



# Competitive Events



# Categories of Events

- Individual (Top 5 to state)
- Team (Top 2 to state)



# How Many Can I Do?

- One Individual
- One Team
- One Chapter



# Levels of Events

- 9<sup>th</sup> & 10<sup>th</sup> Only
- 9<sup>th</sup> – 12<sup>th</sup>



# Types of Events & Tests

## ■ Performance

- You present to a panel of judges on competition days
- Speaking (Public & Impromptu, Interviews)

## ■ Skill

- You complete an application test or project in January at AHS prior to districts
- Computers, Accounting II, C++, Java, Visual Basic

## ■ Multiple Choice Tests



# Individual Performance Events

- Job Interview
- Future Business Leader
- Impromptu Speaking
- Public Speaking I – 9<sup>th</sup>–10<sup>th</sup>
- Public Speaking II – 9<sup>th</sup>–12<sup>th</sup>



# Job Interview

- Must prepare a professional resume, letter of application, and job application by \_\_\_\_\_
- Will be interviewed for job by business professionals



# Impromptu Speaking

- Will be given a business or FBLA related topic
  - Activities
  - Current programs
  - 10 minutes to prepare speech
  - 4 minute speech in front of small audience and judges
- If in top ten of event, will give a second speech



# Public Speaking I

- **9<sup>th</sup> & 10 grades only**
- Will give a prepared speech of 4 minutes
  - On a business topic
  - Includes one or more of the 9 FBLA goals
- If in top ten, will give speech again



# Public Speaking II

- **9<sup>th</sup> – 12<sup>th</sup> grades**
- Will give a prepared speech of 5 minutes
  - On a business topic
  - Includes one or more of the 9 FBLA goals
- If in top ten, will give speech again



# Individual Skill Events

- Accounting II
- Computer Applications
- Database Design & Application
- Word Processing I
- Word Processing II
- Internet Application Design Programming
- E-Business (can also be a team)
- Electronic Career Portfolio
- Spreadsheet Applications



# Accounting II

- Should be taking Accounting II class
- Skill Event Portion you will complete problems for
  - Financial statements
  - Bank reconciliation
  - Payroll
  - Trial balance
  - Journalizing and posting
  - Inventory
  - Depreciation
  - Adjusting/Closing Entries



# Accounting II

- Objective test at districts includes
  - Sole proprietorship, partnership & corporation
  - Ratios and analysis
  - Purchases and sales
  - Worksheets
  - Account classification
  - Bank reconciliation
  - Income tax
  - Payroll
  - Inventory
  - Plant assets and depreciation
  - Cost accounting and manufacturing
  - Budgeting and cash flow
  - Departmentalized accounting
  - Ethics



# Computer Applications

- Can only enter 4 individuals at districts
- Will use the computer to process a variety of documents in the following areas:
  - Word Processing
  - Database
  - Spreadsheets
  - Business Graphic Solutions
  - Presentation
    - Can use Format Guide
    - Needs to be followed exactly or five point deduction for each formatting error
    - 85% of total score
- Will take computer test (60 minutes)
- Will take written test at Districts (15% of total score)



# Word Processing I

- **9<sup>th</sup> & 10 grades only**
- Can only enter 4 individuals at Districts
- Will use the computer to process a variety of documents
  - Letters
  - Memorandums
  - Reports
  - Tables
  - Statistical reports
  - Rough draft
    - Can use Format Guide ([Click Here to Access](#))
    - Needs to be followed exactly or five point deduction for each formatting error
- Will take computer test (30 minutes)
- Will take written test at Districts



# Word Processing II

- Can only enter 4 individuals at Districts
- Will use the computer to process a variety of documents
  - Letters
  - Memorandums
  - Reports
  - Tables
  - Statistical reports
  - Rough draft
    - Can use Format Guide
    - Needs to be followed exactly or five point deduction for each formatting error
- Will take computer test (30 minutes)
- Will take written test at Districts



# E-Business

- Can be an individual or team of 2-3 members
- Conceptualize, design and create an efficient and marketable E-business site
- Prejudged project on assigned topic (see next slide)
- Oral presentation to explain the E-Business Web site
  - Development of topic
  - Development and design process
  - Use and implementation of innovative technology
  - Use and development of media elements
- 5 minute presentation
- 3 additional minutes for questions from the judges



# E-Business Topic

- Your FBLA chapter has asked you to design a Web site for a flower and plant sale. Create a Web site where customers can preorder flowers and plants. The site should be designed to generate revenue for the chapter. Included in the site should be a navigation bar to allow customers to view and select for purchase all items for sale. It must also offer a shopping cart, pricing and payment information—including payment options, delivery options, and security/service information.



# Business Presentation

- Two teams of 1-3 members
- This presentation may include
  - Graphics
  - Pictures
  - Music & special effects
  - Sound
  - Text
  - Video
  - Transitions
- Topic on next slide



# Business Presentation

The principal has asked you to create a presentation on how individuals—especially youth—can stay safe on the Internet. Include information on paying bills and viewing financial records on the Web, online shopping and banking, sharing personal information (through Web sites such as Facebook, Second Life, and YouTube), and any additional Internet Safety information you feel appropriate for youth.



# Programming

- Submit project during district skills event testing
  - See topic on next slide
  - 70% of final score
- Online test at districts includes
  - Sequence
  - Decision/selection
  - Repetition
  - Objects
  - Arrays
  - Variables
  - Word functions and sub procedures or subroutines
  - Debugging procedures
  - Types of input & output
  - Strings
  - Constants
- Counts for 30% of final score
- Based on most recent version of software



# Team Skill/Performance Events (without written reports)

- Desktop Publishing
- Digital Video Production
- E-Business
- Emerging Business Issues
- Entrepreneurship (test only at Districts)
- Global Business (test only at Districts)
- Management Decision Making (test only at Districts)
- Business Presentation
- Website Development
- Network Design (test only at Districts)



# Desktop Publishing

- Two teams of 2 members
- Participants will create, design, and produce a desktop publishing document on a topic chosen by the judges
- Can use two computers, scanner and clip art



# Desktop Publishing

- Objective test includes
  - Basic desktop terminology and concepts
  - Related desktop application knowledge
  - Desktop layout rules and standards
  - Message presentation, accuracy, and proofreading



# Digital Video Production

- 2 teams of 2 – 3 members
- Prepare presentation on assigned topic (see next slide)
- Prejudged project
  - 2-4 minutes in length
  - Can use any video editing program, but must play on standard DVD player
  - Written releases for all images must be included
  - Royalty free music
- Oral presentation to explain the digital video production
  - Sources used to research topic
  - Development and design process
  - Use of different video techniques
  - List of equipment and software used
  - Copyright issues with pictures, music, or other items
- 5 minute equipment set-up, 9 minutes to describe project
- 3 additional minutes for questions from the judges



# Digital Video Production Topic



- Create a promotional digital video highlighting a teaching career in business education. Some of your points might include (1) testimonials from students and teachers, (2) nature of work, (3) working conditions, (4) employment opportunities, (5) training and other qualifications, (6) advancement, (7) professional opportunities to serve, (8) professional networking with other teachers, and (9) other points about teaching that you would like to include. The main audience of this video will be high school juniors and seniors, so be sure to include language and technologies that will appeal to them. The video should feature a business education career in general rather than specific to a particular state's requirements



# E-Business



- Can be an individual or team of 2-3 members
- Conceptualize, design and create an efficient and marketable E-business site
- Prejudged project on assigned topic (see next slide)
- Oral presentation to explain the E-Business Web site
  - Development of topic
  - Development and design process
  - Use and implementation of innovative technology
  - Use and development of media elements
- 5 minute presentation
- 3 additional minutes for questions from the judges



# E-Business Topic



- Your FBLA chapter is preparing a major fund-raising activity to support community service projects as well as leadership activities. Create an e-business site to promote and sell your products. Minimally the site should include elements such as marketing concepts, site theme, navigational scheme, graphics/multimedia use, shopping cart, and secure pay. Information may be fictitious.



# Emerging Business Issues

- Two teams of 2-3 members
- Participants will research an assigned topic (see next slide)
- Only notecards can be brought in
- Teams will know 5 minutes in advance whether they will present for or against the issue
- 5 minute presentation followed by 3 minute question/answer session by judges



# Emerging Business Issues Topic

- Gas prices are at an all time high, and many American consumers are concerned about the cost of gas. At the same time, oil companies are reporting the highest profits in the history of the business. Argue the affirmative that the oil companies have a right to raise gas prices or argue the negative that there should be a cap on gas prices.



# Entrepreneurship

- Two teams of 3 members
- MC test at districts (take one test collaboratively)
  - Business plans
  - Community/business relations
  - Legal issues
  - Initial capital and credit
  - Personnel management
  - Financial management
  - Marketing management
  - Taxes
  - Government regulations
- Case study added at state for top ten scorers on objective test
  - Receive case study 20 minutes before performance
  - Two note cards per team member for notes
  - 10 minutes to present case
  - All team members must participate
  - 3 additional minutes for questions from the judges



# Global Business



- Two teams of 2-3 members
- Objective test includes
  - Communication including language and culture
  - Ownership and management
  - Legal issues
  - Global business environment
  - Treaties and trade agreements
  - Taxes and government regulations
  - Marketing
  - Currency exchange
  - Human resource management
  - Finance
- Case Study (if you qualify for State)
  - Case for 2007 addresses global marketing
  - Receive case study 20 minutes before performance
  - Two note cards per team member for notes
  - 10 minutes to present case
  - All team members must participate
  - 3 additional minutes for questions from the judges



# Management Decision Making



- Two teams of 2-3 members
- Written test only at districts (take one test collaboratively)
- Objective test includes
  - Business and its environment
  - Forms of business ownership and the law
  - Ethics and social responsibility
  - Information and communication systems
  - Planning and strategic management
  - Financial management
  - Human resource management
  - Careers
- Case Study added at State
  - Case for 2007 focuses on human resource management
  - Receive case study 20 minutes before performance
  - Two note cards per team member for notes
  - 10 minutes to present case
  - All team members must participate
  - Judges will interact with members during the presentation



# Business Presentation

- Two teams of 1-3 members
- This presentation may include
  - Graphics
  - Pictures
  - Music & special effects
  - Sound
  - Text
  - Video
  - Transitions
- Topic on next slide



# Multimedia Presentation Topic

FBLA-PBL, Inc. has been developing its national partnerships resulting in a large increase in the number of partners (fund-raising companies, scholarship sponsors, event sponsors, etc.). Now it is time to promote these partnerships to our members and advisers. Prepare a presentation on the national partners as well as your state or local partners that you will present to your local chapter members. (If your state does not have sponsors, fictitious sponsors may be used.)



# Website Development

(can be individual or team event)

- A team of 1-3 members design a website for Presentations on Demand
  - Your local community playhouse has approached your FBLA chapter to develop a Web site to promote its upcoming production (insert name of production). You should include a brief synopsis of the play, description of the cast, general details (e.g., schedule, ticket sales, directions), and information on becoming a patron/donor of your playhouse. You may substitute the drama productions at your school for the community playhouse. (Information presented may also be fictitious.)
- Top ten highest pre-judged scores at State will perform oral presentation



# Network Design

- Two teams of 2 or 3 members
- Written test only at districts (take one test collaboratively)
- Test includes
  - Network installation: planning, configuration, and topology
  - Problem solving and troubleshooting
  - Network administrator function
  - Configuring network resources and services
  - Configuration of Internet resources
  - Security
  - Backup and disaster recovery
- Case study added at state for top ten scorers on objective test
  - See topic on next slide
  - Receive case study 20 minutes before performance
  - Two note cards per team member for notes
  - 10 minutes to present case
  - All team members must participate
  - 3 additional minutes for questions from the judges



# Network Design Case Study Scenario

- A study outlining a small business and its computing environment and needs. Participants will be required to analyze the situation and recommend a network solution to address the issues raised in the case study.
- Case study will be used at state & nationals only



# Parliamentary Procedure

- Two teams of 4 or 5 members
- MC test at districts
  - Test taken individually and scores averaged
  - Parliamentary procedure principles
  - FBLA National Bylaws
- Performance at state for top ten scorers on objective test



# Business Financial Plan

- 2 teams of 2 – 3 members
- Topic is assigned (see next slide) to be researched and presented
- Written report submitted (no more than 500 words) summarizing the loan
- Oral interactive presentation
- Members will explain the business venture, the financial plan, and their request for a loan
- Judges serve as officers of the financial institution
- 5 minutes allowed for equipment set-up and 7 minutes for oral presentations
- 3 additional minutes for questions from the judges



# Poster

- Two teams of 2 members
- Each team will design a poster
  - 60 minutes
  - FBLA theme announced by the judges at the time of the event
  - Each team will use a poster board, 6 markers, a pencil, ruler, and compass
- **This is not a national event**



# Team Skill/Performance Events (with written reports)

- Business Financial Plan
- Business Plan
- Community Service Project
  - **Can only take 2 teams to Districts**
  - **Top two teams go to state**



# Business Financial Plan Topic



- Prepare a business financial plan for a business that must refinance after a natural disaster such as a hurricane, tornado, or earthquake. Information may be fictitious.



# Business Plan

- State and national event only
- 1 teams of 2 – 3 members or individual event also
- Must describe a **proposed** business venture or current business operation (<12 months old)
- Written business plan includes
  - Executive Summary
  - Company Description
  - Industry Analysis
  - Target Market
  - Competitive Analysis
  - Marketing plan and Sales Strategy
  - Operation
  - Management and Organization
  - Long-Term Development
  - Financials
  - Supporting Documents (certifications, licenses, tax requirements, codes, etc,)
- Turned in during March 12-23<sup>rd</sup> State skills testing window
- Projects pre-judged before state
- Top ten scores will do oral presentation at State
- 5 minutes allowed for equipment set-up and 7 minutes for oral presentations
- 3 additional minutes for questions from the judges



# Community Service Project

- Only a state and national event
- 1 team of 2-3 members
- Written report describes a chapter project that serves the community
- Turned in during March 12-23<sup>rd</sup> State skills testing window
- Projects pre-judged before state
- Top ten scores will do oral presentation at State
- 5 minutes allowed for equipment set-up and 7 minutes for oral presentations
- 3 additional minutes for questions from the judges



# Individual Events

- Multiple choice tests
- 60 minute time limit
- Sample test questions provided
- See Mrs. Swank or Mrs. Greenwood for study guides
- **Top five places go to state (Vail)**



# Accounting I

- Cannot have taken more than two semesters of Accounting
- Test includes
  - Sole proprietorship, partnership and corporation
  - Journalizing
  - Terminology
  - Posting
  - Income Statement
  - Balance Sheet
  - Account classification
  - Worksheet
  - Bank reconciliation
  - Payroll
  - Types of ownership
  - Other items related to basic accounting cycle



# Banking & Financial Systems

- Test includes
  - Concepts & practices of banks
  - Government regulation of financial services
  - Basic terminology
  - Impact of technology on financial services
  - Types & differences between various types of institutions
  - Ethics
  - Careers in financial services
  - Taxation



# Business Calculations

- Test includes
  - Business math (decimals, fractions, percentages)
  - Interest rates
  - Payroll
  - Mark-ups & discounts
  - Taxes
  - Bank records
  - Consumer credit
  - Depreciation
  - Investments
  - Insurance



# Business Communication

- Test includes
  - Word definition & usage
  - Spelling
  - Proofreading
  - Grammar
  - Capitalization
  - Punctuation
  - Numbers
  - Written, non-verbal, and oral communication concepts



# Business Law

- Test includes
  - Contracts
  - Sales
  - Negotiable instruments
  - Agency
  - Bailment
  - Wills
  - Business organization
  - Consumer protection
  - Bankruptcy
  - Insurance
  - Trade regulations
  - Torts
  - Product liability



# Business Math

- **9<sup>TH</sup> & 10<sup>TH</sup> GRADES ONLY**
- Test includes
  - Basic math concepts
  - Decimals
  - Fractions
  - Percentages
  - Discounts
  - Consumer credit



# Business Procedures

- Test includes
  - Human relations
  - Business terminology
  - Records management
  - Reprographics
  - Information processing terminology
  - Telecommunications
  - Business equipment
  - Proofreading and decision making activities may also be included



# Introduction to Technology Concepts

- **9<sup>TH</sup> & 10<sup>TH</sup> GRADES ONLY**
- Test includes
  - Basic computer principles
  - Terminology
  - Programming concepts and procedures
  - Computer application concepts
  - Computer equipment



# Economics

- Test includes
  - Supply and demand
  - Prices
  - Profits
  - Competition
  - Government and taxes
  - Labor relations
  - Monetary and fiscal policy
  - Types of businesses
  - Investments
  - Global business
  - Environmental issues



# FBLA Principles & Procedures

- **9<sup>TH</sup> & 10<sup>TH</sup> GRADES ONLY**
- Test includes
  - Organization of FBLA-PBL
  - FBLA-PBL goals, creed, bylaws
  - Other facts found in the Chapter Management Handbook



# Introduction to Business

- **9<sup>TH</sup> & 10<sup>TH</sup> GRADES ONLY**
- Test includes
  - Characteristics & organization of business
  - Money management and banking
  - Economic systems
  - Rights and responsibilities of employees, managers, owners, and government
  - Insurance
  - Consumerism
  - Career awareness



# Intro To Business Communication

- **9<sup>TH</sup> & 10<sup>TH</sup> GRADES ONLY**
- Test includes
  - Word definition and usage
  - Spelling
  - Proofreading
  - Grammar
  - Capitalization
  - Punctuation
  - Numbers
  - Oral communication concepts



# Intro to Parliamentary Procedure

- **9<sup>TH</sup> & 10<sup>TH</sup> GRADES ONLY**
- Test includes
  - Parliamentary procedure principles
  - FBLA-PBL bylaws



# Marketing

- Test includes
  - Basic functions of marketing
    - Price, product, place, and promotion
  - Channels of distribution
  - Advertising media, including e-commerce
  - Ethics
  - Marketing research
  - Legal and social aspects of marketing
  - International marketing



# Networking Concepts

- Test includes
  - Responsibilities of a network administrator
  - Methods for accessing and configuring network services
  - Automation of user tasks
  - Use of messaging services



# Technology Concepts

- Test includes
  - Concepts of information processing
  - Business equipment
  - Reprographics
  - Telecommunications
  - Network technology



# Chapter Events

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# Who's Who in FBLA

- Recognition event that honors members who have made an outstanding contribution to FBLA
- Must prepare four items by **January 8<sup>th</sup>**
  - Cover letter
  - Resume
  - Advisor Recommendation Letter
  - Advisor Validation Form
  - See online event guidelines for more details
- Must be a senior
- Only enter 1 individual at Districts