

FBLA
Competitive
Event
Handbook

2017-18

Bringing business and education together in a positive working relationship through innovative leadership and career development programs.

Service
Education
Progress



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Changes for 2017-18

Modified Events

- Introduction to FBLA – Name change from FBLA Principles & Procedures.
- Introduction to Public Speaking – Name change from Public Speaking I.
- Public Speaking – Name change from Public Speaking II.

New Events

- Broadcast Journalism – New individual or team event. Present a newscast to judges.
- Virtual Business Finance Challenge – New individual or team event. Runs similar to Virtual Business Finance Challenge.

Procedural Changes

- All guidelines are modified so that all events that were teams of 2-3 are now individual or a team of 2-3. Parliamentary Procedure would remain a team of 4-5. LifeSmarts would remain a team of 2.
- Newly revised rating sheets for all competitive events will be instituted.
- All Final Round performance events at SLC will be filmed.
- No projectors/screens are provided in Preliminary Round presentation at NLC.

FBLA Quick Reference Guide

Event	Available At	Grade	Type	Objective	Prejudged/ Skills	Performance	Top 10 Perform (prejudged/test score)	DLC to SLC Advancements	SLC to NLC Advancements
3D Animation	SN	9th-12th	Team (1-3)		X	X	X		4
Accounting I	DSN	9th-12th	Individual	X				5	4
Accounting II	DSN	9th-12th	Individual	X				5	4
Advertising	DSN	9th-12th	Individual	X				5	4
Agribusiness	DSN	9th-12th	Individual	X				5	4
American Enterprise Project	SN	9th-12th	Chapter (1-3)		X	X	X		4
Banking & Financial Systems	DSN	9th-12th	Team (1-3)	X		X	X	1	4
Broadcast Journalism	DSN	9 th -12 th	Team (1-3)			X		1	4
Business Calculations	DSN	9th-12th	Individual	X				5	4
Business Communication	DSN	9th-12th	Individual	X				5	4
Business Ethics	DSN	9th-12th	Team (1-3)	X	X*	X	X*	1	4
Business Financial Plan	DSN	9th-12th	Team (1-3)		X	X	X	1	4
Business Law	DSN	9th-12th	Individual	X				5	4
Business Plan	DSN	9th-12th	Team (1-3)		X	X	X	1	4
Client Service	DSN	9th-12th	Individual			X		1	4
Coding & Programming	SN	9th-12th	Individual		X	X	X		4
Community Service Project	SN	9th-12th	Chapter (1-3)		X	X	X		4
Computer Applications	DSN	9th-12th	Individual	X	X			2	4
Computer Game & Simulation Programming	SN	9th-12th	Team (1-3)		X	X	X		4
Computer Problem Solving	DSN	9th-12th	Individual	X				5	4
Cyber Security	DSN	9th-12th	Individual	X				5	4
Database Design & Applications	DSN	9th-12th	Individual	X	X			2	4
Digital Video Production	DSN	9th-12th	Team (1-3)		X	X	X	1	4
E-Business	SN	9th-12th	Team (1-3)		X	X	X		4
Economics	DSN	9th-12th	Individual	X				5	4
Electronic Career Portfolio	DSN	9th-12th	Individual		X	X		1	4
Emerging Business Issues	DSN	9th-12th	Team (1-3)			X		1	4
Entrepreneurship	DSN	9th-12th	Team (1-3)	X		X	X	1	4
Future Business Leader	DSN	9th-12th	Individual	X	X	X	X	1	4
Global Business	DSN	9th-12th	Team (1-3)	X		X	X	1	4
Graphic Design	DSN	9th-12th	Team (1-3)		X	X	X	1	4
Healthcare Administration	DSN	9th-12th	Individual	X				5	4
Help Desk	DSN	9th-12th	Individual	X		X	X	1	4
Hospitality Management	DSN	9th-12th	Team (1-3)	X		X	X	1	4
Impromptu Speaking	DSN	9th-12th	Individual			X		1	4
Insurance and Risk Management	DSN	9th-12th	Individual	X				5	4

Introduction to Business	DSN	9th-10th	Individual	X				5	4
Introduction to Business Communication	DSN	9th-10th	Individual	X				5	4
Introduction to Business Presentation	DSN	9th-10th	Team (1-3)			X		1	4
Introduction to Business Procedures	DSN	9th-10th	Individual	X				5	4
Introduction to FBLA	DSN	9th-10th	Individual	X				5	4
Introduction to Financial Math	DSN	9th-10th	Individual	X				5	4
Introduction to Information Technology	DSN	9th-10th	Individual	X				5	4
Introduction to Parliamentary Procedure	DSN	9th-10th	Individual	X				5	4
Introduction to Public Speaking	DSN	9th-10th	Individual		X*	X		1	4
Job Interview	DSN	9th-12th	Individual		X	X	X	1	4
Journalism	DSN	9th-12th	Individual	X				5	4
LifeSmarts	N	9th-12th	Team (1-2)	X		NLC	X	Top 12 Nationally	
Local Chapter Annual Business Report	SN	9th-12th	Chapter		X				4
Management Decision Making	DSN	9th-12th	Team (1-3)	X		X	X	1	4
Management Information Systems	SN	9th-12th	Team (1-3)	X		X	X		4
Marketing	DSN	9th-12th	Team (1-3)	X		X	X	1	4
Mobile App Development	SN	9th-12th	Team (1-3)		X	X	X		4
Network Design	SN	9th-12th	Team (1-3)	X		X	X	1	4
Networking Concepts	DSN	9th-12th	Individual	X				5	4
Organizational Leadership	DSN	9th-12th	Individual	X				5	4
Parliamentary Procedure	DSN	9th-12th	Team (4-5)	X		X	X	1	4**
Partnership with Business Project	SN	9th-12th	Chapter (1-3)		X	X	X		4
Personal Finance	DSN	9th-12th	Individual	X				5	4
Public Service Announcement (PSA)	DSN	9th-12th	Team (1-3)			X		1	4
Public Speaking	DSN	9th-12th	Individual		X*	X		1	4
Publication Design	DSN	9th-12th	Team (1-3)		X	X	X	1	4
Sales Presentation	DSN	9th-12th	Individual			X		1	4
Securities and Investments	DSN	9th-12th	Individual	X				5	4
Social Media Campaign	DSN	9th-12th	Team (1-3)			X		1	4
Sports and Entertainment Management	DSN	9th-12th	Team (1-3)	X		X	X	1	4
Spreadsheet Applications	DSN	9th-12th	Individual	X	X			2	4
Virtual Business Finance Challenge	N	9th-12th	Team (1-3)		X	NLC	X	Top 8 Nationally	
Virtual Business Mgmt Challenge	N	9th-12th	Team (1-3)		X	NLC	X	Top 8 Nationally	
Web Site Design	DSN	9th-12th	Team (1-3)		X	X	X	1	4
Who's Who in FBLA	SN	9th-12th	Individual		X				1
Word Processing	DSN	9th-12th	Individual	X	X			2	4

*Your District has the option to prejudge this event. Please check with your LCA. Prejudging will not be required at SLC or NLC.

FBLA Score Percentage Breakdown

	Test Component	Prejudged Component	Performance Component	Prelim	Final	SuperTeam
<u>CATEGORY 1: OBJECTIVE ONLY</u>						
Accounting I	100%				x	
Accounting II	100%				x	
Advertising	100%				x	
Agribusiness	100%				x	
Business Calculations	100%				x	
Business Communication	100%				x	
Business Law	100%				x	
Computer Problem Solving	100%				x	
Cyber Security	100%				x	
Economics	100%				x	
Healthcare Administration	100%				x	
Insurance and Risk Management	100%				x	
Introduction to Business	100%				x	
Introduction to Business Communication	100%				x	
Introduction to Business Procedures	100%				x	
Introduction to FBLA	100%				x	
Introduction to Financial Math	100%				x	
Introduction to Information Technology	100%				x	
Introduction to Parliamentary Procedure	100%				x	
Journalism	100%				x	
Networking Concepts	100%				x	
Organizational Leadership	100%				x	
Personal Finance	100%				x	
Securities and Investments	100%				x	
<u>CATEGORY 2: PERFORMANCE</u>						
Broadcast Journalism			100%	x	x	
Business Ethics			100%	x	x	
Client Service			100%	x	x	
Emerging Business Issues			100%	x	x	
Impromptu Speaking			100%	x	x	
Introduction to Business Presentation			100%	x	x	
Introduction to Public Speaking			100%	x	x	
Public Service Announcement			100%	x	x	
Public Speaking			100%	x	x	
Sales Presentation			100%	x	x	
Social Media Campaign			100%	x	x	

	Test Component	Prejudged Component	Performance Component	Prelim	Final	SuperTeam
CATEGORY 3: SKILLS*						
Computer Applications	15%	85%			x	
Database Design & Application	15%	85%			x	
Spreadsheet Applications	15%	85%			x	
Word Processing	15%	85%			x	
CATEGORY 4: TEST/PERFORMANCE						
Banking & Financial Systems	50%		50%		x	
Entrepreneurship	50%		50%		x	
Global Business	50%		50%		x	
Help Desk	50%		50%		x	
Hospitality Management	50%		50%		x	
Management Decision Making	50%		50%		x	
Management Information Systems	50%		50%		x	
Marketing	50%		50%		x	
Network Design	50%		50%		x	
Parliamentary Procedure	50%		50%		x	x
Sports & Entertainment Management	50%		50%		x	
CATEGORY 5: PREJUDGED/PERFORMANCE						
3D Animation		50%	50%		x	
American Enterprise Project		50%	50%		x	
Business Financial Plan		50%	50%		x	
Business Plan		50%	50%		x	
Community Service Project		50%	50%		x	
Coding & Programming		50%	50%		x	
Computer Game & Simulation Programming		50%	50%		x	
Digital Video Production		50%	50%		x	
e-Business		50%	50%		x	
Electronic Career Portfolio		50%	50%		x	
Graphic Design		50%	50%		x	
Mobile App Development		50%	50%		x	
Partnership with Business Project		50%	50%		x	
Publication Design		50%	50%		x	
Website Design		50%	50%		x	
CATEGORY 6: OTHER						
Future Business Leader – Prelim**	40%	20%	40%	x		
Future Business Leader - Final			100%		x	
Job Interview – Prelim**		33%	66%	x		
Job Interview - Final			100%		x	
Local Chapter Annual Business Report		100%			x	

*There is no objective component at DLC for these events. The production component will be 100% of the score at DLC.

**There is no preliminary round at DLC. The breakdown for Preliminary scores will be the breakdown for final scores.

General Guidelines & Rules

Eligibility

To register for DLC, a member must be registered in the National Database. Membership must be paid by January 12 or registration for the member will be canceled and they will be dropped from their events.

To register for SLC, a member must be registered in the National Database. Membership must be paid by February 16 or registration for the member will be canceled and they will be dropped from their events.

Registration Payment

A chapter must pay their registration fees by the approved deadlines (DLC: January 12; SLC: March 22). Failure to pay by the deadline will result in a \$25 fine for your chapter. If the invoice is still not paid by the conference date, the chapter will forfeit all registration and all competitors will be disqualified. The chapter will also receive an additional \$35 fine, for a total of \$60 in fines.

9th and 10th Grade Events

The following events are only open to 9th and 10th grades:

- Introduction to Business
- Introduction to Business Communication
- Introduction to Business Presentation
- Introduction to Business Procedures
- Introduction to FBLA
- Introduction to Financial Math
- Introduction to Information Technology
- Introduction to Parliamentary Procedure
- Introduction to Public Speaking

Repeat Competitors

Competitors are not permitted to compete in an event more than once at the **NLC** unless one of the following circumstances applies:

- **Modified Events:** A competitor may compete in the same event when the event is modified.
- **Team Events:** One (1) competitor of the team may have competed in the same event at one (1) previous NLC; however, they may not compete more than twice in the event at the national level.
- **Chapter Events:** Competitors may compete in a chapter event more than once (American Enterprise Project, Community Service Project, and Partnership with Business Project).
- **Individual Entry:** A competitor who competed as an individual entry in a team event at the national level may compete in the same event a second time as part of a team, but not a second time as an individual.
- **Parliamentary Procedure:** Two (2) competitors of the team may have competed in this event at a previous NLC; however, they may not compete more than twice at the national level.
- **Pilot Event:** Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

Breaking Ties

- **Objective Tests:** Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed and determine the winner.
- **Objective and Production Tests:** The production test scores will be used to break a tie based on the tie-breaking criteria of objective tests.
- **Objective Tests and Performances:** The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.
- **Reports/Projects and Performances:** The report/project scores will be used to break a tie.
- **Performances:** Judges must break ties and all judges' decisions are final.

Straight to State Events

These events are not available until the State Leadership Conference.

- 3D Animation
- American Enterprise Project
- Coding & Programming
- Community Service Project
- Computer Game & Simulation Programming
- E-Business
- Local Chapter Annual Business Report
- Management Information Systems
- Mobile Application Development
- Network Design
- Partnership with Business Project
- Who's Who in Missouri FBLA

At-Large/WildCard Events

For the following events with a test component, the 5 highest test scores that did not qualify for SLC will receive at large entry to SLC.

- Accounting I
- Accounting II
- Advertising
- Agribusiness
- Banking & Financial Systems
- Business Calculations
- Business Communication
- Business Law
- Computer Problem Solving
- Cyber Security
- Economics
- Entrepreneurship
- Future Business Leader
- Global Business
- Healthcare Administration
- Help Desk
- Hospitality Management
- Insurance & Risk Management
- Introduction to Business
- Introduction to Business Communication
- Introduction to Business Procedures
- Introduction to FBLA
- Introduction to Financial Math
- Introduction to Information Technology
- Introduction to Parliamentary Procedure
- Journalism
- Management Decision Making
- Marketing
- Networking Concepts
- Organizational Leadership
- Parliamentary Procedure
- Personal Finance
- Securities & Investments
- Sports & Entertainment Management

Objective & Skills Tests

Objective tests are proctored 100-question tests done via the member's school. Skills tests are productions done at the member's school.

For team objective tests, the students must take the test together at the same computer.

Students in individual objective tests are not required to test at the same time.

For DLC, the adviser may proctor the test.

For SLC, a proctor (guidance counselor, non-business teacher, student teacher, etc) will proctor the test.

For NLC, all objectives are done on site at the conference. Skills tests are proctored by the State Adviser, State Chair, or his/her designee in advance of SLC (by the second Friday in May).

Conference Registration

The local chapter adviser is responsible for registering students for DLC, SLC, and NLC.

For DLC and SLC, the adviser will register students for both the conference and their competitive events using IMPAK, a subset of the National Database. Students must be registered in the system to compete or their names will not populate.

For NLC, the adviser will register students for the conference by logging into the National Database and following the directions under "Conference Registration." For competitive events, the adviser must register using Missouri approved forms for their event. The State Adviser will register students for their events based ONLY on information submitted, and it is the responsibility of the adviser to verify in the National Database this information is accurate.

Only competitors and advisers registered with Missouri will receive the incentives provided by the Conference Assistance Program (buy-in required for some options).

Projectors

For DLC, please contact your LCA to learn more about technology availability at your conference. There may be limited connections available on the projectors at your conference.

For SLC, each projector is equipped with an HDMI and VGA connection. If your chapter requires a Mac adapter, it must be provided by the chapter; Missouri FBLA-PBL does not guarantee compatibility of any technology to projectors.

SPECIAL NOTE: Nationals will no longer provide projectors and screens for the Preliminary Rounds at NLC. Your chapter will present from computers or tablets.

Objective Only Tests

Overview

These events consist of a 60 minute test administered at the member's school via an adviser (DLC) or proctor (SLC).

These are individual events. Each chapter may submit five entries for each event at DLC.

Objective Test Guidelines

- All online tests are taken online via a computer
- No materials may be brought to the testing site
- No calculators may be brought into the testing site; calculators will be provided
- Electronic devices must be turned OFF and stored away from the student
- Writing utensils may be used

Objective Test Logins

- A login will be sent to the adviser who registers the students for DLC or SLC. This will be sent the day before testing begins. Advisers will log in and print all login cards for students.

Advancement

- The top 5 members from each district will advance to SLC from DLC; the next 5 highest test scores across all districts that did not qualify for SLC will receive at-large entry.
- The top 4 students from SLC will advance to NLC.

Accounting I Participants may not have more than two semester of accounting instruction.	Journalizing account classification terminology concepts and practices types of ownership posting income statements balance sheets worksheets bank reconciliations payroll depreciation manual and computerized systems ethics
Accounting II	Financial statements corporate accounting ratios and analysis accounts receivable and payable budgeting and cash flow cost accounting/manufacturing purchases and sales journalizing income tax payroll inventory plant assets and depreciation departmentalized accounting ethics partnerships
Advertising	Personal selling & sales promotion traditional & alternative advertising media consumer behavior basic marketing functions branding & positioning economy advertising plan legal & ethical issues diversity & multicultural market public relations creation of advertisement consumer-oriented advertising financial planning communication consumer purchase classifications target market market segmentation product development product life cycle price planning channels of distribution marketing research effective advertising & promotional messages budget financing advertising campaigns demographics history & influences advertising industry & careers supply chain management distribution logistics Internet self-regulation careers advertising workplace leadership, career development, & team building risk management
Agribusiness	Economics finance and accounting health, safety, and environmental management management analysis and decision making marketing terminology and trends
Business Calculations	Consumer credit mark-up and discounts data analysis and reporting payroll interest rates investments taxes bank records insurance ratios and proportions depreciation inventory
Business Communication	Nonverbal and verbal communication communication concepts report application grammar reading comprehension editing and proofreading word definition and usage capitalization and punctuation spelling digital communication

Business Law	Legal systems contracts and sales business organization property laws agency and employment laws negotiable instruments, insurance secured transactions, bankruptcy consumer protection and product/personal liability computer law domestic and private law
Computer Problem Solving	Operating systems networks personal computer components security safety and environmental issues laptop and portable devices printers and scanners
Cyber Security	Defend and attack (virus, spam, spyware) network security disaster recovery email security intrusion detection authentication public key physical security cryptography forensics security cyber security policy
Economics	Basic economic concepts and principles monetary and fiscal policy productivity macroeconomics market structures investments and interest rates government role types of businesses/economic institutions business cycles/circular flow supply and demand international trade/global economics
Health Care Administration	Managing office procedures medical terminology legal and ethical issues communication skills managing financial functions health insurance records management infection control medical history technology
Introduction to FBLA 9/10 only	FBLA organization bylaws and handbook national competitive events guidelines national publications creed and national goals
Insurance & Risk Management	Risk management process property and liability insurance health, disability, and life insurance insurance knowledge decision making careers ethics
Introduction to Business 9/10 only	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 business ethics insurance
Introduction to Business Communication 9/10 only	Grammar punctuation and capitalization oral communication concepts reading comprehension word definition and usage proofreading and editing spelling
Introduction to Business Procedures 9/10 only	Human relations technology concepts business operations communication skills information processing decision making/management career development database and information management ethics and safety finance
Introduction to Financial Math 9/10 only	Basic math concepts consumer credit data analysis probability fractions percentages discounts decimals
Introduction to Information Technology 9/10 only	Computer hardware and software operating systems common program functions word processing spreadsheets presentation software networking concepts email and electronic communication
Introduction to Parliamentary Procedure 9/10 only	Parliamentary Procedure principles FBLA bylaws
Journalism	Economics of journalism grammar & format law & ethics business of journalism history of journalism
Networking Concepts	General network terminology and concepts network operating system concepts equipment for network access (firewall, DSU/CSU, T1, WiFi) OSI model and functionality network topologies and connectivity network security

Organizational Leadership	Leadership concepts leadership managerial roles behavior & motivation networking communication skills leader & follower relations team leadership self-managed teams strategic leadership for managing crises & change levels of leadership leadership theory traits of effective leaders personality profile of effective leaders leadership attitudes ethical leadership relationship between power, politics, networking, & negotiation coaching managing conflict team decision making organizational politics team skills charismatic & transformational leadership stewardship & servant leadership diverse settings
Personal Finance	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
Securities & Investments	Investment fundamentals personal investing retirement and estate planning financial services industry financial assets & markets financial services regulation stock market mutual funds

Production & Objective Tests

Overview

These events consist of two parts: a production test and objective test administered at the school of the member.

For DLC, only the production component is administered; there is no objective test at DLC.

These are individual events. Each chapter may submit two entries for each event at DLC.

Production & Objective Test Guidelines

- All online tests are taken online via a computer
- No materials may be brought to the testing site
- No calculators may be brought into the testing site; calculators will be provided
- Electronic devices must be turned OFF and stored away from the student
- Writing utensils may be used

Objective Test Logins

- A login will be sent to the adviser who registers the students for DLC or SLC. This will be sent the day before testing begins. Advisers will log in and print all login cards for students.

Production Test Submission

- Production tests are submitted as individual files via WuFoo. Instructions on how to save files are included.
- All files must be submitted in an appropriate PDF format, with the exception of Database Files which should be submitted in Microsoft Office formats, where appropriate. No other files types will be graded.

Advancement

- The top 2 members from each district will advance to SLC from DLC.
- The top 4 students from SLC will advance to NLC.

	Production Component	Objective Test
Computer Applications 2 hours	Create, search, and query databases spreadsheet functions and formulas text slide graphics and presentations business graphics word processing	Basic computer terminology and concepts presentation, publishing, and multimedia applications email, integrated and collaboration applications netiquette and legal issues spreadsheet and database applications security formatting, grammar, punctuation, spelling, proofreading
Database Design & Application 1 hour	Multiple table database design table creation, inserting data into tables table SQL statements creation of forms/reports	Data definitions/terminologies query development table relationships form development reports and forms
Spreadsheet Applications 1 hour	Basic mathematical concepts data organization concepts creating formulas functions generate graphs for analysis purposes pivot tables create macros filter and extract	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
Word Processing 1 hour	Production of all types of business forms letters and mail merge memos tables reports (statistical) materials from rough draft and unarranged copy emails	Related application knowledge advanced applications document formatting rules and standards grammar, punctuation, spelling, and proofreading printing

Objective Test & Performance

Overview

These events consist of a 60 minute test administered at the team's school via an adviser (DLC) or proctor (SLC) and a performance component at DLC and SLC.

These are team events, with 1-3 members per team. Each chapter may submit one team for each event at DLC.

Objective Test Guidelines

- All online tests are taken online via a computer
- No materials may be brought to the testing site
- No calculators may be brought into the testing site; calculators will be provided
- Electronic devices must be turned OFF and stored away from the student
- Writing utensils may be used
- All members of the team together at one computer for DLC and SLC.

Objective Test Logins

- A login will be sent to the adviser who registers the students for DLC or SLC. This will be sent the day before testing begins. Advisers will log in and print all login cards for students.

Performance Qualifier

- The test score is used as a qualifier to determine which teams will perform at DLC and SLC.
 - Contact your LCA to determine the number of teams who will perform at your DLC.
 - The top 10 scoring teams will perform at SLC.

Advancement

- The top 1 team from each district will advance to SLC from DLC; the next 5 highest average team test scores across all districts that did not qualify for SLC will receive at-large entry.
- The top 4 teams from SLC will advance to NLC.

Event	Equipment Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Banking & Financial Systems	N/A	20	7	6	7	N/A	N/A
Entrepreneurship	N/A	20	7	6	7	N/A	N/A
Global Business	N/A	20	7	6	7	N/A	N/A
Hospitality Management	N/A	20	7	6	7	N/A	N/A
Management Decision Making	N/A	20	7	6	7	N/A	N/A
Management Information Systems – SLC only	N/A	20	7	6	7	N/A	N/A
Marketing	N/A	20	7	6	7	N/A	N/A
Network Design - SLC only	N/A	20	7	6	7	N/A	N/A
Sports & Entertainment Management	N/A	20	7	6	7	N/A	N/A

<p>Banking & Financial Systems</p>	<p>Competencies: Concepts and practices basic terminology government regulation of financial services impact of technology on financial services types/differences of various institutions ethics careers in financial services taxation</p> <p>Case: A problem or scenario encountered in the banking or financial business community.</p>
<p>Entrepreneurship</p>	<p>Competencies: Business plan community/business relations legal issues initial capital and credit personnel management financial management marketing management taxes government Regulations</p> <p>Case: A decision-making problem encountered by entrepreneurs in one (1) or more of the following areas: business planning, human relations, financial management, or marketing.</p>
<p>Global Business</p>	<p>Competencies: Basic international concepts ownership and management marketing finance 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</p> <p>Case: A problem encountered in the international/global arena.</p>
<p>Hospitality Management</p>	<p>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</p> <p>Case: A scenario in the hospitality management industry.</p>
<p>Management Decision Making</p>	<p>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</p> <p>Case: A problem encountered by managers in the following areas: human resource management, financial management, marketing management or information systems management. Competitors will assume the role of management and present a solution to the case study.</p>
<p>Management Information Systems Straight to State</p>	<p>Competencies: Systems analysis and design database management and modeling concepts object-oriented analysis and design user interfaces system controls defining system and business requirements</p> <p>Case: A decision-making problem outlining a small business' environment and needs. Competitors will analyze the situation and recommend an information system solution to address the issues raised.</p>
<p>Marketing</p>	<p>Competencies: Basic marketing fundamentals economics selling and merchandising channels of distribution marketing, information research, and planning promotion and advertising media legal, ethical, and social marketing aspects e-commerce</p> <p>Case: A marketing problem is proposed, and a solution is discussed.</p>
<p>Network Design Straight to State</p>	<p>Competencies: Network installation problem solving and troubleshooting network administrator functions configuration of Internet resources backup and disaster recovery configuration network resources and services</p> <p>Case: An analysis of a computing environment situation and recommendation for a network solution that addresses the issues provided.</p>

Sports & Entertainment Management

Competencies: Management basics | event management | management functions | decision making | management strategies | strategic planning tools | networking and delegating | leadership | managing groups and teams | ethics | management for entertainment industry | marketing concepts and buyer behavior | marketing information management and research | marketing mix and product life cycle | distribution, pricing, and market conditions | promotion, advertising, and sponsorship | sales | entrepreneurship | human resource management | careers

Case: A problem outlining the understanding and awareness of sports and entertainment issues within today's society.

Performance Guidelines—Final Round

- Two (2) 4" x 6" note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- All team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Turn off all electronic devices.
- Objective test scores will be used to break a tie.

Objective Test & Individual Role Play

Overview

These events consist of a 60 minute test administered at the member’s school via an adviser (DLC) or proctor (SLC) and a performance component at DLC and SLC.

This is an individual event. Each chapter may submit one entry at DLC.

Objective Test Guidelines

- All online tests are taken online via a computer
- No materials may be brought to the testing site
- No calculators may be brought into the testing site; calculators will be provided
- Electronic devices must be turned OFF and stored away from the student
- Writing utensils may be used

Objective Test Logins

- A login will be sent to the adviser who registers the students for DLC or SLC. This will be sent the day before testing begins. Advisers will log in and print all login cards for students.

Performance Qualifier

- The test score is used as a qualifier to determine which students will perform at DLC and SLC.
 - Contact your LCA to determine the number of members who will perform at your DLC.
 - The top 10 scoring members will perform at SLC.

Advancement

- The top 1 member from each district will advance to SLC from DLC; the next 5 highest individual test scores across all districts that did not qualify for SLC will receive at-large entry.
- The top 4 members from SLC will advance to NLC.

Event	Equipment Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Help Desk	N/A	10	5	4	5	N/A	N/A

<p>Help Desk</p>	<p>Competencies: Help desk concepts help desk operations people component: help desk roles and responsibilities process component: help desk process and procedures information component: help desk performance measure help desk setting customer support as a profession management processes</p> <p>Case: An interactive role-play scenario will be given based on customer service in the technical field.</p>
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Performance Guidelines—Final Round

- Two (2) 4” x 6” note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Individuals should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.
- Final performances are not open to conference attendees.

Objective Test & Team Role Play

Overview

These events consist of a 60 minute test administered at the team’s school via an adviser (DLC) or proctor (SLC) and a performance component at DLC or SLC.

This is a team event, with 4-5 members on the team. Each chapter may submit one team at DLC.

Objective Test Guidelines

- All online tests are taken online via a computer
- No materials may be brought to the testing site
- Electronic devices must be turned OFF and stored away from the student
- Writing utensils may be used
- All members of the team must test individually for DLC and SLC. Their scores will be averaged.

Objective Test Logins

- A login will be sent to the adviser who registers the students for DLC or SLC. This will be sent the day before testing begins. Advisers will log in and print all login cards for students.

Performance Qualifier

- The test score is used as a qualifier to determine which teams will perform at DLC and SLC.
 - Contact your LCA to determine the number of teams who will perform at your DLC.
 - The top 10 scoring teams will perform at SLC.

Advancement

- The top 1 team from each district will advance to SLC from DLC; the next 5 highest average team test scores across all districts that did not qualify for SLC will receive at-large entry.
- The top 2 teams from SLC will advance to NLC. The other two teams will be Superteams and advance to NLC.

Event	Equipment Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Parliamentary Procedure	N/A	20	9-11	8	11	Yes	N/A

Parliamentary Procedure	Competencies: Parliamentary procedure principles FBLA Bylaws Case: The role play scenario will be given to simulate a regular chapter meeting. The examination and performance criteria for this event will be based on <i>Robert’s Rules of Order, Newly Revised, 11th edition</i> .
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Performance Guidelines—Final Round

- Parliamentary procedure reference materials may be used during the preparation period but not during the performance itself. The following items may be taken into the prep and performance room: a copy of the problem for each team member, the treasurer’s report, and a copy of the minutes from a preceding meeting.
- 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 also should be taken up during the meeting. The secretary will take notes during the performance, but notes will not be transcribed into minutes.
- The problem may or may not include class of motions, but all five (5) classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.
- No reference materials, visual aids, or electronic devices may be brought to or used during the performance.

Prejudged Reports & Presentations

Overview

These events consist of a prejudged submission prior to DLC or SLC and a performance component at DLC or SLC.

Each chapter may submit one member/team for each event at DLC.

Individual/Team (1-3)	Chapter
Business Financial Plan	American Enterprise Project
Business Plan	Community Service Project
	Local Chapter Annual Business Report
	Partnership with Business Project

Prejudged Guidelines

- Prejudged component is submitted online via Judgify by stated deadline in PDF format.

Prejudged Qualifier

- The prejudged score is used as a qualifier to determine which members/teams will perform at DLC and SLC.
 - Contact your LCA to determine the number of members/teams who will perform at your DLC.
 - The top 10 scoring members/teams will perform at SLC.

Advancement

- The top 1 member/team from each district will advance to SLC from DLC.
- The top 4 members/teams from SLC will advance to NLC.

Event	Equipment Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
American Enterprise Project – SLC only	5	N/A	7	6	7	Yes	3
Business Financial Plan	5	N/A	7	6	7	Yes	3
Business Plan	5	N/A	7	6	7	Yes	3
Community Service Project – SLC only	5	N/A	7	6	7	Yes	3
Local Chapter Annual Business Report – SLC only	Event is prejudged only.						
Partnership with Business Project – SLC only	5	N/A	7	6	7	Yes	3

<p>American Enterprise Project Straight to State 15 page max</p>	<ul style="list-style-type: none"> • 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. • Reports must describe chapter activities conducted between the previous State Leadership Conference and the current State Leadership Conference.
<p>Business Financial Plan 15 page max</p>	<ul style="list-style-type: none"> • Establish and develop a complete financial plan for a business venture by writing a report on the topic below. • A one-page description of the plan should be the first page of the report (not included in page count). <p>2017-18 Topic You are planning to open a “fresh food” (i.e. prepared meals, ingredients to makes meals, natural foods, etc.) home delivery service in your community of 250,000 residents. Since it is a delivery service, there is room to expand your geographic delivery area. Your service will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). You will conduct business via an online ordering system, but you will lease an existing building that is currently zoned for your business venture in order to prepare the meals that will be delivered to customers. You will also need to purchase a delivery vehicle(s). Develop a financial plan that covers all aspects described. You will need to name your business. You must include plans for needed construction/renovation to the building, equipment that must be purchased, inventory for your launch date, hours of operation, staffing requirements, and an advertising plan. You will also need to clearly identify your target market(s), product availability, and delivery location(s).</p>
<p>Business Plan 30 page max</p>	<p>An effective business plan should include the following information:</p> <ul style="list-style-type: none"> • Executive Summary provides a brief synopsis of the key points and strengths included in the plan. • Company Description includes basic details of the business, including an overview, location, legal structure, and organization. • Industry Analysis provides an analysis of the larger industry in which the business will belong; analyzes key trends and players in the industry; demonstrates an understanding and awareness of external business decisions. • Target Market provides a brief overview of the nature and accessibility of the targeted audience. • Competitive Analysis includes an honest and complete analysis of the business’ competition and 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 business operations on a day-to-day basis, including 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 and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business’ development, and discusses compensation and incentives. • Long-Term Development gives a clear vision of where the business will be in three (3), five (5), or more years. It offers an honest and complete evaluation of the business’ potential for success and failure and identifies priorities for directing future business activities. • Financials indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively. • Appendix includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.). • Note: Business must not have been in operation more than 12 months.

<p>Community Service Project Straight to State 15 page max</p>	<p>Reports must describe one (1) chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:</p> <ul style="list-style-type: none"> • Description of the project • Chapter member involvement • Degree of impact on the community • Evidence of publicity received • Project evaluation
<p>Local Chapter Annual Business Report (LCABR) Straight to State 15 page max</p>	<ul style="list-style-type: none"> • Report must not exceed fifteen (15) pages. • Divider pages and appendices are optional and must be included in the page count. • Report should include the chapter’s program of work. • Report describes activities of the chapter that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference.
<p>Partnership with Business Project Straight to State 15 page max</p>	<p>Demonstrate the development and implementation of an innovative, creative, and effective partnership plan.</p> <p>Include:</p> <ul style="list-style-type: none"> • Description of the partnership goals and planning activities • Roles of business leaders and chapter members in developing and implementing the partnership • Results, concepts learned, and impact of the project • Provide degree of involvement (hours spent, personal contact, executives and department heads contacted) • Examples of publicity and recognition received as a result of the partnership

Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- Front cover is not counted against page limit.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX–XX). Business Financial Plan and Business Plan should also include the names of participants.
- Divider pages and appendices are optional and must be included in the page count.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8½” x 11” paper.
- Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report.
- If information is not available for the particular criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn’t adhere to the guidelines.
- Project content is prejudged before the DLC and SLC. The presentation of the project is judged at SLC for the Top 10.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous NLC.
- Reports submitted for competition become the property of Missouri FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the association.

Performance Guidelines

- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors’ performances in their event.

Prejudged & Presentation

Overview

These events consist of a prejudged submission prior to DLC or SLC and a performance component at DLC or SLC.

Each chapter may submit one member/team for each event at DLC.

Individual	Individual/Team (1-3)
Coding and Programming	3D Animation
	Computer Game and Simulation Programming
	Digital Video Production
	e-Business
	Mobile Application Development
	Website Design

Prejudged Guidelines

- Prejudged component is submitted online via Judgify by stated deadline.
 - Coding & Programming, Computer Game & Simulation Programming and Mobile Application Development must be mailed. Two copies on a flash drive or CD/DVD must be **received** by the stated deadline.

Prejudged Qualifier

- The prejudged score is used as a qualifier to determine which members/teams will perform at DLC and SLC.
 - Contact your LCA to determine the number of members/teams who will perform at your DLC.
 - The top 10 scoring members/teams will perform at SLC.

Advancement

- The top 1 member/team from each district will advance to SLC from DLC.
- The top 4 members/teams from SLC will advance to NLC.

Event	Equipment Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
3D Animation – SLC only	5	N/A	7	6	7	Yes	3
Computer Game & Simulation Programming – SLC only	5	N/A	7	6	7	Yes	3
Coding & Programming – SLC only	5	N/A	7	6	7	Yes	3
Digital Video Production	5	N/A	7	6	7	Yes	3
e-Business – SLC only	5	N/A	7	6	7	Yes	3
Mobile Application Development – SLC only	5	N/A	7	6	7	Yes	3
Website Design	5	N/A	7	6	7	Yes	3

<p>3D Animation Straight to state</p>	<ul style="list-style-type: none"> • The presentation is designed to be an explanation of equipment used, software used, the development process, an overview of how copyright laws were addressed, and challenges experienced during the process. • Animated video should be no longer than three (3) minutes. • The video should be shown to the judges. <p>2017-18 Topic Using 3-D animation, create an informational video on how to get a job. At minimum, the video must include information on the following components</p> <ul style="list-style-type: none"> • Where to find information on job openings • Writing a resume and cover letter • Completing application forms • How to present yourself in a job interview • Tips for a successful job interview
<p>Coding & Programming Straight to state</p>	<ul style="list-style-type: none"> • The program must run on Windows XP or higher. • Solution must run standalone with no programming errors. • Data must be free of viruses/malware. Any entry with contaminated data will not be judged. • The program should be shown to the judges. <p>2017-18 Topic Develop a database program to manage the issuance of books at a school library. Give the school a name. The program must be able to complete a minimum of the following tasks:</p> <ul style="list-style-type: none"> • Track student and teacher names with ability to enter/view/edit names. • Track the issuance of books for a student or teacher. • Manage different limits for the number of books that can be issued to a student or teacher. • Manage the number of days that students and teachers can check out any book. (Hint: Mostly like the number of days will differ for students and teachers). • Give each book a different ID. Also, each book of same name and same author (but number of copies) will have different ID. • Generate/print weekly report to show books issued to whom and number of days leading to the due date return. • Generate/print weekly report of detail of fines (when book not returned on time).
<p>Computer Game & Simulation Programming Straight to state</p>	<ul style="list-style-type: none"> • Choose a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic. • The program must run on Windows XP or a higher computer. • Data must be free of viruses/malware. Any entry with contaminated data will not be judged. • 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. The program must contain the following, at a minimum: <ul style="list-style-type: none"> • 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 • The program should be shown to the judges.

	<p>2017-18 Topic</p> <p>A sandbox is a style of game in which minimal character limitations are placed on the gamer, allowing the gamer to roam and change a virtual world at will. In contrast to a progression-style game, a sandbox game emphasizes roaming and allows a gamer to select tasks. Instead of featuring segmented areas or numbered levels, a sandbox game usually occurs in a “world” to which the gamer has full access from start to finish. Create an original sandbox-style game that revolves around a year in the life of a typical FBLA member and the varied activities that he/she can become involved in; such as competitive events, fundraising, community service, national membership programs, and national recognition programs. The game must:</p> <ul style="list-style-type: none"> • Run on a PC using Windows 7 or newer • Be virus and malware free • Run solely by keyboard stroke • Qualify for a maximum ESRB rating of E10+
<p>Digital Video Production</p>	<ul style="list-style-type: none"> • The production may use any method to capture or create moving images. • The presentation should include sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright information for pictures, music, or other items. • The two (2) to four (4) minute video may be shown to the judges if desired. <p>2017-18 Topic</p> <p>Create a promotional video that explains why your school board should support starting an FBLA chapter at your school.</p>
<p>E-business Straight to state</p>	<ul style="list-style-type: none"> • Websites must be available for viewing on the Internet at the time of judging. • No changes may be made to the website after the official entry date. • Sites should be designed to allow for viewing on many different platforms. • If using a shopping cart, it does not need to be activated. • Explanations should include development and design process, use and implementation of innovative technology, and use and development of media elements. • The website should be shown to the judges. <p>2017-18 Topic</p> <p>Develop an e-business website for your new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service for your community of 250,000 residents. Since it is a delivery service, there is room to expand your geographic delivery area. Give your business a name and a logo. Your service will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The website should clearly identify the target market locations and its product availability. The website should allow customers to check availability of products, place and pay for orders online as a one-time customer, or become a member and set up plans for a calendar year. The site should also contain a contact page.</p>

<p>Mobile Application Development Straight to state</p>	<ul style="list-style-type: none"> • The following platforms may be used to develop the project: Google’s Android, Apple iOS, or Microsoft Windows Phone. • Project submissions must include the source code and screen shots of the GUI in PDF format. • The solution must run standalone with no programming errors. • Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable. • Applications do not need to be available for download from a digital-distribution multimedia-content service. • The app should be shown to the judges. <p>2017-18 Topic Develop an app to manage the issuance of books and to provide other information at a school library. Give the school a name. The app must be able to do or show the following:</p> <ul style="list-style-type: none"> • Allow students and teachers to reserve books. • Allow students and teachers to check out books. • Remind students and teachers when books are overdue. • Show a map of the school library.
<p>Website Design</p>	<ul style="list-style-type: none"> • The website must be available for viewing on the Internet at the time of judging. No changes can be made to the website after the official entry date. • Websites should be designed to allow for viewing on as many different platforms as possible. • Explanations should include the development and design process, the use and implementation of innovative technology, and the use and development of media elements. • The website should be shown to the judges. <p>2017-18 Topic Create a website on how to get a job. You will need to come up with a name and logo for your website. At minimum, the website must include information on the following components:</p> <ul style="list-style-type: none"> • Where to find information on job openings • Writing a resume and cover letter • Completing application forms • How to present yourself in a job interview • Tips for a successful job interview

Project Guidelines

- All physical media must be received at the State Office by the stated deadline.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Projects must be clearly labeled with the name of the event, state, participants’ name(s), and school.
- Competitors are responsible for bringing a copy of their project to show the judges.
- Any photographs, texts, trademarks, or names used on the site must be supported by proper documentation and approvals indicated on the site.
- When applicable, the use of templates must be identified.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

Interview Events

Overview

These events consist of a prejudged submission and test (for FBL) prior to DLC and a performance component at DLC or SLC. At SLC, there is a preliminary and final interview round.

These are individual events. Each chapter may submit one member for each event at DLC.

Objective Test Guidelines

- All online tests are taken online via a computer
- No materials may be brought to the testing site
- No calculators may be brought into the testing site; calculators will be provided
- Electronic devices must be turned OFF and stored away from the student
- Writing utensils may be used

Objective Test Logins

- A login will be sent to the adviser who registers the students for DLC or SLC. This will be sent the day before testing begins. Advisers will log in and print all login cards for students.

Prejudged Guidelines

- Prejudged component is submitted online via Judgify by stated deadline.

Prejudged Qualifier

- The prejudged/test score is used as a qualifier to determine which members/teams will perform at DLC.
 - Contact your LCA to determine the number of members/teams who will perform at your DLC.
- The prejudged/test score is used as a component of the preliminary score at SLC, and determines the preliminary competitors (Top 10) for Future Business Leader.
 - The top 5 students from the preliminary round in Future Business Leader will advance to the final round.

Advancement

- The top 1 member from each district will advance to SLC from DLC.
- The top 4 members from SLC will advance to NLC.

Event	Equipment Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Future Business Leader – Prelim	N/A	N/A	10	N/A	N/A	N/A	N/A
Future Business Leader - Final	N/A	N/A	15	N/A	N/A	N/A	N/A
Job Interview – Preliminary	N/A	N/A	10	N/A	N/A	N/A	N/A
Job Interview - Final	N/A	N/A	15	N/A	N/A	N/A	N/A

<p>Future Business Leader</p>	<ul style="list-style-type: none"> • Upload one-page cover letter and résumé • Cover letter addressed to: Ms. Jean Buckley President and CEO, FBLA-PBL, Inc., 1912 Association Drive, Reston, VA 20191 	<ul style="list-style-type: none"> • Objective Test: 60 minutes.. Test score is added into the preliminary interview score. <p>Competencies: FBLA organization, bylaws, and handbook national competitive event guidelines national publications creed and national goals business knowledge, i.e., accounting, banking, law, etc.</p> <ul style="list-style-type: none"> • Cover Letter: The letter should state reasons for deserving the honor of this award. • Résumé: List your FBLA activities and involvement.
<p>Job Interview</p>	<ul style="list-style-type: none"> • Upload one-page cover letter, résumé Address to: Dr. Terry E. Johnson Director of Human Resources Merit Corporation, 1640 Franklin Place, Washington, D.C. 20041 	<ul style="list-style-type: none"> • Cover Letter: Each competitor must apply for a business or business-related job at Merit Corporation (a fictitious company) in Washington, D.C. Company benefits include paid holidays and vacation, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer. • The job must be one for which the competitor is now qualified or he/she will be qualified for at the completion of the current school year. It may be a part-time, internship, or full-time job. • Résumé: Highlight your work/volunteer experience.

Interview Guidelines

- Competitors must bring one (1) hard copy of résumé and cover letter in a folder to each round of interviews onsite.
- Label folders with the event title, competitor’s name, state, and school. Include the competitor’s name on all pages submitted.
- Résumés should be brief, not exceeding two (2) pages. Photographs are not allowed.
- Competitors will be scheduled for a ten (10) minute preliminary interview. The preliminary will act as the only round for DLC.
- Finalists will be scheduled for a fifteen (15) minute interview. This is only available at SLC.
- Preliminary and final interviews are not open to conference attendees.
- Objective test scores will be used to break a tie in the final round.

Speech Events

Overview

These events consist of a business speech based on FBLA-PBL goals.

These are individual events. Each chapter may submit one member in each event at DLC.

Prejudged Qualifier

- Your district may require a prejudged submission for Introduction to Public Speaking or Public Speaking. Please contact your LCA to confirm.

Advancement

- The top 1 member/team from each district will advance to SLC from DLC.
- The top 4 members/teams from SLC will advance to NLC.

Event	Equipment Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Impromptu Speaking	N/A	10	4	3	4	Yes	No
Introduction Public Speaking	N/A	N/A	4	3	4	Yes	No
Public Speaking	N/A	N/A	5	4	5	Yes	No

Impromptu Speaking	<ul style="list-style-type: none"> Two (2) 4" x 6" note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. The cards will be collected following the presentation. No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation. Topics must relate to one (1) or more of the FBLA-PBL goals.
Introduction to Public Speaking 9/10 only	<ul style="list-style-type: none"> The speech must be of a business nature and must be developed from one or more of the FBLA-PBL goals. When delivering the speech, competitors may use notes prepared before the event. No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.
Public Speaking	<ul style="list-style-type: none"> The speech must be of a business nature and must be developed from one or more of the FBLA-PBL goals. When delivering the speech, competitors may use notes prepared before the event. No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.

FBLA-PBL Goals

- 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.

Presentation Events with Equipment

Overview

These events consist of a performance component at DLC or SLC.

Each chapter may submit one member/team for each event at DLC.

Individual	Individual/Team (1-3)
Electronic Career Portfolio	Broadcast Journalism
Sales Presentation	Graphic Design
	Introduction to Business Presentation
	Public Service Announcement
	Publication Design
	Social Media Campaign

The following events also require a prejudged submission for DLC and SLC in the appropriate format:

- Electronic Career Portfolio
- Graphic Design
- Publication Design

Prejudged Guidelines

- Prejudged component is submitted online via Judgify by stated deadline.

Prejudged Qualifier

- The prejudged score is used as a qualifier to determine which members/teams will perform at DLC and SLC.
 - Contact your LCA to determine the number of members/teams who will perform at your DLC.
 - The top 10 scoring members/teams will perform at SLC.

Advancement

- The top 1 member/team from each district will advance to SLC from DLC.
- The top 4 members/teams from SLC will advance to NLC.

Event	Equipment Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Broadcast Journalism	5	N/A	7	6	7	Yes	Yes
Electronic Career Portfolio	5	N/A	7	6	7	Yes	Yes
Graphic Design	5	N/A	7	6	7	Yes	Yes
Introduction to Business Presentation	5	N/A	7	6	7	Yes	Yes
Public Service Announcement	5	N/A	5	4	5	Yes	Yes
Publication Design	5	N/A	7	6	7	Yes	Yes
Sales Presentation	5	N/A	7	6	7	Yes	Yes
Social Media Campaign	5	N/A	7	6	7	Yes	Yes

<p>Broadcast Journalism</p>	<ul style="list-style-type: none"> • Competitors must research and develop the topic prior to conference and be prepared to present a 7-minute live news broadcast to the judges. • Competitors are permitted to bring prepared notes of any type for the presentation. • Visual aids (can be electronic, printed, etc.) are permitted during the presentation. However, no materials may be left with the judges. • Comply with state and federal copyright laws. • Competitors should introduce themselves, and present the news broadcast to the judges. <p>2017-18 Topic You or your team work for your local news station. You are being given the opportunity to write and present a 7-minute news broadcast on the weekend edition of the evening news. You must research, write, and present the following stories:</p> <ul style="list-style-type: none"> • A story about your local high school's success at the FBLA State Leadership Conference and their preparations for NLC. • A story that wraps up and highlight's your local high school's track season. • A story about the ongoing theft of bicycles in your hometown.
<p>Electronic Career Portfolio</p>	<ul style="list-style-type: none"> • The event is to be specific to the career goals and professional experiences that the student has completed; it is not a showcase of FBLA experiences. • All information should reflect the student's accomplishments and experiences that have actually occurred. • The portfolio must include: a résumé 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: <ul style="list-style-type: none"> • 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 (5) 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.
<p>Graphic Design</p>	<ul style="list-style-type: none"> • Emphasize graphic interpretation of the topic and design. • Do not use any words, diagrams, clip art, and/or artwork that are not public domain. • The logo must be saved in JPEG, GIF, or EPS format. Graphics should be computer generated. <p>2017-18 Topic Create a digital magazine spread for the FBLA publication, Tomorrow's Business Leader. You must include a cover; a feature article on an FBLA program; an interview with an educator, professional member, or sponsor; and a promotional announcement for the 2018 National Leadership Conference in Baltimore.</p>
<p>Introduction to Business Presentation 9/10 only</p>	<ul style="list-style-type: none"> • Use a presentation software program as an aid in delivering a business 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. • Comply with state and federal copyright laws. <p>2017-18 Topic Create a business presentation that revolves around the theme, "What is FBLA to me?"</p>

<p>Public Service Announcement</p>	<ul style="list-style-type: none"> • Research and form an objective on the topic provided. • Create a 30-second video on the topic. • The video production may use any method to capture or create moving images. • The PSA video must be shown to the judges. • The presentation should include the team’s objective toward the topic; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items. • Competitors must bring their own script copy if they want to refer to it during the presentation. <p>2017-18 Topic Develop a public service announcement that addresses the issue of student safety and protection with regard to cyber bullying.</p>
<p>Publication Design</p>	<ul style="list-style-type: none"> • The event is to highlight print publications. • 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. • Competitors may bring copies of printed materials designed for presentation. • Comply with state and federal copyright laws. • The presentation should include the team’s objective toward the topic; the script writing process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items. <p>2017-18 Topic You have been hired to develop a publication portfolio for a new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service that will open soon in a community of about 250,000 residents. The business will be a delivery service. The business will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The materials developed should clearly identify the target market and its products. Give the business a name. The portfolio should include a logo for the business, a poster to advertise the business, a business card, and three additional promotional products.</p>
<p>Sales Presentation</p>	<ul style="list-style-type: none"> • The individual shall provide the necessary materials and merchandise for the demonstration along with the product. • Each participant’s demonstration must be the result of his/her own efforts. Facts and working data may be secured from any source. • Student members, not advisers, must prepare the demonstration. • Visual aids and samples related to the presentation may be used in the presentation; however, no items may be left with the judges or audience. • When delivering the demonstration, the participant may use notes, note cards, and props. All materials must be removed at the end of the performance.

Social Media Campaign

- Effectively address a recruitment opportunity and a strategic approach to targeting prospective members, as well as engaging existing members.
- Topic is addressed effectively and is appropriate for the audience.
- Campaign has high level of engagement and interactivity: Likes, shares, retweets, etc.
- Demonstrates knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
- Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement and outreach strategies.
- Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing.
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Comply with state and federal copyright laws.

2017-18 Topic

Create a social media marketing campaign to create buzz surrounding healthy eating and the opening of your new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service that will open soon in a community of about 250,000 residents. The business will be a delivery service. The business will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The campaign should clearly identify the target market and its products. Give the business a name. The campaign must utilize a minimum of three different social media platforms.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges

Presentation Events without Equipment

Overview

These events consist of a performance component at DLC or SLC.

Each chapter may submit one member/team for each event at DLC.

Individual	Team (1-3)
Client Service	Business Ethics
	Emerging Business Issues

Prejudged Qualifier

- Your district may require a prejudged submission for Business Ethics to qualify to perform. Please contact your LCA to confirm. Prejudged submissions are not required for SLC.

Advancement

- The top 1 member/team from each district will advance to SLC from DLC.
- The top 4 members/teams from SLC will advance to NLC.

Event	Equipment Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Business Ethics	N/A	N/A	7	6	7	Yes	Yes
Client Service	N/A	10	5	4	5	No	No
Emerging Business Issues	N/A	N/A	7	6	7	Yes	Yes

<p>Business Ethics</p>	<ul style="list-style-type: none"> Competitors must research the topic prior to conference and be prepared to present their findings and solutions. Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.). Teams are permitted to bring prepared notes. Books, other bound materials, and equipment are prohibited. <p>2017-18 Topic Research an ethical case related to the automobile industry and discuss why it happened; how it should be resolved; and what could have prevented it.</p>
<p>Client Service</p>	<ul style="list-style-type: none"> This role play event requires the competitor to provide customer service to a client (judges). Two (2) 4" x 6" note cards will be provided for each competitor 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 other reference materials, visual aids, or electronic devices may be brought in or used during the preparation of the performance.

Emerging Business Issues

- Participants will be expected to research the topic prior to the conference and be prepared to present both the affirmative and negative arguments.
- Teams will be permitted to bring prepared notes of any type for the presentation.
- Teams will have seven (7) minutes to present both sides.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams should introduce themselves, describe the situation, present both affirmative and negative and make their recommendations, and summarize their case.

2017-18 Topic

Crowdsourcing is the process of obtaining needed services, ideas, content, or funding by soliciting contributions from a large group of people, particularly an online community. Crowdsourcing has become very popular for soliciting funding for business ventures or persons facing medical crises, for example. However, it is also being used by individuals to solicit funding that will aid them in purchasing material items such as a new car or television. Be prepared to argue the affirmative, that crowdsourcing is an effective way to raise money for a valid purpose; and be prepared to argue the negative, that crowdsourcing is ineffective because it can be used for personal gain.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.