

PBL
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

- Business Communication – Skill portion completed prior to SLC
- Business Sustainability – Synopsis no longer required
- Future Business Executive – Objective test added
- Strategic Analysis & Decision Making – Synopsis no longer required

Procedural Changes

- Members may now compete on teams with members from other chapters in certain events
 - If a school chooses to do so, this counts as their one submission into the event
 - Available events:
 - Business Ethics
 - Business Presentation
 - Business Sustainability
 - Computer Animation
 - Emerging Business Issues
 - Integrated Marketing Campaign
 - Social Media Challenge
 - Strategic Analysis & Decision Making
- All team members must test together at one computer for all team events with an objective component

FBLA Quick Reference Guide

Event	Type	Number of SLC Entries	Number of NLC Advancements	Objective Test	Prejudged/ Skills	Performance Time
Accounting Analysis & Decision Making	Team (1-3)	1	2	x		7
Accounting for Professionals	Individual	1	2	x	Skill	
Accounting Principles	Individual	5	3	x		
Administrative Technology (WP)	Individual	1	2	x	Skill	
Business Communication	Individual	5	2	x	Typed Prompt	
Business Decision Making	Team (1-3)	1	2	x		7
Business Ethics	Team (1-3)	1	2			7
Business Law	Team (1-3)	1	2	x		7
Business Presentation	Team (1-3)	1	2			7
Business Sustainability	Team (1-3)	1	2			7
Client Service	Individual	1	2			5
Community Service Project	Chapter (1-3)	1	2		Report	7
Computer Animation	Team (1-3)	1	2		Project	
Computer Applications	Individual	1	2		Skill	
Computer Concepts	Individual	5	3	x		
Contemporary Sport Issues	Individual	5	3	x		
Cost Accounting	Individual	1	2	x	Skill	
Cyber Security	Individual	5	3			
Desktop Publishing	Team (1-2)	1	2	x	Production	
Economic Analysis & Decision Making	Team (1-3)	1	2	x		7
Emerging Business Issues	Team (1-3)	1	2			7
Entrepreneurship Concepts	Individual	5	3	x		
Financial Analysis & Decision Making	Team (1-3)	1	2	x		7
Financial Concepts	Individual	5	3	x		
Financial Services	Team (1-3)	1	2	x		7
Forensic Accounting	Team (1-3)	1	2			7
Future Business Educator	Individual	1	2		Lesson Plan	Interview
Future Business Executive	Individual	1	2	x	R & CL	Interview
Global Analysis & Decision Making	Team (1-3)	1	2	x		7
Help Desk	Individual	1	2	x		5
Hospitality Management	Team (1-3)	1	2	x		7
Human Resource Management	Team (1-3)	1	2	x		7
Impromptu Speaking	Individual	1	2			4
Information Management	Individual	5	3	x		
Integrated Marketing Campaign	Team (1-3)	1	2			7
Job Interview	Individual	1	2		R & CL	Interview
Justice Administration	Individual	5	3	x		
Local Chapter Annual Business Report	Chapter	1	2		Report	

Macroeconomics	Individual	5	3	x	
Management Analysis & Decision Making	Team (1-3)	1	2	x	7
Management Concepts	Individual	5	3	x	
Marketing Analysis & Decision Making	Team (1-3)	1	2	x	7
Marketing Concepts	Individual	5	3	x	
Microeconomics	Individual	5	3	x	
Mobile Application Development	Team (1-3)	1	2		x 7
Network Design	Team (1-3)	1	2	x	7
Networking Concepts	Individual	5	3	x	
Organizational Behavior & Leadership	Individual	5	3	x	
Parliamentary Procedure	Team (4-5)	1	2	x	9 - 11
Personal Finance	Individual	5	3	x	
Programming Concepts	Individual	5	3	x	
Project Management	Individual	5	3	x	
Public Speaking	Individual	1	2		5
Retail Management	Individual	5	3	x	
Sales Presentation	Individual	1	2		7
Social Media Challenge	Team (1-3)	1	2		7
Small Business Management Plan	Team (1-3)	1	2		Report 7
Sports Management & Marketing	Individual	5	3	x	
Statistical Analysis	Individual	5	3	x	
Strategic Analysis & Decision Making	Team (1-3)	1	2		7
Website Design	Team (1-3)	1	2		Website 7
Who's Who in PBL	Individual	1	1		R & CL

PBL Score Percentage Breakdown

	Test Component	Prejudged Component	Performance Component	Final
<u>CATEGORY 1: OBJECTIVE ONLY</u>				
Accounting Principles	100%			x
Computer Concepts	100%			x
Contemporary Sport Issues	100%			x
Cost Accounting	100%			x
Entrepreneurship Concepts	100%			x
Financial Concepts	100%			x
Information Management	100%			x
Justice Administration	100%			x
Macroeconomics	100%			x
Management Concepts	100%			x
Marketing Concepts	100%			x
Microeconomics	100%			x
Networking Concepts	100%			x
Organizational Behavior & Leadership	100%			x
Personal Finance	100%			x
Programming Concepts	100%			x
Project Management	100%			x
Retail Management	100%			x
Sports Management & Marketing	100%			x
Statistical Analysis	100%			x
<u>CATEGORY 2: PERFORMANCE</u>				
Business Ethics			100%	x
Business Presentation			100%	x
Business Sustainability			100%	x
Client Service			100%	x
Emerging Business Issues			100%	x
Forensic Accounting			100%	x
Impromptu Speaking			100%	x
Integrated Marketing Campaign			100%	x
Public Speaking			100%	x
Sales Presentation			100%	x
Social Media Challenge			100%	x
Strategic Analysis & Decision Making			100%	x

	Test Component	Prejudged Component	Performance Component	Final
CATEGORY 3: SKILLS				
Accounting for Professionals	50%	50%		x
Administrative Technology (WP)	20%	80%		x
Business Communication	50%	50%		x
Computer Applications	20%	80%		x
Cost Accounting	50%	50%		X
Desktop Publishing	80%	20%		x
CATEGORY 4: TEST/PERFORMANCE				
Accounting Analysis & Decision Making	50%		50%	x
Business Decision Making	50%		50%	x
Business Law	50%		50%	x
Economic Analysis & Decision Making	50%		50%	x
Financial Analysis & Decision Making	50%		50%	x
Financial Services	50%		50%	x
Global Analysis & Decision Making	50%		50%	x
Help Desk	50%		50%	x
Hospitality Management	50%		50%	x
Human Resource Management	50%		50%	x
Management Analysis & Decision Making	50%		50%	x
Marketing Analysis & Decision Making	50%		50%	x
Network Design	50%		50%	x
Parliamentary Procedure	50%		50%	x
CATEGORY 5: PREJUDGED/PERFORMANCE				
Community Service Project		50%	50%	x
Mobile Application Development		50%	50%	x
Small Business Management Plan		50%	50%	x
Website Design		50%	50%	x
CATEGORY 6: OTHER				
Future Business Educator		Scored with performance	100%	
Future Business Executive		50%	50%	x
Job Interview		50%	50%	x
Local Chapter Annual Business Report		100%		x

General Guidelines & Rules

Eligibility

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 (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.

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.

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 SLC, an adviser may 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 SLC and NLC.

For SLC, the adviser will register students for both the conference and their competitive events using WuFoo.

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.

Projectors

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.

Objective Only Tests

Overview

These events consist of a 60 minute test administered at the member's school via an adviser for SLC.

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

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 SLC. This will be sent the day before testing begins. Advisers will log in and print all login cards for students.

Advancement

- The Top 2 students from SLC will advance to NLC

Accounting Principles	Competencies: Accounts Payable and Receivable; Basic Concepts, Principles and Terminology; Measurement, Valuation, Realization, and Presentation of Assets; Other Financial Statements (Cash Flow, Owner's Equity, Profit-Loss, etc.); Ownership Structure; Professional Standards and Ethics; Worksheet; Financial Statements (Balance Sheet and Income Statement)
Computer Concepts	Competencies: Basic Computer Principles; Ethics; Hardware; Networking Systems and Procedures; Programming Concepts; Software Concepts (Applications and Operating Systems); Terminology; Troubleshooting
Contemporary Sports Issues	Competencies: Finance and Economics in Sports Industry; Sports Consumer Behavior; International Sports; Legal Considerations; Professional Sports; Sociological Aspects of Sports; Public Relations; Sports Facility and Event Management; Intercollegiate Athletics; Sports Management and Marketing; Sport Tourism
Cyber Security	Competencies: Defend and Attack (virus, spam, spyware, Trojans, hijackers, worms); Network Security; Email Security; Intrusion Detection; Public Key; Authentication; Disaster Recovery; Physical Security; Cryptography; Forensics Security; Cyber Security Policy
Entrepreneurship Concepts	Competencies: Business Plan; Community/Business Relations; Legal Issues; Initial Capital and Credit; Personnel Management; Financial Management; Marketing Management; Taxes; Government Regulations

Financial Concepts	Competencies: Financial Instruments and Institutions; Time Value of Money; Cost of Capital and Capital Budgeting; Valuation and Rates of Return; Financial Analysis; Capital Investment Decisions; Financial Risks and Returns; International Finance
Information Management	Competencies: Resource Management (human, financial, data); Telecommunication & Networking Technologies; Decision Making; E-Business Systems; Business Communications; Ethics; Human Relations
Justice Administration	Competencies: Corrections and Alternative Sanctions (Community Sentences, History and Current Information on Corrections and Prison Life); Courts and Adjudication (Prosecution and Defense, Pretrial Procedures, Criminal Trial and Punishment and Sentencing); Juvenile Justice System; Nature of Crime, Law, and Criminal Justice (Victimization, Substance & Procedure, and Current Justice Trends with Terrorism, Homeland Security, Cyber Crime); Police and Law Enforcement (History and Organization, Role and Function, Professional, Social, and Legal Issues); Basic Concepts
Macroeconomics	Competencies: Aggregate Demand and Supply; Consumption and Saving; Economic Development; Exchange Rates; Fiscal and Monetary Policies; Government Deficit and Debt; Gross Domestic Product; Inflation and Deflation; International Trade; Money and Interest Rates; Recessions and Depressions; Stabilization; Wages and Unemployment
Management Concepts	Competencies: Business Environment; Communication Techniques; Controlling; Decision Making; Directing; Employee Motivation Theories; Group Dynamics; Leadership; Organizational Structure; Organizing; Planning; Policies and Strategies; Staffing
Marketing Concepts	Competencies: Basic Marketing (Price, Product, Place, and Promotion); E-Marketing; International Marketing; Legal and Social Aspects; Marketing Concepts and Strategies; Marketing Research
Microeconomics	Competencies: Capital and Natural Resource Markets; Distribution of Income and Wealth; Economic Uncertainties; Elasticity; Labor Markets and Wages; Market Failure; Monopolies; Oligopolies and Duopolies; Opportunity Cost; Perfect Competition; Production Factors; Production and Trade; Supply and Demand
Networking Concepts	Competencies: General Networking Terminology; Specific Network Operating System (NOS) Concepts; OSI Model & Functionality; Network Topologies; : Equipment for Network Access (firewall, DSU/CSU, TI, Wi-Fi, etc.); Network Security

<p>Organizational Behavior & Leadership</p>	<p>Competencies: Conceptual and Problem-Solving Skills; Organizational Strategy and Corporate Culture; Leadership Traits and Characteristics; Motivational Theories and Practices; Individual and Group Behavior in Organizations; Power and Influence; Organizational Communication; Teamwork; Organizational Ethics and Social Responsibility; Global Perspectives in Organizations; Multicultural and Gender Perspectives in Leaders and Organizations</p>
<p>Personal Finance</p>	<p>Competencies: Personal Financial Planning Process; Time Value of Money Principles and Calculations (Present Value, Future Value); Personal Financial Statements (Balance Sheet, Budgets, Income & Expense Statement); Individual Income Tax Principles, Calculation, and Filing; Financial Services and Saving Options; Housing and Automobile Purchase Decisions; Credit Concepts; Insurance Concepts (Life, Health, Property, Disability); Basic Investment Planning (Stocks, Bonds, Mutual Funds); Retirement and Estate Planning</p>
<p>Programming Concepts</p>	<p>Competencies: Programming Development Concepts; Programming Structures; Functions; Database; Classes; Strings; Resource ; Randomization; Arrays; Refactoring</p>
<p>Project Management</p>	<p>Competencies: Project Definition; Project Plan Development; Project Management; Risk Management; Project Times and Cost Estimates; Project Team Management; Progress and Performance Measurement and Evaluation; Project Audit and Closure; Project Selection; Resource Scheduling</p>
<p>Retail Management</p>	<p>Competencies: Retail Management Functions; Customer Value, Services, Retailing Technologies; Retail Planning and Management Process; Retail Environment; Evaluation and Identification of Retail Customers; Retailing Information Systems; Selecting the Appropriate Market and Location; Financial Aspects of Operations Management; Merchandise Buying and Handling; Human Resource Management in Retailing; Pricing in Retailing; Customer Service in Retailing; Laws and Ethics; Diversity and Trends</p>
<p>Sports Management & Marketing</p>	<p>Competencies: Accounting & Budgeting; Economics of Sports; Ethics; Facility Management; Financing Sports; Group Decision Making and Problem Solving; Labor Relations in Pro Sports; Law and Sports Application; Sponsorships; Sports Management History; Sports Licensing; Strategic Marketing; Tort Liability and Risk Management</p>
<p>Statistical Analysis</p>	<p>Competencies: Descriptive Statistical Analysis; Organizing and Presenting Statistical Data; Probability Distributions; Sampling Techniques; Linear Regression; Confidence Integrity; Hypothesis Testing</p>

Production & Objective Tests

Overview

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

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

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 SLC. This will be sent the day before testing begins. Advisers will log in and print all login cards for students.

Production Test Submission

- A test will be sent to the adviser who registers the students for SLC. This will be sent the day before testing begins. Advisers will print the exam for students.
- 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 students from SLC will advance to NLC.

	Production Component	Objective Test
Accounting for Professionals	Financial statements; Bank reconciliation; Payroll; Trial balance; Journalizing; Depreciation; Adjusting/ closing entries	Accounts Concepts, Principles, Terminology; Audit Controls, Evidence, Procedures, and Reporting; Cost Accounting; Financial Accounting & Federal Income Tax; Financial Statements and Worksheets; Measurement and Presentation of Income and Expense Items; Measurement, Valuation, Realization/Recognition; Not-for-profit and Governmental Accounting; Ownership Structure and Valuation of Equity Accounts; Presentation of Assets and Liabilities; Professional Standards and Ethics

	Production Component	Objective Test
Administrative Technology	Production of all Business Forms, including: Letters; Memorandums; Tables; Reports; Statistical Reports; Materials from Rough Draft; Unarranged Copy	Basic Computer Concepts; Document Formatting Rules; Grammar, Punctuation, Spelling and Proofreading; Word Processing Applications
Business Communication	Production of a Written Document in Proper Business Format	Mechanics of Appropriate Business English; Format and Appropriateness of Business Messages; Format and Style Differences with International Communications; Listening, Oral, and Nonverbal Concepts
Computer Applications	Creating a database and applying various functions; Creating a spreadsheet and applying various functions; Preparing text slides with graphics; Bar, line, pie, exploded pie, & stacked bar business graphics; Word processing	Basic Computer Terminology and Concepts; Document Formatting Rules and Standards; Grammar, Punctuation, Spelling, and Proofreading; Related Computer Application Knowledge; Netiquette
Cost Accounting	Cost Accounting Concepts; Principles and Terminology; Measurement and Presentation; Measurement and Valuation; Realization and Recognition	Role of the Management Accountant & Comparing Cost, Management and Financial Accounting; Cost Accounting Concepts, Principles, Terminology; Using Accounting Information To Make Decisions; Materials and Labor Costs; Measurement, Valuation, Realization/Recognition
Desktop Publishing	<p>Students have all year to produce a solution to the problem and upload documents in PDF format for prejudging.</p> <p>2017-18 Topic: You are starting a non-profit, charitable organization to provide gently used clothing to those in need in your community. You will need to come up with a name and logo for your non-profit. You will create a poster and a postcard that can be placed in businesses advertising your non-profit. You will also create a brochure and a business card that can be used to visit prospective donors to your non-profit.</p>	Basic Desktop Terminology and Concepts; Related Desktop Application Knowledge; Digital Imaging and Graphics; Desktop Layout Rules and Standards; Safety, Ethics, and Legal Issues; Print Process; Message Presentation, Accuracy, and Proofreading

Individual or Team Objective Test & Performance

Overview

These events consist of a 60 minute test administered at the team's school via an adviser for SLC and a performance component at SLC.

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

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 SLC.

Objective Test Logins

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

Advancement

- The top 2 teams from SLC will advance to NLC.

Event	Equipment Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Accounting Analysis & Decision Making	N/A	20	7	6	7	N/A	N/A
Business Decision Making	N/A	20	7	6	7	N/A	N/A
Economic Analysis & Decision Making	N/A	20	7	6	7	N/A	N/A
Financial Analysis & Decision Making	N/A	20	7	6	7	N/A	N/A
Financial Services	N/A	20	7	6	7	N/A	N/A
Global Analysis & Decision Making	5	Over-night	7	6	7	N/A	3
Hospitality Management	N/A	20	7	6	7	N/A	N/A
Human Resource Management	N/A	20	7	6	7	N/A	N/A
Management Analysis & Decision Making	N/A	20	7	6	7	N/A	N/A
Marketing Analysis & Decision Making	N/A	20	7	6	7	N/A	N/A
Network Design	5	Over-night	7	6	7	N/A	3

<p>Accounting Analysis & Decision Making</p>	<p>Competencies: Advanced Accounting; Auditing; Intermediate Accounting I & II; Managerial & Cost Accounting; Tax</p> <p>Case: An interactive accounting role play situation.</p>
<p>Business Decision Making</p>	<p>Competencies: Business Plans; Ethics & Social Responsibility; Financial Management; Government Regulations; Human Resource Management; Legal Issues; Marketing Management; Principles of Business Ownership and Management; Taxation</p> <p>Case: An interactive problem encountered by management in one (1) or more of the following areas: business planning, organizational design, economic environment, short- and long-term planning, human relations, financial management, or marketing management</p>
<p>Economic Analysis & Decision Making</p>	<p>Competencies: Comparative Economic Systems; History of Economic Thought; International Trade; Labor Economics; Macroeconomics; Microeconomics; Money and Banking; Public Sector Economics</p> <p>Case: An interactive role play situation that may include microeconomics and macroeconomics</p>
<p>Financial Analysis & Decision Making</p>	<p>Competencies: Business Finance/Corporate Finance; Capital Management; Financial Institutions and Markets; Financial Management/Managerial Finance; Investments</p> <p>Case: An interactive role play situation that may include investments, financial management, financial institutes, etc.</p>
<p>Financial Services</p>	<p>Competencies: Concepts and Practices; Government Regulations; Basic Terminology; Impact of Technology on Services; Types and Differences Between the Various Types of Institutions; Ethics; Taxation; Careers in Financial Services</p> <p>Case: An interactive role play situation that may include ethics, government regulations, types of institutions, technology, etc.</p>
<p>Global Analysis & Decision Making Case will be available at 5:00PM the day before SLC</p>	<p>Competencies: Communication (including culture and language); Currency Exchange; Global Business Environment; Finance; Human Resource Management; Legal Issues; Marketing; Ownership and Management; Taxes and Government Regulations; Treaties and Trade Agreements</p> <p>Case: An interactive role play situation that may include global market expansion, outsourcing, and global competition</p>
<p>Hospitality Management</p>	<p>Competencies: Current Industry Trends; Customer Expectations; Environmental and Global Issues; Financial Management and Budgeting; Human Resources; Legal Issues; Marketing Concepts; Operations and Management Functions</p> <p>Case: An interactive role play situation that may include financial management, operations, human resources, customer expectations, legal, environmental issues, etc.</p>

<p>Human Resource Management</p>	<p>Competencies: Employee Compensation and Benefits; Governmental Regulations and Issues (discrimination laws, federal labor acts); Human Resource Planning (mission, vision, internal/external issues, future needs); Labor Relations and Collective Bargaining (union management relations, employee rights, negotiating contracts); Performance Management; Staff (recruitment, selection, careers, EOE delivery); Training and Development (performance mgmt., safe, quality improvement, health)</p> <p>Case: An interactive role play situation that may include training, staffing, benefits, labor relations, and government regulations.</p>
<p>Management Analysis & Decision Making</p>	<p>Competencies: Business Policies/Strategic Management; Management Information Systems; Organization Behavior; Organizational theory; Production/Operations Management</p> <p>Case: An interactive role play situation that may include organizational behavior and theory, management principles, operations management, business policies, etc.</p>
<p>Marketing Analysis & Decision Making</p>	<p>Competencies: Advertising and Promotion/Sales Management; Consumer Behavior; E-Commerce; Marketing Management; Marketing Principles and Concept; Marketing Research; Public Relations</p> <p>Case: An interactive role play situation that may include consumer behavior, advertising, e-commerce, public relations, research, etc.</p>
<p>Network Design Case will be available at 5:00PM the day before SLC</p>	<p>Competencies: Planning and Configuration; Problem Solving/Troubleshooting; Network Administrator Functions; Backup and Disaster Recovery; Configuration Network Resources and Services; Configuration of Internet Resources; Security</p> <p>Case: An interactive role play situation that may include guiding a user through a technical, computer network based problem or providing an improved solution for a technical configuration.</p>

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.

Individual Objective Test & Role Play

Overview

These events consist of a 60 minute test administered at the member’s school via an adviser for SLC and a performance component at SLC.

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

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 SLC. This will be sent the day before testing begins. Advisers will log in and print all login cards for students.

Advancement

- The top 2 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

Help Desk	<p>Competencies: Introduction to Help Desk Concepts; Help Desk Roles and Responsibilities; Help Desk Process and Procedures; Help Desk Performance Measures; Help Desk Setting; Customer Support; Management Process</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 for SLC and a performance component at SLC.

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

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 SLC. Their scores will be averaged.

Objective Test Logins

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

Advancement

- The top 2 teams from SLC will 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	<p>Competencies: Parliamentary Procedure Principles (questions will be drawn from the National Association of Parliamentarian’s official test bank); PBL Bylaws</p> <p>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>.</p>
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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 SLC and a performance component at SLC.

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

Individual/Team (1-3)	Chapter
Small Business Management Plan	Community Service Project Local Chapter Annual Business Report

Prejudged Guidelines

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

Advancement

- The top 2 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
Community Service Project	5	N/A	7	6	7	Yes	3
Local Chapter Annual Business Report	Prejudged only						
Small Business Management Plan	5	N/A	7	6	7	Yes	3

Community Service Project 15 page max	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: <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
Local Chapter Annual Business Report 15 page max	<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.
Small Business Management Plan 15 page max	Report contents: <ul style="list-style-type: none"> • Executive summary • Company Description • Industry Analysis • Target Market • Competitive Analysis • Marketing plan and Sales Strategy • Operations • Management and Organization • Long-Term Development • Financials

Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- Cover page must contain the following information: name of the school, state, name of the event, and year (20XX–20XX).
- Small Business Management Plan should also include the name of school, names of participants, state, name of the event, and year (20XX–20XX).
- Divider pages and appendices are optional and must be included in the page count.
- Cover page is required and is not counted toward page limit.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8-½"x11" paper.
- 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 SLC. The presentation of the project is judged at the SLC.
- 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 SLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

Performance Guidelines

- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

Prejudged Projects & Presentation

Overview

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

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

Prejudged Guidelines

- Prejudged component is submitted online via Judgify by stated deadline for Website Design
- Mobile Application Development must be mailed. Two copies on a flash drive or CD/DVD must be **received** by the stated deadline.

Advancement

- The top 2 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
Mobile Application Development	5	N/A	7	6	7	Yes	3
Website Design	5	N/A	7	6	7	Yes	3

<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. <p>2017-18 Topic Create an app that will allow individuals to track healthy eating and exercise. The app should include, at minimum, components to track calories, track exercise, healthy diet suggestions, and balanced meal ideas.</p>
<p>Website Design</p>	<ul style="list-style-type: none"> • Use of design templates is prohibited • 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. <p>2017-18 Topic You are starting a non-profit, charitable organization to provide gently used clothing to those in need in your community. You will need to come up with a name and logo for your non-profit. The site should include, at minimum, a description of the non-profit’s purpose, location/contact information, hours of operation, and how to make donations.</p>

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 Future Business Executive) prior to SLC and a performance component at SLC.

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

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 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.

Advancement

- The top 2 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 Educator	5	N/A	15	N/A	N/A	N/A	N/A
Future Business Leader	N/A	N/A	15	N/A	N/A	N/A	N/A
Job Interview	N/A	N/A	15	N/A	N/A	N/A	N/A

<p>Future Business Educator</p>	<ul style="list-style-type: none"> • Upload one-page cover letter • Upload a résumé not to exceed two (2) pages. • Upload a recommendation from an educator attesting to potential teaching abilities must be included • Unit plan should include: objective, lesson content (time of each activity), instructional events, assessment, resources, and alignment to NBEA standards. 	<ul style="list-style-type: none"> • Unit Plan: Create a unit plan for a beginning high school accounting course on teaching debits and credits. The plan should include a pre-assessment, assessments, activities, and other ancillary materials that may be needed. Assessments must be original in nature and not copied from published textbook materials. • Cover Letter: Participants will apply for a position at a institution of their choice. • Résumé: List your work/volunteer experience and acquired skills.
<p>Future Business Executive</p>	<ul style="list-style-type: none"> • Upload one-page cover letter and résumé • Cover letter addressed to the business being applied to 	<ul style="list-style-type: none"> • Objective Test: 60 minutes. Test score is added into the final interview score. <p>Competencies: Management; Accounting; Business Law; Economics; Finance; Marketing; Technology Concepts; Organizational Behavior & Leadership; Business Strategy; Communication Techniques; Global Business</p> <ul style="list-style-type: none"> • Cover Letter: Participants will apply for a position at a company of their choice. • Résumé: List your work/volunteer experience and acquired skills.
<p>Job Interview</p>	<ul style="list-style-type: none"> • Upload one-page cover letter addressed to: Dr. Terry E. Johnson Director of Human Resources Merit Corporation, 1640 Franklin Place, Washington, D.C. 20041 • Upload a résumé not to exceed two (2) pages. 	<ul style="list-style-type: none"> • Cover Letter: Participants will apply for a position at a company of their choice. The job must be one for which the competitor is now qualified, or for which he/she will be qualified at the completion of the current school year. It may be a part-time, internship, or full-time job. • Résumé: List your work/volunteer experience and acquired skills.

Interview Guidelines

- One page cover letter.
- Résumés should be brief, not exceeding two (2) pages. Photographs are not allowed.
- Competitors will be scheduled for a fifteen (15) minute interview
- Judges will be provided with a copy of competitors’ application materials. No additional items can be brought into the interview or left with the judges.

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 SLC.

Advancement

- The top 2 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
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 may relate to one or more of the following: FBLA-PBL goals, activities, national programs; current events; and/or relevant business topics.
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 SLC.

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

Individual	Individual/Team (1-3)
Sales Presentation	Business Presentation
	Computer Animation
	Forensic Accounting
	Integrated Marketing Campaign
	Social Media Challenge

Advancement

- The top 2 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 Presentation	5	N/A	7	6	7	Yes	Yes
Computer Animation	5	N/A	7	6	7	Yes	Yes
Forensic Accounting	5	Over-night	7	6	7	Yes	Yes
Integrated Marketing Campaign	5	N/A	7	6	7	Yes	Yes
Sales Presentation	5	N/A	7	6	7	Yes	Yes
Social Media Challenge	5	N/A	7	6	7	Yes	Yes

<p>Business Presentation</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. • Comply with state and federal copyright laws. <p>2017-18 Topic You have been asked to make a presentation to your local chamber of commerce about encouraging development and enrichment of new entrepreneurs.</p>
<p>Computer Animation</p>	<ul style="list-style-type: none"> • Animation will be used to create a standalone video product • This is not filming a live-action video, it is creating an animated video addressing the topic • Video should be 30 to 60 seconds in length and must be shown in its entirety during presentation. Copyright issues should be addressed in the credits of the film • 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. <p>2017-18 Topic Many organizations are required to support charities through philanthropic efforts. Use computer animation in a promotional/marketing video to show the importance of this kind of charitable effort as an important business responsibility.</p>
<p>Forensic Accounting Case will be available at 5:00PM the day before SLC</p>	<ul style="list-style-type: none"> • Participants are able to research the case during the period from receiving the case until presentation time. • A general meeting will be held at the NLC the afternoon of the opening day for instructions. • Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, experts in the field, etc.). • One (1) member should introduce the team and provide a case summary. All team members must participate in the presentation • Teams will be permitted to bring prepared notes. • Presentation materials (i.e., posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.
<p>Integrated Marketing Campaign</p>	<ul style="list-style-type: none"> • Demonstrate and conduct market research from the target market of the proposed campaign. • Interpret the results of market research. • State the campaign goals and how the campaign will achieve goals. • Create a tag line or promotional slogan. • Design and create a minimum of one (1) print advertisement. • Design a minimum of one (1) Internet component (Web page, Internet ad, etc.). • If participating as a team, all team members must participate in the presentation. • Visual aids related to the project may be used; however, no items may be left with the judges

<p>Sales Presentation</p>	<ul style="list-style-type: none"> • Competitor shall provide the necessary materials and merchandise for the demonstration along with the product. • Each demonstration must be the result of his/her own efforts. • Facts and working data may be secured from any source and must be copyrighted. • Visual aids, notes, note cards, props, and samples related to the presentation may be used in the presentation; however, no items may be left with the judges.
<p>Social Media Challenge</p>	<ul style="list-style-type: none"> • 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 a high level of engagement and interactivity: likes, shares, retweets, RSVPs, 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, 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, and 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. • Copyright laws followed. <p>2017-18 Topic Create a social media campaign that markets and shows how PBL is an organization that benefits students from a variety of majors at your institution. You must use at least three sources of social media.</p>

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.
- 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.
- Projects used for competition become the property of FBLA-PBL, Inc. These projects may be used for publication and/or reproduced for sale by the national association.

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 or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

Presentation Events without Equipment

Overview

These events consist of a performance component at SLC.

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

Individual	Team (1-3)
Client Service	Business Ethics
	Business Law
	Business Sustainability
	Emerging Business Issues
	Strategic Analysis & Decision Making

Advancement

- The top 2 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
Business Law							
Business Sustainability							
Client Service	N/A	10	5	4	5	No	No
Emerging Business Issues	N/A	N/A	7	6	7	Yes	Yes
Strategic Analysis & Decision Making							

<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.). • All team members must participate in the presentation • Teams are permitted to bring prepared notes; but books, other bound materials, visual aids/props, and equipment are prohibited. <p>2017-18 Topic Review an ethical case related to the banking industry that occurred within the last ten years. Discuss why it happened; how it should have been resolved; and what could have prevented it.</p>
<p>Business Law</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.). • All team members must participate in the presentation. • Teams are permitted to bring prepared notes; but books, other bound materials, visual aids/props, and equipment are prohibited. <p>2017-18 Topic Research a court case involving a class action lawsuit and analyze the findings.</p>
<p>Business Sustainability</p>	<ul style="list-style-type: none"> • Competitors must research the topic provided and present their findings and solutions to the judges. • Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.) • All team members must participate in the presentation. • Prepared notes are permitted in the presentation. • No reference materials, visual aids/props, or electronic devices may be brought to or used during the preparation or performance. <p>2017-18 Topic Lean manufacturing is a management technique which seeks to use the smallest possible amount of resources for the biggest gain. Lean manufacturing entails making production processes as efficient as they can be, reducing waste and improving customer service. By adopting software to implement lean manufacturing techniques, firms across the world have demonstrated that huge savings can be realized. The presentation must include Item 1 below and one or more aspects of Items 2 through 5. Description of the lean manufacturing practice and its efficiencies to the company Stakeholder engagement Environmental management systems Reporting and disclosure Life cycle analysis</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.

<p>Emerging Business Issues</p>	<ul style="list-style-type: none"> • 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. <p>2017-18 Topic The American business model and the European business model differ regarding corporate culture and practices regarding work/life balance. The United States has some of the longest working hours and some of the shortest paid vacation leave. The European business model includes shorter working hours, and employees are typically provided between four and six weeks paid vacation. Be prepared to argue the positive, that the European business model is a better corporate culture than the United States business model; and be prepared to argue the negative, that the European business model is not a better corporate culture than the United States business model.</p>
<p>Strategic Analysis & Decision Making</p>	<ul style="list-style-type: none"> • Participants expected to research a real case prior to the conference and present their findings and solutions. • Competitors must research the topic provided and present their findings and solutions to the judges. • Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.). • All team members must participate in the presentation. • Prepared notes are permitted in the presentation. • No reference materials, visual aids/props, or electronic devices may be brought to or used during the preparation or performance. <p>2017-18 Topic Red Robin Gourmet Burgers, Inc. operates in the highly competitive restaurant industry and “...primarily develops, operates, and franchises casual-dining restaurants and fast-casual restaurants in North America and focuses on serving an imaginative selection of high quality gourmet burgers in a fun environment welcoming to guests of all ages” (Red Robin 10K, February 19, 2016). The first Red Robin was opened in Seattle, Washington in 1969, and Red Robin Gourmet Burgers, Inc. was formed in 2001. Utilize a subset of the following strategic tools to develop a recommended strategy to take advantage of the strengths of Red Robin Gourmet Burgers, Inc. or negate the weaknesses of Red Robin Gourmet Burgers, Inc. You will present the recommended strategy and the analysis utilized to develop the strategy. Tool options include but are not limited to:</p> <ul style="list-style-type: none"> • External Analysis: Macro Environment, Industry Environment, Competitive Analysis. • Internal Analysis: Financial Analysis, Value Chain Analysis, SWOT Analysis. • Strategy Formulation: Vision, Mission, Goals, Objective Analysis, Market Demands Analysis, Business Strategy Options Development. • Strategy Recommendation. • Strategic Recommendation Implementation Issues.

Performance 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
- No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.