Facts and working data may be secured from any source.
- When delivering the speech, the participant may use notes prepared before the event. No visual aids may be used.
- Each speech should be five (5) minutes in length.
- A timekeeper will stand at four (4) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 4:31 or over 5:29 minutes.
- The preliminary performance is not open to conference attendees.

#### ❑ Final Performance

- The final guidelines are the same as the preliminary guidelines described above; the final performance is open to conference attendees who are not performing participants of this event.

### Performance Competencies

- ❑ demonstrate ability to make a businesslike presentation
- ❑ demonstrate good verbal communication skills
- ❑ display self confidence through knowledge of content and articulation of ideas
- ❑ explanation is logical and systematic

### NBEA Standards Reinforced by Event

- Communication: foundations, social

**Career Clusters:** Business Management and Administration; Marketing

**REFERENCE:** Public Speaking II—Performance RATING SHEET-43.

## SPORTS MANAGEMENT

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*The sports industry is rapidly growing in this country and the world. For an individual to be successful and effective in this type of work, a core understanding of business and a comprehensive awareness of sports is necessary to succeed in sports management. This event provides recognition for FBLA members who possess the basic principles of sports management.*

### **Eligibility**

Each state may enter three (3) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

### **Overview**

A one (1) hour objective test will be administered based on the previously listed competencies. Nongraphing calculators will be provided.

### **Objective Test Competencies**

- sports marketing/strategic marketing
- facility and event management
- human resource management [labor relations]
- financing and economic input
- management and leadership in sport
- sports law
- overview of sports industry
- communications in sports
- ethics
- licensing
- management information technology
- sport governance
- careers

### **NBEA Standards Reinforced by Event**

- Management: business organization, ethics, human resource management, financial decision making, marketing

**Career Clusters:** Business Management and Administration; Marketing



## SPREADSHEET APPLICATIONS

*Spreadsheet skills are necessary to convert data to information in business. This event recognizes FBLA members who demonstrate that they have acquired skills for spreadsheet development in business.*

### Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

This event consists of two (2) parts: an objective test and a production test. Participants are required to complete all parts to be eligible to win an award.

A one (1) hour objective test will be administered based on the objective test competencies. The score received on this portion of the event will constitute 15 percent of the final event score. Nongraphing calculators will be provided.

One (1) hour will be given for the school-site production test at a site designated by the state chair/state adviser. The score received on this portion of the event will constitute 85 percent of the final event score. Tests must be sent by the state chair/state adviser or designee and received by the national center for judging by the third Friday in May.

### Production Guidelines

- The school-site production portion of this event is administered prior to the NLC. The administration of the production tests will be determined by your state chair or state adviser.
- Documents produced for this event must be prepared by the participant without help from the adviser or any other person.
- No reference materials are allowed.
- Calculators are not allowed on the production portion of the test.
- The production test will be used to break a tie.

### Objective Test Competencies

- formulas
- functions
- graphics, charts, reports
- purpose for spreadsheets
- pivot tables and advanced tools
- macros and templates
- filters and extraction of data
- format and print options

### Production Test Competencies

- basic mathematical concepts
- data organization concepts
- use data by creating formulas
- use functions
- generate graphs for analysis purposes
- use pivot tables
- create macros
- filter and extract data

### NBEA Standards Reinforced by Event

- Computation: problem-solving applications
- Information Technology: application software, input technologies, information technology and major business functions

**Career Clusters:** Business Management and Administration; Information Technology

## TECHNOLOGY CONCEPTS

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*Technology is the new competitive edge for business. Successful business leaders must understand the impact of technology and know how to effectively harness it to drive their business success.*

### **Eligibility**

Each state may enter three (3) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### **Overview**

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators will be provided.

### **Objective Test Competencies**

- telecommunications
- networking concepts
- operating systems and browsers
- computer applications and integration
- basic technology concepts
- Internet safety
- computer equipment

### **NBEA Standards Reinforced by Event**

- Information Technology: operating systems, environment and utilities, input technology, application software

**Career Cluster:** Information Technology



## VIRTUAL BUSINESS CHALLENGE

*The FBLA Virtual Business Challenge (VBC) management encourages FBLA members to test their skills at managing a distribution center individually or as a team. The VBC has two (2) challenges during the year (fall and spring), and each challenge focuses on different business concepts.*

### Eligibility

During the school year, schools may participate in both the fall or spring VBC Management. Entries may be created by an individual member or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. In the event of a team entry, no more than one (1) member may have competed in this event at a previous NLC. A team member cannot be on more than one (1) team at a time. No additional team members may be added once a team has registered. Members are unable to participate in any other event if they have qualified and plan on participating in the final round at the NLC.

### Overview

Participation in this event crosses the curriculum areas of Introduction to Business, Information Technology, and Management. The students will manage a simulated business. During the challenge, FBLA members are required to:

- Register an individual or team up to three (3) individuals
- Download the software
- Run the simulation
- Upload files
- Compete and be ranked against other participating FBLA teams

### Guidelines

- The top eight (8) nationally ranked teams from each VBC—both fall and spring but no more than one (1) per state, per challenge—are eligible to compete at the NLC. These sixteen (16) teams are determined by the standings in the fall and spring VBC is administered via the Internet during the school year.

- At the NLC, the qualifying teams for the preliminary round will participate in a round-robin event with each team participating in a minimum of two (2) 15 to 20 minute sessions. Teams will be using a multiplayer component that allows them to compete within the same simulated economy. Bracket winners will be determined based on the highest cumulative profit.
- For the final round, four (4) teams will compete in a 15 to 20 minute session using multiplayer. The national winner will be determined based on the highest cumulative profit.
- Note: The FBLA VBC is an official event brought to FBLA chapters through a partnership with Knowledge Matters. Participants use highly visual simulation software (like simCity) to manage a distribution business. The FBLA VBC software is a free limited function version of the leading business simulation for education, Virtual Business—Management 2.0, which is a software program that was created by Knowledge Matters, Inc.

### NBEA Standards Reinforced by Event

- Accounting: accounting process, special applications
- Business Law: basics of the law
- Career Development: workplace expectations
- Communication: foundations, organizational
- Computation: problem-solving applications
- Economics and Personal Finance: allocation of resources, economic systems, managing finances and budgeting, saving and investing, banking, using credit
- Entrepreneurship: entrepreneurs and entrepreneurial opportunities, management
- Information Technology: application software, input technologies, information retrieval, privacy and ethics
- Management: management functions
- Marketing: the marketing plan

**Career Clusters:** Business Management and Administration; Information Technology; Marketing

### 2011-12 Challenge Dates

Challenge 1: October 24 – November 18, 2011  
 Challenge 2: February 6 – March 2, 2012



### WEB SITE DESIGN

*The ability to communicate ideas and concepts, and to deliver value to customers using the Internet and related technologies, is an important element in a business' success. This event recognizes FBLA members who have developed proficiency in the creation and design of Web sites.*

#### Eligibility

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

#### Overview

The event consists of two (2) parts: a pre-judged project and a performance component. Participants are required to complete both parts to be eligible to win an award.

A prejudged Web site developed according to the topic below must be completed and available for review by the second Friday in May.

All participants will compete in a preliminary performance to explain the development of their Web site.

#### 2012 National Topic

The Web site developed for competition at the 2012 NLC will be based on the following:

*Your local city government has developed a new focus on youth involvement opportunities for the area's young adults. Your local government asks your FBLA chapter to create a Web site that provides information about local student organizations such as FBLA-PBL and other service related school organizations. Please profile your FBLA chapter and its activities as well as other local student groups. This Web site will not only act as an information source for youth who want to become involved, but it also will serve as a way to make your local government more assessable to youth. Incorporate one type of social media, which will allow for youth to send feedback or thoughts to the local government. Social media elements include but are not limited to Facebook and Twitter.*

Ideally, this topic will also be used for competitions at the state level. Chapters

should check with their state chair/state adviser to confirm the topic to be used for their state competition.

**Copyright and Fair Use Information.** It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

#### Project Guidelines

##### ❑ Prejudged Project

- Student members, not advisers, must prepare projects.
- Projects must address the given topic (information may be real or fictitious).
- A Statement of Assurance entry form must be completed and submitted by the state chair or designee and received by the national center by the second Friday in May.
- The Web site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the official entry date (second Friday in May). Judging of the Web site will take place before the NLC.
- Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws. Use of templates must be identified at the bottom of the page. See Format Guide.
- Web sites should be designed to allow for viewing by as many different platforms as possible.

#### Performance Guidelines

##### ❑ Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round. The Web site score will be used to break a tie.
- The presentation is an explanation of the Web site, and the Web site may be shown to the judges when explaining the site. The teams or individuals will be able to access their URL. The explanation should include, but not be limited to: development of the topic; development and design process; use and implementation of innovative technology; use and development of media elements; and copyright issues with pictures, music, and other items.
- Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC. No replacement or substitutes will be allowed.
- The individual or team must provide the computer for the presentation. A LCD projector and Internet access will be provided. Five (5) minutes will be allowed to setup and remove the equipment.

*guidelines continue*

*Web Site Design guidelines continued*

- The individual or team members must perform all aspects of the presentations (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance. Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- The individual or team has five (5) minutes to present.
- A timekeeper will stand at four (4) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performances are not open to conference attendees.

**Final Performance**

- The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees, who are not performing participants of this event.

**Project Competencies**

- effectively addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- effectively communicate required information
- Web site functions without error
- copyright laws followed

**Performance Competencies**

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

**NBEA Standards Reinforced by Event**

- Communication: foundations, technological
- Information Technology: network applications, privacy and ethics
- Marketing: foundations of marketing, the marketing plan

**Career Clusters:** Information Technology; Marketing

**REFERENCE: Web Site Development—Production RATING SHEET-44.**

**REFERENCE: Web Site Development—Performance RATING SHEET-45.**



**WHO'S WHO IN FBLA**

*This award honors FBLA members who have made outstanding contributions to the association at the local, state, and national levels.*

**Eligibility**

Each state may enter one (1) participant who is a member of an active local chapter, on record in the national center as having paid dues by March 1 of the current school year.

National officers automatically earn recognition in this event; therefore, having a national officer does not prohibit a state from selecting an additional member for this honor.

**Overview**

1. The entry form must be completed by the state chair or designee and submitted to the national center by the second Friday in May.
2. Nominees must be selected in accordance with the regulations of the state chapter and the national association.

3. If the state chapter nominee is unable to attend the NLC, the state may designate one of its other delegates to accept the award for that nominee.

**Guidelines**

Criteria for selection of nominees by the state chapter should include:

- years of participation in FBLA activities
- extent of participation in conferences sponsored by the state chapter and national association
- offices, chairships, and committee memberships held
- contributions to local, state, and national projects
- participation in other activities
- recommendations supportive of the member's involvement in FBLA
- complete the "Future" level of the Business Achievement Awards.

**National Awards**

One (1) member from each state submitting an entry form and all national officers will be recognized as recipients of the national Who's Who in FBLA award at the NLC.



## WORD PROCESSING I

*Word processing skills are necessary in today's world. This event recognizes FBLA members who demonstrate that they have acquired entry level skills for word processing positions in business.*

### Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. Only members enrolled in grades 9 and 10 are eligible.

Participants who are or have been enrolled in office procedures, and/or skill-related courses that included keyboarding instruction, and/or keyboarding production work beyond that taught in the basic one-year keyboarding course or the equivalent must not be entered in this event.

### Overview

This event consists of two (2) parts: an objective test and a production test. Participants must complete both parts to be eligible to win an award.

A one (1) hour objective test will be administered based on the objective test competencies. The score received on this portion of the event will constitute fifteen (15) percent of the final event score. Nongraphing calculators will be provided.

One (1) hour will be given for the school-site production test at a site designated by the state chair/state adviser. The score received on this portion of the event will constitute 85 percent of the final event score. Tests must be sent by the state chair/state adviser or designee and received by the national center for judging by the third Friday in May.

### Guidelines

- The school-site production portion of this event is administered prior to the NLC. The administration of the production tests will be determined by your state chair or state adviser.
- Calculators are not allowed on the production portion of the test.
- The following reference materials are allowed at the test site: dictionaries and the Format Guide.
- Documents produced for this event must be prepared by the FBLA competitors without help from the adviser or any other person.
- The production test will be used to break the tie.

### Objective Test Competencies

- related application knowledge
- document formatting rules and standards
- basic keyboarding terms and concepts
- grammar, punctuation, spelling, and proofreading
- printing

### Production Competencies

- production of letters and memorandums
- reports
- tables
- résumés
- material from rough draft and unarranged copy

### NBEA Standards Reinforced by Event

- Communication: foundations, technological
- Information Technology: computer architecture, operating systems, environment and utilities, input technology, application software

**Career Clusters:** Business Management and Administration; Information Technology; Marketing



## WORD PROCESSING II

*A high level of word processing skill is a necessity for employees in productive offices. This event recognizes FBLA members who demonstrate that they have acquired word processing proficiency beyond entry level.*

### Eligibility

Each state may enter two (2) participants who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

### Overview

This event consists of two (2) parts: an objective test and a production test. Participants must complete both parts to be eligible to win an award.

A one (1) hour objective test will be administered based on the competencies listed. The score received on this portion of the event will constitute 15 percent of the final event score. Nongraphing calculators will be provided.

One (1) hour will be given for the school-site production test at a site designated by the state chair/state adviser. The score received on this portion of the event will constitute 85 percent of the final event score. Tests must be sent by the state chair/state adviser or designee and received by the national center for judging by the third Friday in May.

### Guidelines

- The school-site production portion of this event is administered prior to the NLC. The administration of the production tests will be determined by your state chair or state adviser.
- Calculators are not allowed on the production portion of the test.
- The following reference materials are allowed at the test site: dictionaries and the Format Guide.
- Documents produced for this event must be prepared by the participants without help from the adviser or any other person.
- The production test will be used to break a tie.

### Objective Test Competencies

- advanced applications
- related application knowledge
- document formatting rules and standards
- basic keyboarding terms and concepts
- grammar, punctuation, spelling, and proofreading
- printing

### Production Competencies

- production of all types of business forms
- letters, mail merge
- memorandums
- tables
- reports
- statistical reports
- materials from rough draft and unarranged copy
- e-messages

### NBEA Standards Reinforced by Event

- Communication: foundations, technological
- Information Technology: computer architecture, operating systems, environment and utilities, input technology, application software

**Career Clusters:** Business Management and Administration; Information Technology; Marketing



## RECOMMENDING A NEW OR MODIFIED COMPETITIVE EVENT AND RECOMMENDATION TO RETIRE AN EVENT

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*Due by the first Friday in May.*

Each year, the NAP Committee receives a number of suggestions for modifications to FBLA-PBL's competitive events or for the adoption of new events. Recognizing the importance of obtaining and responding to these field proposals in a timely, efficient, and fair manner, the NAP Committee has instituted the following procedures.

### ❑ Submitting a Proposal for a New or Modified Competitive Event

Proposals to modify or adopt new competitive events may be submitted by local and state advisers, members of a state committee, or by individual student members of FBLA-PBL.

When submitting a proposal, individuals are asked to provide the following items:

- Purpose of the new event or modification
- Rationale for making the change or adopting the new event
- Eligibility
- Regulations
- Procedures
- Judging
- All supporting materials, including: two (2) sample tests (objective tests), proposed rating sheets (performance events, chapter events), and sample problems or cases (performance events, skill events)

Refer to the existing competitive event guidelines for information on format, content, and more.

### ❑ Submitting a Recommendation to Retire a Competitive Event

When submitting a proposal to retire a current competitive event, explain the rationale for making the change.

### ❑ Review Process for a New or Modified Competitive Event

**Step 1.** Proposals should be submitted to the national center.

Proposals received will be assigned to a member of the NAP Committee for initial review. The committee member will first review the proposal to ensure that it is complete and appropriate. If the proposal is not complete, the committee member will work with the individual(s) submitting the proposal to complete the file.

**Step 2.** Once the proposal is complete, the NAP member assigned to the review will distribute copies (except for sample tests, cases, and so on) to several state advisers for review and comment.

**Step 3.** After obtaining reviews from state advisers, the committee member will prepare a report to the full NAP Committee recommending approval as submitted, approval with modifications, or rejection.

### ❑ Approval and Implementation

The NAP Committee will review completed recommendations at its annual fall meeting. Notification of all modifications and/or adoptions will be sent to state committee members for comments. The NAP Committee will present the approved modifications and/or adoptions at the next NLC for implementation for the upcoming school year. The decision to implement the event (or event modification) as an official event or as a pilot event will be at the discretion of the NAP Committee.