



2024 -  
2025



CHAPTER  
HANDBOOK



DARE<sup>to</sup> DREAM  
DARE<sup>to</sup> LEAD



North Dakota  
FBLA

NORTH DAKOTA  
FBLA COLLEGIATE



This publication contains information and forms necessary to operate a  
North Dakota FBLA Collegiate chapters for 2024- 2025 school year.

# North Dakota FBLA Collegiate

*Future Business Leaders of America (FBLA) is the largest career student business organization in the world. Each year, FBLA helps over 200,000 members prepare for careers in business. FBLA inspires and prepares students to become community-minded leaders in a global society through relevant career preparation and leadership experiences.*

## **FBLA Goals:**

- Develop competent, aggressive business leadership
- Strengthen the confidence of students in themselves and their work
- Create more interest in and understanding of 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

## **FBLA Creed:**

### **I believe:**

- education is the right of every person.
- the future depends on mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions; as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.
- every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.
- every person should actively work toward improving social, political, community, and family life.
- every person has the right to earn a living at a useful occupation.
- every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.
- I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

## **FBLA Pledge:**

I solemnly promise to support the mission of Future Business Leaders of America, abide by its Code of Ethics and Code of Conduct, and develop the qualities necessary to become a community-minded business leader.

## **FBLA Code of Ethics:**

### **I commit to:**

- collaborating with a commitment to inclusivity, diversity, equity, care, and respect for the dignity and worth of every individual.
- undertaking each task with a clear understanding of my responsibilities, aiming to execute all work to the highest standard.
- performing all my actions and duties ethically with the utmost honesty, accountability, and transparency.
- establishing and nurturing relationships based on trust.
- being receptive to constructive feedback and seeking opportunities for personal and professional growth.
- complying with both the specific guidelines and the overarching principles of my school's policies and FBLA's standards.
- promoting a culture of respect through my dress, behavior and communication, positively representing myself, school, and future profession.
- contributing to the betterment of my local and global community by engaging in projects and initiatives that bring the greatest good to the greatest number.



## **PREFACE**

The 2024-2025 edition of the North Dakota FBLA Collegiate Chapter Handbook should replace any versions that were used in past years.

Members and advisers are reminded that this document contains only North Dakota FBLA Collegiate forms and North Dakota FBLA Collegiate competitive event regulations and procedures. Chapters should access the FBLA website at [www.fbla.org](http://www.fbla.org) for national information, including chapter management and NLC competitive event guidelines.

There have been changes and additions to this edition of the handbook, and we ask that you please contact the North Dakota FBLA State Office if there are errors or omissions. Highlights of this year's changes appear below. However, please read through the entire handbook as your chapter prepares for the State Leadership Conference, and please pay close attention to the checklist of deadline dates that appear in the "Official Information" section of the handbook.

Changes to this edition:

### **New Events**

- Cybersecurity
- International Business
- Supply Chain Management

### **Modified Events**

- Future Business Teacher will be renamed Future Business Facilitator to broaden event into Training and Development.

### **Retired Events**

- None

### **Procedural Change**

- None

### **Reminders:**

- Competitors need to read/use the state guidelines for SLC and read/use the national guidelines for NLC. The guidelines are different for some events!
- ND FBLA Collegiate will use national competitive event rating sheets.
- Performance events and interviews are not open to conference attendees.
- Since the State Leadership Conference is often held in a conference center, there will be a limited number of computers available for online testing. Students are encouraged to bring their own laptops when possible, and they will be given the login information to take the online test.

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## ADDRESSES TO SEND DUES, NEWS, AND TO SEEK INFORMATION

### NATIONAL DUES:

FBLA High School	\$10.00
FBLA Middle School	\$10.00
FBLA Collegiate	\$10.00

### NORTH DAKOTA STATE DUES:

FBLA High School	\$5.00*
FBLA Middle School	\$5.00*
FBLA Collegiate	\$10.00*

**\*Students must belong to state and national FBLA. Local dues may be assessed in addition to the state and national dues. Total of \$20 state and national dues for FBLA Collegiate are to be paid by credit card or mailed to the national office.**

FBLA Collegiate state dues of \$10 and national dues of \$10 (total of \$20 per member) should be sent directly to the national office using the online reporting process. Go to [www.fbla.org](http://www.fbla.org) and access the membership database. After reporting the membership online, either pay by credit card or print a copy of the membership form and send it to the national office along with a check made payable to FBLA, Inc.

No dues are required of local chapter advisers, but they are encouraged to join the FBLA Network.

In order for the local chapter to receive the first issue of *Tomorrow's Business Leader*, dues must be received at the national office by October 20. You can go online to add new members at any time.

Mail dues to:

National Membership Dues  
FBLA, Inc.  
P.O. Box 79063  
Baltimore, MD 21279-0063  
1-800-325-2946, option 1  
Payable to: FBLA, Inc.

For any *questions* on national dues, number of publications received, or anything from the national office, **contact the national office directly.**

FBLA  
Toll Free: 1-800-325-2946  
Fax: 866-758-0749  
Email: [membership@fbla.org](mailto:membership@fbla.org)  
Web Site: [www.fbla.org](http://www.fbla.org)

**State and national membership dues must be paid by February 14, 2025, to compete at the ND FBLA Collegiate SLC.**

Schools wishing to form a FBLA Collegiate chapter should contact the state director for chapter start-up forms.

Jessica DeVaal  
FBLA State Director  
Dept. of Career and Tech. Education  
600 East Boulevard Ave., Dept. 270  
Bismarck, ND 58505-0610  
Phone: (701) 328-2286  
Email: [jdevaal@nd.gov](mailto:jdevaal@nd.gov)  
Website: [www.nd-fbla.org](http://www.nd-fbla.org)

Each chapter should conduct a public relations program in the school and community and document the activities with newspaper clippings and reports of radio/TV coverage. News should be submitted via online form: <https://fbllapbl.wufoo.com/forms/ws6d2a1v5v1qy/>

## NORTH DAKOTA FBLA COLLEGIATE 2024-25 CALENDAR

October 15	Dressed to Impress Scholarship deadline
October 17-19	Career Connections Conference – Atlanta, GA
October 24-26	Career Connections Conference – Des Moines, IA
November 15	American Enterprise Day
January 15	Deadline for ND FBLA Collegiate Bylaw amendment submissions
February 9 - 15	FBLA Week
February 14	Last day to pay FBLA Collegiate state and national dues <b><i>Dues must be paid directly to national office in order to participate at State Leadership Conference.</i></b>
	Deadline to notify local chapters of proposed ND FBLA Collegiate Bylaw Amendments
February 18	Postmark/Upload deadline for: <ul style="list-style-type: none"> <li>• Competitive event registration using Blue Panda</li> <li>• Conference registration fees—<b><i>sent directly to fiscal agent</i></b></li> <li>• Hotel Reservations—<b><i>sent directly to hotel</i></b></li> <li>• State officer candidate applications</li> <li>• National officer candidate applications—<b><i>sent to state office</i></b></li> <li>• Adviser Length of Service forms</li> </ul>
February 24	Postmark/Upload deadline for: <ul style="list-style-type: none"> <li>• Community Service Project Report</li> <li>• Job Interview, Future Business Executive, and Future Business Facilitator resumes, cover letters, etc.</li> <li>• Outstanding Local Chapter Adviser, Alumni of the Year, Businessperson of the Year &amp; Honorary Membership nominations</li> <li>• Membership Retention Award form</li> </ul>
March 3	Upload deadline for: <ul style="list-style-type: none"> <li>• Collegiate Perks</li> <li>• Bridging the Gap</li> </ul>
March 14	Upload deadline for: <ul style="list-style-type: none"> <li>• Completed pre-conference tests</li> </ul>
March 23-24	FBLA Collegiate State Leadership Conference – Mandan, ND
March 30	Collegiate NLC Scholarship Deadline
April 1	Deadline to <u>notify</u> state office of intent to compete at NLC
April 3	Notice of “open” competitive events entries at NLC sent to chapters
April 7	Deadline to notify state office of intent to compete in an “open” competitive events entries at NLC
April 22	Collegiate NLC Registration Deadline
May 31-June 2	FBLA Collegiate National Leadership Conference – Dallas, TX

***\*\*April NLC deadlines are tentative until we see the 24-25 National FBLA calendar/deadlines\*\****

## 2024-2025 NORTH DAKOTA FBLA COLLEGIATE ADVISERS

### **Bismarck State College**

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**2024 – 2025 NORTH DAKOTA FBLA COLLEGIATE  
STATE OFFICER DIRECTORY**

<b>Name/Office</b>	<b>Contact Information</b>	<b>Adviser to State Officer</b>
<b>Chloe Gunderson</b> <b>State President</b> Dickinson State University	<a href="mailto:Chloe.s.gunderson@ndus.edu">Chloe.s.gunderson@ndus.edu</a>	Amy Kass <a href="mailto:Amy.kass@dickinsonstate.edu">Amy.kass@dickinsonstate.edu</a>
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<b>Jan Reppow, State Adviser</b> Minot State University	<a href="mailto:jan.l.reppow@minotstateu.edu">jan.l.reppow@minotstateu.edu</a>	

## 2024 - 2025 NORTH DAKOTA FBLA HIGH SCHOOL STATE OFFICER DIRECTORY

State Officer	Contact Information	Adviser to State Officer
<b>Clara Ankenbauer, President</b> Bowbells High School	Clara.ankenbauer@bowbellshigh.com	Jennifer Nelson <a href="mailto:Jennifer.nelson@k12.nd.us">Jennifer.nelson@k12.nd.us</a>
<b>Alora Berke, Region I VP</b> Northwood High School	alora.berke@northwoodk12.com	Brennen Beaudin <a href="mailto:brennen.beaudin@northwoodk12.com">brennen.beaudin@northwoodk12.com</a> Kim Lorenz <a href="mailto:Kim.lorenz@k12.nd.us">Kim.lorenz@k12.nd.us</a>
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<b>Codey Irwin, Secretary</b> Minot North High School	irwincodey@gmail.com	Terry Van Berkorn <a href="mailto:Terry.vanberkom@minot.k12.nd.us">Terry.vanberkom@minot.k12.nd.us</a>
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<b>Evelyn Isaak, Social Media Coordinator</b> Drake-Anamoose High School	Evelyn.isaak@k12.nd.us	Joan Birdsell <a href="mailto:Joan.birdsell@k12.nd.us">Joan.birdsell@k12.nd.us</a>
<b>Jade Uhlich, Parliamentarian</b> Drake-Anamoose High School	Jade.uhlich@k12.nd.us	Joan Birdsell <a href="mailto:Joan.Birdsell@k12.nd.us">Joan.Birdsell@k12.nd.us</a>

State Staff	
<b>Jessica DeVaal, State Director</b> Dept. of Career & Technical Ed. Phone: 701-328-2286 <a href="mailto:jdevaal@nd.gov">jdevaal@nd.gov</a>	
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North Dakota FBLA Website: [www.nd-fbla.org](http://www.nd-fbla.org)

National FBLA Website: [www.fbla.org](http://www.fbla.org)

## FBLA National Officers

**FBLA High School National President:**  
Andrew Stone

**Parliamentarian:**  
Irene Pan

**Secretary:**  
Olivia Herrin

**Treasurer:**  
Gabriel Hankins

**Southern Region Vice President:**  
Emma Horne

**Eastern Region Vice President:**  
Vedika Deshpande

**Mountain Plains Region Vice President:**  
Mason Lytle

**Western Region Vice President:**  
Lizbeth Ortiz

**North Central Region Vice President:**  
Pragnya Vella



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High School



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Collegiate

## FBLA Collegiate National Officers

**FBLA Collegiate National President:**  
Bethany Duke

**Executive Vice President:**  
Jennifer Perez Bacilio

**Vice President of Operations:**  
Jonathan Nevenhoven

**Vice President of Financial Development:**  
Elizabeth Lilly Rowe

**Vice President of Membership:**  
Cassie Keller

**Vice President of Communication:**  
Alexandria Torbert

Projecting a professional image is vital for business leaders to demonstrate respect for clients, colleagues, and others. This policy is to provide guidance for conference attendees—students, advisers, and guests. Professional business attire is required at all general sessions, competitive events, exhibits, regional meetings, workshops, and other activities unless otherwise indicated in conference materials.

Conference name badges are considered part of the dress code and must be worn at all conference functions. For safety reasons, do not wear conference badges outside of the conference area. The dress code is gender neutral.

## ACCEPTABLE ITEMS



### BUSINESS PROFESSIONAL

#### Business Suit

- Suit pants and jacket
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

#### Blazer

- Dress pants, including khakis, (or) dress (or) skirt
- Blazer
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

#### Dress

- A business dress
- Dress shoes (or) dress boots

#### Other Professional

- Dress pants, including khakis, (or) skirt
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

### BUSINESS CASUAL

- Dress pants, skirt, (or) khakis/chino-style pants
- Blouse, collared dress shirt, (or) polo shirt
- Dress shoes (or) dress boots

*NOTE: Business Casual is only permitted during sessions specifically noted in conference materials.*

## UNACCEPTABLE ITEMS



The following items are prohibited in all conference areas, including competitive events.

- ⊘ Denim or flannel clothing
- ⊘ Shorts
- ⊘ Athletic clothing
- ⊘ Leggings or graphically designed hosiery/tights
- ⊘ Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses more than 1" above the knee
- ⊘ Swimwear
- ⊘ Flip flops or casual sandals
- ⊘ Athletic shoes
- ⊘ Industrial work shoes
- ⊘ Hiking boots
- ⊘ Hats
- ⊘ Graphically printed clothing

No dress code can cover all contingencies, so FBLA members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local adviser, state leader, or conference staff.

FBLA recognizes that exceptions may need to be made and will work with advisers on a case-by-case basis to accommodate requests. Advisers should indicate the need for exceptions on the special accommodation portion of the registration form. Requests made after registration closes must be made in writing.



# OFFICIAL INFORMATION

55<sup>th</sup> Annual  
North Dakota FBLA Collegiate  
State Leadership Conference

March 23-24, 2025 | Baymont Inn Mandan, ND

*All Forms in Forms Section*

# **2025 ND FBLA COLLEGIATE STATE LEADERSHIP CONFERENCE**

## **“Dare to Dream Dare to Lead”**

The highlight of the year in North Dakota FBLA Collegiate is the State Leadership Conference, which will be held in Mandan, on March 23-24, 2025. This exciting leadership conference provides members with many opportunities for leadership development, informative workshops, and an opportunity to participate in the competitive events program. Winners in the competitive events are eligible to compete at the National Leadership Conference in Dallas, TX, on May 31 – June 2, 2025.

This conference registration guide contains all the information and forms necessary to register members for the State Leadership Conference. Please read this section very carefully. If you spot a problem or conflict, please notify the state office immediately. Others will have the same concern.

### **COMPETITIVE EVENT INFORMATION:**

Members are allowed to compete in three (3) individual/team events and one chapter event (Community Service Project or State of Chapter Presentation). Individuals and/or teams are responsible for providing their own laptops/devices for performance events.

Objective tests will be taken online. Calculators will be provided in the testing system for all events.

The **Community Service Project** report is to be uploaded in Blue Panda as a PDF file by the specified date.

The **Future Business Executive, Future Business Facilitator, and Job Interview** application materials must be submitted as a PDF file in Blue Panda by the specified date.

**Computer Applications** production test will be administered at the school-site. Two hours will be allowed for the skills portion of the test. **The objective test portion of Computer Applications will be taken at the State Leadership Conference.** The writing exercise for **Business Communication** will be administered at the school-site prior to the conference.

These tests/writing exercises are to be administered by someone at your school site other than the adviser. The designated school site test administrator will be sent the tests. Advisers may help with equipment set-up for the skills portion of any tests but may not be present in the testing room, and advisers should not see any of the tests. All tests must be completed in one sitting. For example, a two-hour test cannot be started from 8 to 9 a.m. and then finished from 2 to 3 p.m.

### **REMINDERS:**

- All members and advisers are responsible for reading and following competitive event guidelines.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.
- Competitors may be disqualified if they violate competitive event guidelines.
- No animals (except authorized service animals) will be allowed for use in any competitive events.
- Please note that Internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case Internet connections go down.
- Participants using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- All rating sheets may contain changes/modifications.

**STATE OFFICER CANDIDATES:**

Your chapter may have three state officer candidates. All necessary information and forms needed to apply can be found in the Forms section.

**NATIONAL OFFICER CANDIDATES:**

Any member wishing to be considered as a national officer candidate must submit the application materials required to receive support from the North Dakota state chapter. Applications can be found in the Forms section.

**MEMBERSHIP:**

Be certain all members attending the ND FBLA Collegiate State Leadership Conference have joined both the ND state and national chapters. Dues--\$20 (\$10 state and \$10 national) must be paid to the national membership address by **February 14** in order for the member to attend. Membership will be checked with registration. Nametags will be checked at all events.

**REFUNDS:**

Because registration is due a month before the conference, there will be no registration fee refunds. If there are extenuating circumstances, please contact the State FBLA office.

## 2024-2025 NORTH DAKOTA FBLA COLLEGIATE COMPETITIVE EVENTS

### Recognition Awards

Outstanding Local Chapter Adviser  
Adviser Length of Service  
DLT Outstanding Chapter\*  
Largest Local Chapter Membership  
Largest Percentage of Increase in Local  
Chapter Membership  
Largest Percentage of Retention in Local  
Chapter Membership\*  
Local Chapter Who's Who\*  
State Officer Who's Who\*  
North Dakota Who's Who  
Businessperson of the Year  
Honorary Membership\*  
Alumni of the Year\*  
Excellence Award  
Collegiate Perks\*  
Bridging the Gap\*

### Chapter Events

Community Service Project  
State of Chapter Presentation

### Individual or Team Events

Accounting Case Competition  
Business Communication  
Business Ethics  
Business Presentation  
Computer Applications  
Cybersecurity  
Emerging Business Issues  
Entrepreneurship Pitch Competition  
Finance Case Competition  
Foundations of Accounting  
Foundations of Communication  
Foundations of Computer Science  
Foundations of Economics  
Foundations of Entrepreneurship  
Foundation of Finance  
Foundations of Hospitality Management  
Foundations of Management  
Foundations of Marketing  
Foundations of Selling  
Foundations of Technology  
Future Business Executive  
Future Business Facilitator  
Hospitality Management Case Competition  
Impromptu Speaking  
International Business  
Job Interview  
Management Case Competition  
Marketing, Sales, and Communication Case  
Competition  
Organizational Behavior & Leadership  
Parliamentary Procedure  
Project Management  
Public Speaking  
Retail Management  
Sports Management & Marketing  
Supply Chain Management  
Technology and Computer Science Case  
Competition

\*This is a North Dakota-only recognition.

**North Dakota SLC guidelines often differ from national guidelines. Please check the national guidelines if competing in this event at the National Leadership Conference.**

NOTE: All team events can be entered as an individual rather than as a team.



## ND FBLA COLLEGIATE CALENDAR FOR 2025 STATE LEADERSHIP CONFERENCE

State Office Address	State and National Dues (\$20) Address	SLC Registration Fee Address (\$75)
Jessica DeVaal ND FBLA State Director Dept. of Career & Tech. Education 600 East Boulevard Ave., Dept. 270 Bismarck, ND 58505-0610 Phone: 701-328-2286 e-mail: <a href="mailto:jdevaal@nd.gov">jdevaal@nd.gov</a>	Membership Dues FBLA P.O. Box 79063 Baltimore, MD 21279  <p style="text-align: center;"><b>ONE CHECK</b></p> e-mail: <a href="mailto:membership@fbla.org">membership@fbla.org</a>	FBLA Fiscal Agent P.O. Box 6022 Bismarck, ND 58506-6022 Phone: 701-224-8390

**All due dates are postmark dates (unless otherwise indicated).  
All materials are sent to the state office in Bismarck (unless otherwise indicated).**

- January 15** Postmark deadline for submitting North Dakota FBLA Collegiate Bylaw Amendments
- February 14** Postmark/online submission deadline for:
- State and national dues of \$20--**sent directly to the national office**
  - deadline to notify chapters of proposed ND FBLA Collegiate Bylaw amendments
- February 18** Postmark/Upload deadline for:
- Competitive event registration in Blue Panda
  - Registration fee for State Leadership Conference—**sent to the fiscal agent**
  - State officer candidate materials
  - National officer candidate materials—**sent to state office**
  - Adviser Length of Service forms
- Reservation deadline for:
- Hotel reservations—**sent directly to the hotel**
- February 24** Postmark/Upload deadline for:
- Report: Community Service Project
  - Future Business Executive, Future Business Facilitator, and Job Interview materials/form
  - Businessperson of the Year, Honorary Membership, Outstanding Local Chapter Adviser, and Alumni of the Year Nominations
  - Retention Award Forms
- March 3** Upload deadline for:
- Collegiate Perks Form
  - Bridging the Gap Form
- March 14** Postmark deadline for:
- Completed pre-conference tests
- March 23-24** State Leadership Conference, Mandan
- April 1** Deadline to notify state office of intent to compete at NLC

# 2025 State Leadership Conference

## Tentative Agenda

### “DARE TO DREAM DARE TO LEAD”

#### **SUNDAY, MARCH 23 (Business Attire)**

12:00 – 1:00	Registration Chapter Meetings (optional)
1:00 – 2:00	General Session I
2:30 – 5:00	Testing Center Open
3:00 – 5:00	Workshops
5:00 – 6:30	Social

Chapter Dinner/Activity – on your own

#### **MONDAY, MARCH 24 (Business Attire)**

8:00 – 12:00	Testing Center Open
8:15 – 9:00	Judges Meeting
9:00 – 12:00	Performance/Interview Events
11:00– 11:30	Headshots
12:00 – 1:30	General Session II: Luncheon
2:00 – 3:00	Workshop
2:00 – 2:30	Business Meeting
3:00 – 4:00	Workshop
4:00	Awards Session

## 2024 – 2025 North Dakota FBLA Collegiate Competitive Events

<b>OBJECTIVE TEST EVENTS</b>		
<b>EVENT TYPE</b>	<b>ENTRANTS ALLOWED</b>	<b>EVENT TITLE</b>
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Cybersecurity
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Foundations of Accounting
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Foundations of Communication
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Foundations of Computer Science
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Foundations of Economics
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Foundations of Entrepreneurship
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Foundations of Finance
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Foundations of Hospitality Management
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Foundations of Management
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Foundations of Marketing
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Foundations of Selling
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Foundations of Technology
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	International Business
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Organizational Behavior & leadership
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Parliamentary Procedure
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Project Management
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Retail Management
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Sports Management & Marketing
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Supply Chain Management
<b>PRODUCTION TEST EVENTS</b>		
<b>EVENT TYPE</b>	<b>ENTRANTS ALLOWED</b>	<b>EVENT TITLE</b>
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Business Communication
Individual	(1-24) 3; (25-49) 4; (50-74) 5; (75+) 6	Computer Applications

## CASE COMPETITION EVENTS

EVENT TYPE	ENTRANTS ALLOWED	EVENT TITLE
Individual or Team	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Accounting Case Competition (Team composed of 1 to 4 members)
Individual or Team	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Finance Case Competition (Team composed of 1 to 4 members)
Individual or Team	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Hospitality Management Case Competition (Team composed of 1 to 4 members)
Individual or Team	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Management Case Competition (Team composed of 1 to 4 members)
Individual or Team	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Marketing, Sales, and Communication Case Competition (Team composed of 1 to 4 members)
Individual or Team	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Technology and Computer Case Competition (Team composed of 1 to 4 members)

## PRESENTATION EVENTS

EVENT TYPE	ENTRANTS ALLOWED	EVENT TITLE
Individual or Team	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Business Ethics (Team composed of 1 to 3 members)
Individual or Team	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Business Presentation (Team composed of 1 to 3 members)
Individual or Team	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Emerging Business Issues (Team composed of 1 to 3 members)
Individual or Team	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Entrepreneurship Pitch Competition (Team composed of 1 to 3 members)
Individual	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Future Business Executive
Individual	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Future Business Facilitator
Individual	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Impromptu Speaking
Individual	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Job Interview
Individual	(1-24) 2; (25-49) 3; (50-74) 4; (75+) 5	Public Speaking

## CHAPTER EVENTS

EVENT TYPE	ENTRANTS ALLOWED	EVENT TITLE
Chapter	(one per chapter)	Community Service Project
Chapter	(one per chapter)	State of Chapter Presentation

North Dakota



**FBLA**

Collegiate

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**COMPETITIVE  
EVENTS  
GUIDELINES**

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## **CHANGES FOR 2024-2025 MEMBERSHIP YEAR IN NORTH DAKOTA FBLA COLLEGIATE**

The following list highlights the most significant changes made for the current membership year.

### **New Events**

- Cybersecurity
- International Business
- Supply Chain Management

### **Modified Events**

- **Name Change:** Future Business Educator change to Future Business Facilitator

### **Retired Events**

- None

### **Procedural Change**

- None

### **Reminders:**

- Competitors need to read/use the state guidelines for SLC and read/use the national guidelines for NLC. The guidelines are different for some events!
- ND FBLA Collegiate will use national competitive event rating sheets.
- Performance events and interviews are not open to conference attendees.
- Since the State Leadership Conference is often held in a conference center, there will be a limited number of computers available for online testing. Students are encouraged to bring their own laptops when possible, and they will be given the login information to take the online test.

# GENERAL COMPETITIVE EVENT GUIDELINES – NORTH DAKOTA FBLA COLLEGIATE

The general event guidelines below are applicable to all FBLA Collegiate state competitive events. Please review and follow these guidelines when competing at the state level. When competing at the national level, check the national guidelines since they may differ.

**All members and advisers are responsible for reading and following competitive event guidelines.**

## Eligibility

- **Dues:** Competitors must have paid FBLA Collegiate national and state dues by 11:59 p.m. Eastern Time on February 14 of the current school year.
- **SLC Registration:** Participants must be registered for the SLC and pay the state conference registration fee in order to participate in competitive events.
- **Deadlines:** The chapter adviser must register each state competitor using Blue Panda by February 18, 2025.
- For the number of members who may enter each event, please see the FBLA Collegiate Competitive Events table located in the Official Information section of this handbook.
- Each competitor can only compete in three individual/team events and one chapter event.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.
- Competitors may be disqualified if they violate competitive event guidelines.

## Repeat Competitors

- Members may compete in an event at SLC and NLC more than once.

## Breaking Ties

- **Objective Tests:** Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- **Objective and Production Tests:** The production test scores will be used to break a tie.
- **Reports:** The report scores will be used to break a tie.
- **Presentations:** Judges must break ties and all judges' decisions are final.

## State Awards

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is five.

## National Recognition

- The top 4 winners, or alternate, is eligible to compete at the National Leadership Conference.

**Americans With Disabilities Act (ADA)**

- North Dakota FBLA meets the criteria specified in the Americans with Disabilities Act for all participants who complete the special needs assistance section with their SLC registration.

**Recording of Presentations**

- No unauthorized audio or video recording devices will be allowed in any competitive event.

**Dress Code**

- Participants must adhere to the dress code established by the Board of Directors, or they will be assessed penalty points.

**Graduate Students**

- Graduate students may compete in all FBLA Collegiate events.

**Format Guide**

- Participants should use the FBLA Format Guide ([www.fbla.org](http://www.fbla.org))

**Rating Sheets**

- Participants should use the National FBLA Collegiate Rating Sheets unless otherwise noted.
- Rating Sheets can be found on the FBLA website at [www.fbla.org](http://www.fbla.org).



# GENERAL PERFORMANCE EVENT GUIDELINES – NORTH DAKOTA FBLA COLLEGIATE

## Performance Guidelines

- An equal number from each section in the preliminary round will advance to the final round.
- Performance events can be run as a final presentation only depending on the number of registered competitors.
- In the case of team events, all team members are expected to actively participate in the performance.
- Each competitor must compete in all parts of an event for award eligibility.
- Competitors cannot be replaced or substituted for prejudged events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.
- All competitors must comply with the FBLA dress code.
- Prejudged materials and résumés will not be returned.
- No animals (except authorized service animals) will be allowed for use in any competitive events.

## Technology Guidelines

- Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
- Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Participants using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- Internet access will not be provided, but guest access may be available at the venue.
- Please note that Internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case Internet connections go down.

## Performance Competencies

- Demonstrate excellent verbal communication skill.
- Display effective decision-making and problem-solving skills.
- Express self-confidence and poise.
- Work well as a team when applicable.
- Exhibit logic and systematic understanding.
- Conduct a professional business presentation.
- Answer questions effectively (when applicable).

## Audience

- Preliminary and final performances/interviews are not open to conference attendees.
- Recording of performances/demonstrations is prohibited.
- All electronic devices must be turned off.
- All attendees must follow the dress code and wear their name badge; however, the badge may be removed when presenting.
- All attendees are asked to remain quiet while in competitive event areas.

## FORMAT GUIDE

Please see the FBLA Format Guide at: [www.fbla.org](http://www.fbla.org)

# 2024-25 Competitive Events Guidelines

## Accounting Case Competition



The Accounting Case Competition provides members with the opportunity to review a case study and present their findings to a panel of judges. The case study will incorporate many aspects of accounting.

### Event Overview

**Division:** Collegiate

**Event Type:** Team of 1, 2, 3 or 4 members

**Event Category:** Case Competition

**Event Elements:** Presentation

**Presentation Time:** 3-minute set-up time, 10-minute presentation time, 5-minute question & answer time

**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Professionalism, Teamwork

### 2024-25 Case Competition

The case competition and rating sheet will be released in these guidelines January 2025. Students should access the case when it is released and prepare a presentation of their findings for the judges.

### State

#### Required Competition Items

	Items Competitor Must Provide	Items ND FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"> <li>Technology and presentation items</li> <li><a href="#">Photo identification</a></li> <li>Conference-provided nametag</li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Table</li> </ul>
<b>Final Round</b>	<ul style="list-style-type: none"> <li>Technology and presentation items</li> <li><a href="#">Photo identification</a></li> <li>Conference-provided nametag</li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Table</li> <li></li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      2 entries
  - Chapter Membership 25-49                      3 entries
  - Chapter Membership 50-74                      4 entries
  - Chapter Membership 75+                        5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.

# 2024-25 Competitive Events Guidelines

## Accounting Case Competition



- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.

# 2024-25 Competitive Events Guidelines

## Accounting Case Competition



- Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

# 2024-25 Competitive Events Guidelines

## Accounting Case Competition



### Scoring

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

### Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"><li>• Technology and presentation items</li><li>• <a href="#">Photo identification</a></li><li>• Conference-provided nametag</li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Table</li></ul>
<b>Final Round</b>	<ul style="list-style-type: none"><li>• Technology and presentation items</li><li>• <a href="#">Photo identification</a></li><li>• Conference-provided nametag</li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Table</li><li>• Power</li><li>• Projector screen</li><li>• Projector with HDMI cord</li></ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.

# 2024-25 Competitive Events Guidelines

## Accounting Case Competition



- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will proceed directly to the final presentation round.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.

# 2024-25 Competitive Events Guidelines

## Accounting Case Competition



- Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event until after their completed presentation.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - Non-technology Items: Materials, notecards, 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.

# 2024-25 Competitive Events Guidelines

## Accounting Case Competition



- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### *Scoring*

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.



# 2024-25 Competitive Events Guidelines

## Business Communication (Collegiate)



Business Communication provides members with the opportunity to demonstrate knowledge around competencies in communication. This competitive event consists of a production test.

### Event Overview

**Division:** Collegiate  
**Event Type:** Individual  
**Event Category:** Production  
**Event Elements:** Production Test  
**Production Test Time:** 1 hour  
**NACE Connections:** Career & Self-Development

### Production Test Competencies

- Mechanics of Appropriate Business English
- Format and Appropriateness of Business Messages
- Format and Style Differences with International Communications
- Interpretation and Nonverbal Concepts
- Communication Techniques

### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Fully powered <a href="#">device for production testing</a></li> <li>• Internet access for submission</li> </ul>	<ul style="list-style-type: none"> <li>• Production test tasks</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries
  - Chapter Membership 50-74                    5 entries
  - Chapter Membership 75+                      6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver’s license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned production time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.

# 2024-25 Competitive Events Guidelines

## Business Communication (Collegiate)



- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event has one part: Production Test
- Production Test
  - **Submission Deadline:** An accessible link to all the tasks must be uploaded in the state conference registration system by March 14, 2025.
  - The production test is administered and proctored at the designated school-site prior to the SLC. Administration procedures for the production test are determined by the state chair/adviser.
  - The production test is a set of tasks based on the competencies for the competitor to complete.
  - Grammar assistance and use of Artificial Intelligence is not allowed in this event. Any use may result in disqualification. Spell check can be used.
  - The Format Guide, found on the Competitive Events website ([www.fbla.org](http://www.fbla.org)) can be used for the production test.

### *Scoring*

- The production test score will determine winners.
- The decision of the judges is considered final.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned testing time.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

# 2024-25 Competitive Events Guidelines

## Business Communication (Collegiate)



### National

#### Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
<ul style="list-style-type: none"> <li>Fully powered <a href="#">device for production testing</a></li> <li>Conference-provided nametag</li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Production test tasks</li> <li>Internet access</li> </ul>

#### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver’s license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned production time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

#### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

#### Event Administration

- This event has one part: Production Test
- Production Test
  - The production test is administered and proctored onsite at the NLC.
  - The production test is a set of tasks based on the competencies for the competitor to complete.
  - Grammar assistance and use of Artificial Intelligence is not allowed in this event. Any use may result in disqualification. Spell check can be used.
  - The Format Guide, found on the Competitive Events website ([www.fbla.org](http://www.fbla.org)) can be used for the production test.

# 2024-25 Competitive Events Guidelines

## Business Communication (Collegiate)



### *Scoring*

- The rating sheet will be released with the production test.
- The production test score will determine winners. If there is more than one section of competitors, the production test scores will be normalized (using standard deviation) Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned testing time.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

# 2024-25 Competitive Events Guidelines

## Business Ethics (Collegiate)



Business Ethics recognizes members who demonstrate the ability to present solutions to ethical situations encountered in the business world and the workplace. This competitive event consists of a presentation component.

### Event Overview

**Division:** Collegiate

**Event Type:** Team of 1, 2 or 3 members

**Event Category:** Presentation

**Event Elements:** Presentation (with a Topic)

**Presentation Time:** 3-minute set-up, 7-minute presentation, 3-minute Question & Answer

**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Equity & Inclusion, Leadership, Professionalism, Teamwork, Technology

*The Daniels Fund Ethics Initiative provides principles-based ethics education to students and focuses on practical, real-world application of ethical principles as a basis for decision-making. Click [HERE](#) to learn about the Daniels Fund ethical principles.*

### 2024-25 Topic

Is the use of MDMs (mobile device management) ethical when a mobile phone is a personal device being used for company/organization purposes but not owned by the company/organization?

For example, at a state university, Information Technology Services Department is requesting that each employee place the university MDM app on personal phones. The university is implementing a new policy that every employee adds the MDM app, then if the university Information Technology Services Department notices any questionable hacking, penetration, etc., they can then wipe the employees personally owned mobile device, regardless of if they use the personal device for any company/organization purpose.

### State

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items ND FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                                  2 entries

# 2024-25 Competitive Events Guidelines

## Business Ethics (Collegiate)



- Chapter Membership 25-49                      3 entries
- Chapter Membership 50-74                    4 entries
- Chapter Membership 75+                      5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event has a preliminary and final presentation round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- *Preliminary Presentation*
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the SLC. The presentation will take place in a large, open area and is not open to audience members.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two

# 2024-25 Competitive Events Guidelines

## Business Ethics (Collegiate)



- devices, one device must face the judges and one device must face the competitors.
- Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the SLC. The presentation will take place in a large, open area and is not open to audience members.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for

# 2024-25 Competitive Events Guidelines

## Business Ethics (Collegiate)



- display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### Scoring

- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"><li>• Technology and presentation items</li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Table</li></ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.



# 2024-25 Competitive Events Guidelines

## Business Ethics (Collegiate)



- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will go directly to the final presentation round.
- *Preliminary Presentation*
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.

# 2024-25 Competitive Events Guidelines

## Business Ethics (Collegiate)



- Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)

# 2024-25 Competitive Events Guidelines

## Business Ethics (Collegiate)



- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### *Scoring*

- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

# 2024-25 Competitive Events Guidelines

## Business Ethics (Collegiate)



### Business Ethics Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Identifies and defines ethical issues presented in the topic	<i>No identification of ethical issues as it relates to the event guidelines</i>	<i>Identifies OR defines the ethical issues</i>	<i>Identifies and defines the ethical issues</i>	<i>Identifies and defines the ethical issues using industry terminology</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Ethical dimensions of the problem are clearly defined	<i>No reasons cited for the ethical issues</i>	<i>Reasons for the ethical issues identified but were not on target</i>	<i>Several, but not all, reasons accurately identified</i>	<i>All reasons addressed and analyzed</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Provides logical recommendations as to how the ethical issues should be resolved	<i>No recommendations are given</i>	<i>Recommendations given, but they are not analyzed</i>	<i>Recommendations are given and analyzed with supporting evidence</i>	<i>Recommendations are given and analyzed with multiple pieces of supporting evidence analyzed</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Effective ethical solution is offered	<i>No ethical solution to prevent issues identified</i>	<i>One ethical solution to prevent issues provided with no plan</i>	<i>Ethical solution to prevent issues provided with supporting evidence and a plan developed</i>	<i>One feasible ethical solution to prevent issues recommended with a plan and necessary resources identified</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Research shows quality and related information to the ethical issues	<i>No research done with 3 or more inaccurate statements</i>	<i>Research is unrelated to the ethical topic and 1-2 inaccurate statements</i>	<i>All research is accurate with no reference made to supporting evidence</i>	<i>Research is accurate with supporting evidence provided; incorporates input of businesspeople interviewed as part of presentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2024-25 Competitive Events Guidelines

## Business Presentation



Business Presentation provides members with the opportunity to showcase their skills in using a presentation software program as an aid in delivering a business presentation. This competitive event consists of a presentation component.

### Event Overview

**Division:** Collegiate

**Event Type:** Team of 1, 2 or 3 members

**Event Category:** Presentation

**Event Elements:** Presentation with a Topic

**Presentation Time:** 3-minute set-up, 7-minute presentation time, 3-minute question & answer time

**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

### 2024-25 Topic

Navigating the Gig Economy: Opportunities and Challenges for College Students as They Enter Their Career Field

Presentation could include but is not limited to:

- Defining and explaining the gig economy and a gig worker
- Advantages and disadvantages of gig workers for companies
- Contrasting the difference between a part time job and a gig economy.

### State

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items ND FBLA Provides</u>
<ul style="list-style-type: none"><li>• Technology and presentation items</li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Table</li></ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      2 entries
  - Chapter Membership 25-49                    3 entries
  - Chapter Membership 50-74                   4 entries
  - Chapter Membership 75+                     5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.

# 2024-25 Competitive Events Guidelines

## Business Presentation



- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event has a preliminary and final presentation round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not Provided
  - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and data must be cited and secured from quality sources.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.

# 2024-25 Competitive Events Guidelines

## Business Presentation



- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not Provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the SLC. The presentation will take place in a large, open area and is not open to audience members.
  - Research: Facts and data must be cited and secured from quality sources.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

# 2024-25 Competitive Events Guidelines

## Business Presentation



### Scoring

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"><li>• Technology and presentation items</li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Table</li></ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.



# 2024-25 Competitive Events Guidelines

## Business Presentation



- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event has a preliminary and final presentation round. If there are less than 15 competitors/teams registered, the presentation component will proceed directly to the final presentation round.
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not Provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and data must be cited and secured from quality sources.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.

# 2024-25 Competitive Events Guidelines

## Business Presentation



- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not Provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
  - Research: Facts and data must be cited and secured from quality sources.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### Scoring

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.

# 2024-25 Competitive Events Guidelines

## Business Presentation



- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

# 2024-25 Competitive Events Guidelines

## Business Presentation



### Business Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic in presentation	<i>No understanding of event topic OR incorrect topic used</i>	<i>Understanding of topic inconsistent from the event guidelines</i>	<i>Demonstrates the topic throughout presentation</i>	<i>Demonstrates use of industry terminology throughout presentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the purpose with a logical sequence of ideas	<i>No evidence of purpose and logical sequence</i>	<i>Purpose stated OR logical sequence of ideas given</i>	<i>Purpose is described using a logical sequence of ideas</i>	<i>Purpose is well-defined and in a logical sequence of ideas</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Summarizes information from the event topic and provides guidance	<i>No summary or guidance identified</i>	<i>Guidance or summary provided, but plan not developed</i>	<i>Summary was effective and logical guidance developed</i>	<i>Summary provided logical connection to all aspects of the event topic through entire presentation, with feasible guidance well developed and shared</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Technology is effectively integrated into overall presentation	<i>No use of technology</i>	<i>Demonstrates the use of 1-2 technology and design features</i>	<i>Demonstrates the use of 3-4 technology and design features</i>	<i>Demonstrates the use of 5 or more technology and design features</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2024-25 Competitive Events Guidelines

## Community Service Project (Collegiate)



Community Service Project provides chapter members with the opportunity to showcase their community service projects within their school and/or community. The project must be in the interest of the community and designed for chapter participation. This competitive event consists of a pre-judge and presentation component.

### Event Overview

**Division:** Collegiate

**Event Type:** Team of 1, 2 or 3 members present the chapter project

**Event Category:** Chapter Event

**Event Elements:** Pre-judged Report & Presentation

**Pre-judged Component:** 17-page report due April 22, 2025 (for NLC)

**Presentation Time:** 3-minute set-up, 7-minute presentation time, 3-minute question & answer time

**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit one entry.
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver’s license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

# 2024-25 Competitive Events Guidelines

## Community Service Project (Collegiate)



### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event has three parts: Pre-judge report, preliminary presentation, and final presentation round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Pre-judged Report
  - **Submission Deadline:** A PDF of the report must be uploaded in the state conference registration system by February 24, 2025.
  - **Number of Pages:** The report will be no more than seventeen (17) pages.
  - Report Specifics
    - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
    - The second page must include a table of contents and each page must be numbered.
    - Divider pages and appendices are optional and must be included in the page count.
    - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
    - Reports must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:
      - Description of the project
      - Chapter member involvement
      - Degree of impact on the community
      - Evidence of publicity received
      - Project evaluation
  - Members must prepare reports. Reports must be original, current, and not submitted for a previous SLC or NLC.
  - Restricted Items: Links and QR codes cannot be included in the report.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - Reports should follow the rating sheet sequence.
  - The report is pre-judged before the SLC.
  - Pre-judged materials will not be returned. Reports submitted for competition become the property of ND FBLA. These reports may be used for publication and/or reproduced by ND FBLA.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes

# 2024-25 Competitive Events Guidelines

## Community Service Project (Collegiate)



- **Internet Access:** Not provided
- The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
- Competitors/teams are randomly assigned to sections.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the SLC. The presentation will take place in a large, open area and is not open to audience members.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two

# 2024-25 Competitive Events Guidelines

## Community Service Project (Collegiate)



- devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
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- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### Scoring

- The report score will be added to the preliminary presentation score to determine the finalists.
- The report score will be added to the final presentation score to determine the winners.
- The report score will be used to break a tie.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> </ul>



# 2024-25 Competitive Events Guidelines

## Community Service Project (Collegiate)



### *Important FBLA Documents*

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### *Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event has three parts: Pre-judge report, preliminary presentation, and final presentation round. If there are less than 15 teams registered, the event will go directly to the final presentation.
- Pre-judged Report
  - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by April 22, 2025.
  - **Number of Pages:** The report will be no more than seventeen (17) pages.
  - Report Specifics
    - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
    - The second page must include a table of contents and each page must be numbered.
    - Divider pages and appendices are optional and must be included in the page count.

# 2024-25 Competitive Events Guidelines

## Community Service Project (Collegiate)



- Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
- Reports must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:
  - Description of the project
  - Chapter member involvement
  - Degree of impact on the community
  - Evidence of publicity received
  - Project evaluation
- Members must prepare reports. Reports must be original, current, and not submitted for a previous NLC.
- Restricted Items: Links and QR codes cannot be included in the report.
- Pages must be formatted to fit on 8 ½" x 11" paper.
- Reports should follow the rating sheet sequence.
- The report is pre-judged before the NLC.
- Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.

# 2024-25 Competitive Events Guidelines

## Community Service Project (Collegiate)



- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
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  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

# 2024-25 Competitive Events Guidelines

## Community Service Project (Collegiate)



### *Scoring*

- The report score will be added to the preliminary presentation score to determine the finalists.
- The normalized report score (using standard deviation, if there are multiple sections) will be added to the final presentation score to determine the top winners.
- The report score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

# 2024-25 Competitive Events Guidelines

## Community Service Project (Collegiate)



### Community Service Project Pre-Judged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project has specific goals and provides service to the community and its citizens	Project is not a Community Service Project	Project has specific goals OR provides service to the community and its citizens but not both	Project has specific goals AND provides service to the community and its citizens	Project has quantitatively defined goals and indicates future activities or steps that could be taken to further the work started	
	0 points	1-6 points	7-8 points	9-10 points	
Describe research into school and/or community needs	No evidence of school and/or community research	Research was completed but not clearly outlined	Research clearly completed and clearly outlined	Research was planned, executed, and evaluated	
	0 points	1-8 points	9-12 points	13-15 points	
Describe planning, development, and implementation of project	No evidence of planning, development, or implementation of project	Planning, development, OR implementation explanation is missing	Planning, development, and implementation activities / steps are clearly described	Planning, development, and implementation activities/steps are described and rationale for types of activities is given	
	0 points	1-9 points	10-16 points	17-20 points	
Show evidence of publicity received	No evidence of publicity received	Information about publicity was written in the report but no evidence of publicity is available	Project was recognized within the school and/or community	Project was recognized in more than one way by the school and/or community	
	0 points	1-6 points	7-8 points	9-10 points	
Report benefits to and degree of impact on the school and/or community	School and/or community impact is not addressed	Project was completed and served a purpose	Project created tangible results that benefitted the school and/or community	Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue	
	0 points	1-6 points	7-8 points	9-10 points	
Evaluate the project	No evidence of project evaluation is provided	Project was evaluated	Project was evaluated and the evaluation was assessed	Project was evaluated and recommendations for change were given	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Report Format</b>					
Guidelines followed and report arranged according to rating sheet (See above Expectation Items)	Missing one or more sections and/or does not follow rating sheet, has more than 17 pages	All information presented, but order inconsistent with rating sheet	Information arranged according to rating sheet	Presented in the correct order and includes written transitions between sections	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design a business report	Does not format document	Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos	Consistent formatting throughout the report	Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	More than 5 grammar, punctuation, or spelling errors	3-4 grammar, punctuation, or spelling errors	No spelling errors, and not more than 2 grammar or punctuation errors	No spelling errors, and not more than 1 grammar or punctuation error	
	0 points	1-2 points	3-4 points	5 points	
<b>Report Total (100 points)</b>					

Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2024-25 Competitive Events Guidelines

## Community Service Project (Collegiate)



### Community Service Project Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Describes project development and strategies used to implement project</b>	<i>No evidence of project development or strategies presented</i>	<i>Project development is explained briefly; very limited strategies are utilized</i>	<i>Project development is clearly outlined. More than one strategy is outlined.</i>	<i>Project development is clearly outlined. Strategies are chronological and clearly explained.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Describes research into school or community needs</b>	<i>No evidence of school and/or community research</i>	<i>Research was completed but not clearly outlined</i>	<i>Research clearly completed and clearly outlined</i>	<i>Research was planned, executed, and evaluated</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Appropriate level of chapter member involvement in project</b>	<i>Chapter involvement is not explained</i>	<i>Participation was limited to 25% of chapter members</i>	<i>The project was clearly a chapter project and participated in by 50% of chapter members</i>	<i>Over 75% or more of chapter members participated and clear evidence is provided of the impact</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Degree of impact on the community and its citizens</b>	<i>School and/or community impact is not addressed</i>	<i>Project was completed and served a purpose</i>	<i>Project created tangible results that benefitted the school and/or community</i>	<i>Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Evidence of publicity received</b>	<i>No evidence of publicity received</i>	<i>Information about publicity was presented but no evidence of publicity is available</i>	<i>Project was recognized within the school and/or community</i>	<i>Project was recognized in more than one way by the school and/or community</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Student evaluation of project effectiveness</b>	<i>No evidence of project evaluation is provided</i>	<i>Project was evaluated</i>	<i>Project was evaluated and the evaluation was assessed</i>	<i>Project was evaluated and the team has created recommendations for change should the project be repeated</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2024-25 Competitive Events Guidelines

## Computer Applications (Collegiate)



Computer Applications provides members with the opportunity to demonstrate knowledge around competencies in different applications in computing. It aims to inspire members to learn about the effective application of the computer to facilitate handling of business information. This competitive event consists of an objective test and production test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Production

**Event Elements:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below) and Production Test

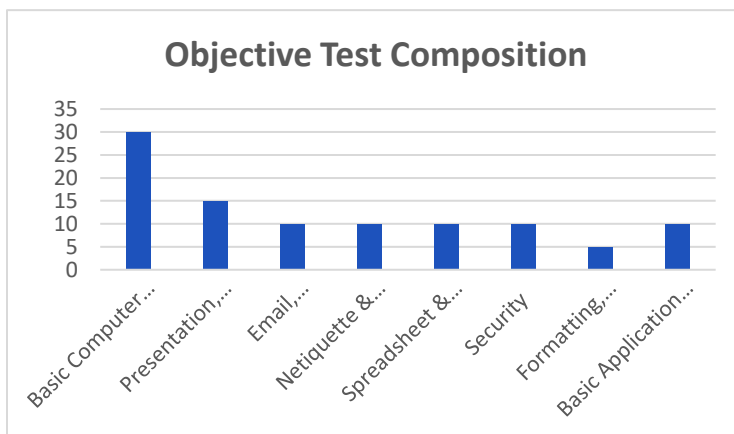
**Objective Test Time:** 50 minutes

**Production Test Time:** 2 hours

**NACE Connections:** Career & Self-Development

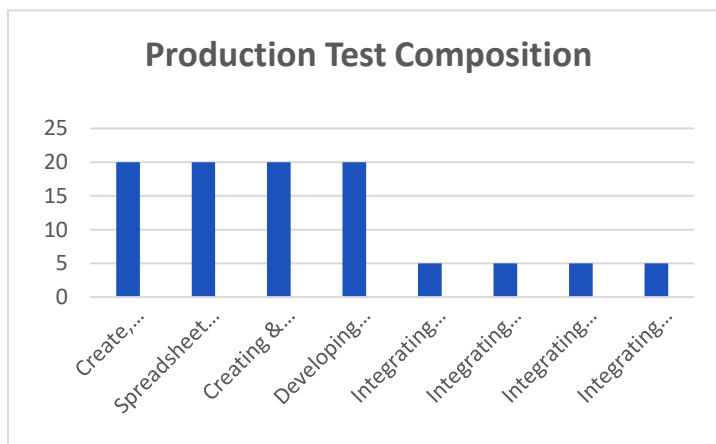
### Objective Test Competencies

- Basic Computer Terminology and Concepts
- Presentation, Publishing, and Multimedia Applications
- Spreadsheet and Database Applications
- Basic Application Knowledge and Word Processing
- E-mail, Integrated, and Collaboration Applications
- Netiquette and Legal Issues
- Security
- Formatting, Grammar, Punctuation, Spelling, and Proofreading



### Production Test Competencies

- Create, Search, and Query Databases
- Spreadsheet Functions and Formulas
- Creating and Formatting with Word Processing
- Developing Slides & Presentations
- Integrating Databases and Word Processing
- Integrating Spreadsheets and Word Processing
- Integrating Presentations and Spreadsheets
- Integrating Word Processing, Spreadsheets, Presentations, and Databases



# 2024-25 Competitive Events Guidelines

## Computer Applications (Collegiate)



### State

#### Required Competition Items

	Items Competitor Must Provide	Items ND FBLA Provides
<b>Objective Test</b>	<ul style="list-style-type: none"> <li>Sharpened pencil</li> <li>Fully powered <a href="#">device for online testing</a></li> <li>Conference-provided nametag</li> <li><a href="#">Photo identification</a></li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>One piece of scratch paper per competitor</li> <li>Internet access</li> <li>Test login information (link &amp; password)</li> </ul>
<b>Production Test</b>	<ul style="list-style-type: none"> <li>Fully powered device for production test</li> <li>Internet access for submission</li> </ul>	<ul style="list-style-type: none"> <li>Production test tasks</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                      4 entries
  - Chapter Membership 50-74                      5 entries
  - Chapter Membership 75+                        6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, and prepare their production tests.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver’s license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned production and/or objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- If competitors are late for their assigned production time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.

#### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.



# 2024-25 Competitive Events Guidelines

## Computer Applications (Collegiate)



### *Event Administration*

- This event has two parts: Objective Test and Production Test
- Objective Test
  - The objective test is administered online at the SLC.
  - No reference or study materials may be brought to the testing site.
  - No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Production Test
  - **Submission Deadline:** An accessible link to all the tasks must be uploaded in the state conference registration system by March 14, 2025.
  - The production test is administered and proctored at the designated school-site prior to the SLC. Administration procedures for the production test are determined by the state chair/adviser.
  - The production test is a set of tasks based on the competencies for the competitor to complete.
  - Calculators cannot be used on the production test.
  - The Format Guide, found on the Competitive Events website ([www.fbla.org](http://www.fbla.org)) can be used for the production test.

### *Scoring*

- Production Test is 85% of the total score.
- Objective Test is 15% of the total score.
- The Production Test score will be used to break a tie.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned testing time.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

# 2024-25 Competitive Events Guidelines

## Computer Applications (Collegiate)



### National

#### Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
<b>Objective Test</b>	<ul style="list-style-type: none"> <li>Sharpened pencil</li> <li>Fully powered <a href="#">device for online testing</a></li> <li>Conference-provided nametag</li> <li><a href="#">Photo identification</a></li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>One piece of scratch paper per competitor</li> <li>Internet access</li> <li>Test login information (link &amp; password)</li> </ul>
<b>Production Test</b>	<ul style="list-style-type: none"> <li>Fully powered device for production test</li> <li>Conference-provided nametag</li> <li><a href="#">Photo identification</a></li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Production test tasks</li> <li>Internet access for submission</li> </ul>

#### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, and prepare their production tests.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver’s license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned production and/or objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

#### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

# 2024-25 Competitive Events Guidelines

## Computer Applications (Collegiate)



### *Event Administration*

- This event has two parts: Objective Test and Production Test
- Objective Test
  - The objective test is administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - No calculators may be brought into the testing site; online calculators will be provided through the testing software.
  - Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.
- Production Test
  - The production test is administered online at the NLC.
  - The production test is a set of tasks based on the competencies for the competitor to complete.
  - Calculators cannot be used on the production test.
  - The Format Guide, found on the Competitive Events website ([www.fbla.org](http://www.fbla.org)) can be used for the production test.

### *Scoring*

- The rating sheet will be released with the production test.
- Production Test is 85% of the total score. If there is more than one section of competitors, the production test scores will be normalized (using standard deviation) and the normalized score is 85% of the total score.
- Objective Test is 15% of the total score.
- The Production Test score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned testing time.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

# 2024-25 Competitive Events Guidelines

## Computer Applications (Collegiate)



### Study Guide: Competencies and Tasks

#### A. Basic Computer Terminology and Concepts

1. Use and understand basic computer terminology.
2. Explain the purpose, operation, and care of hardware components.
3. Install, configure, optimize, and upgrade operating software and application software on computers and other portable devices.
4. Identify tools, diagnostic procedures, and troubleshooting techniques for components and operating systems for personal computers, laptops, and portable devices.
5. Apply basic commands and navigate the operating system including such things as creating backups and determining memory and disk space.
6. Input data and commands using peripherals (keyboard, light pen, mouse, scanner, and voice recognition).
7. Manage file storage through the use of file and disk management techniques such as copy, move, store, rename, retrieve, save, delete, compress, decompress, and create/manipulate folders and directories.
8. Use a browser to search and navigate hypertext documents and to download files.
9. Use Internet search engines and understand their advantages and disadvantages.
10. Evaluate the accuracy, relevance, and comprehensiveness of information retrieved from the Web.
11. Identify the different parts of a browser window (pull-down menus, toolbar, address box, status bar, scroll bar, close button, maximize and minimize buttons, and title bar).
12. Analyze emerging technologies used by business and industry.
13. Identify the fundamental principles and basic concepts of installing, configuring, optimizing, and upgrading printers and scanners.
14. Identify tools and diagnostic procedures to troubleshoot printers and scanners and perform basic printer functions (load paper, change cartridge, repair paper jam, etc.).
15. Identify and use appropriate resources to obtain assistance (Help menu, manuals, Web site).
16. Evaluate advantages and disadvantages of various processing, storage, retrieval, and transmission technologies.
17. Identify the fundamental principles and basic concepts of networks including installing, configuring, optimizing, and upgrading.
18. Identify network devices including network connectivity hardware and describe their functions.

#### B. Presentation, Publishing, and Multimedia Applications

1. Identify components of a presentation program (layout views, slide, toolbars, and dialog box).
2. Use presentation software to create a presentation with multiple types of slides incorporating effective use of text, graphics, fonts, builds, preset animation, and transitions.
3. Use presentation software to include diagrams, color and graphic modifications, animation schemes, custom backgrounds, action buttons, hyperlinks, sound, video, and speaker notes.
4. Create supporting materials with the intention to deliver presentation.
5. Apply desktop publishing principles to create, design, edit, and produce documents using text and graphics.
6. Create visual communications involving text and graphic data (brochures, pamphlets, fliers, and newsletters).

# 2024-25 Competitive Events Guidelines

## Computer Applications (Collegiate)



7. Utilize graphic manipulation techniques (wrap text, Word Art) to insert visual aids into document.
  8. Create visual communications involving artwork (freehand drawing applications, clip art, digitized images).
  9. Save cropped or modified images in different file formats.
  10. Demonstrate input of data and graphics from various sources (Web, scanner, digital camera).
  11. Design, create, edit, and format web pages incorporating various types of media (text, image, video, and audio).
  12. Apply multimedia software to create multimedia projects.
- C. Spreadsheet and Database Applications
1. Define spreadsheet terminology (cell, row, column, range, label, value, formula, function, worksheet, relative, absolute, and legend).
  2. Create, edit, save, and print worksheets using spreadsheet commands, functions, and formulas.
  3. Design and enhance worksheets by inserting, deleting, moving, and copying columns and rows.
  4. Use an electronic spreadsheet to create, save, print, modify, and obtain graphs and appropriate charts with titles and legends.
  5. Rename, rearrange, and manipulate multiple worksheets in a workbook.
  6. Use an electronic spreadsheet program to enhance the appearance of a spreadsheet by changing fonts, foreground and background colors, and centering text across columns.
  7. Define database terminology (query, DBMS, field, record, file, and data type).
  8. Plan and create a database.
  9. Enter data and edit fields and records for a particular situation.
  10. Query, sort, prioritize, merge, and retrieve data from databases.
  11. Use a database management program to create, format, maintain, and print reports and tables from a simple relational database.
- D. Basic Application Knowledge and Word Processing
1. Use help features and reference materials to learn software and solve problems.
  2. Create, save, and retrieve word processing files.
  3. Use word processing software to create, format, and edit business documents such as letters, memoranda, reports, tables, and resumes in mailable form.
  4. Demonstrate the use of character formatting features (bold, underline, italics, font styles and sizes, superscript, and subscript).
  5. Demonstrate the use of paragraph formatting features (tabs, indentations, line spacing, and enumerated items).
  6. Demonstrate the use of page formatting features (margins, justification, vertical placement, orientation, page breaks, headers, and footers).
  7. Demonstrate document editing skills using spell/grammar check, thesaurus, search/replace, and other document properties.
  8. Create documents using mail merge features.
  9. Create and use macros and templates.
- E. E-mail, Integrated, and Collaboration Applications
1. Produce documents integrating word processing, spreadsheet, and related charts, database files, reports, and presentation files.

# 2024-25 Competitive Events Guidelines

## Computer Applications (Collegiate)



2. Use an electronic mail program to send and receive electronic mail including an attachment.
3. Manage personal schedule and contact information to include distribution lists.
4. Research privacy issues related to e-mail accounts and dangers of receiving e-mails from unknown sources.
5. Identify inappropriate actions related to forwarding and mass e-mailings.
6. Demonstrate skills using word processing, spreadsheet, database, and presentation software to complete workgroup collaboration to include inserting and reviewing comments.
7. Use collaborative/groupware applications to manage shared schedule, contact information, shared files, online information, instant messaging, or virtual meetings.

### F. Netiquette and Legal

1. Explain concepts related to copyright rules and regulations and public domain (images, music, video, and software).
2. Demonstrate a basic understanding of issues regarding software copyright, software licensing, and software copying.
3. Discriminate between ethical and unethical uses of computers and information.
4. Identify potential abuse and explain the consequences of illegal and unethical use of information technologies (piracy, illegal downloading, licensing infringement, and inappropriate use of software, hardware, and mobile devices).
5. Apply netiquette skills to create, send, receive, and reply to electronic communications, including e-mail and telephone.

### G. Security

1. Identify security issues related to computer hardware, software, and data use.
2. Explain concepts of security, integrity, courtesy, and confidentiality related to information and communication systems.
3. Adhere to privacy, safety and security policies, and legislation (acceptable use policy, Web page policies, computer crime, fraud, and abuse).
4. Demonstrate an awareness of computer viruses and basic understanding of ways to protect a computer from viruses.
5. Diagnose and troubleshoot hardware, software, and data security issues.
6. Perform preventative maintenance techniques for computer security.

### H. Formatting, Grammar, Punctuation, Spelling, and Proofreading

1. Apply basic formatting procedures and manipulate data in letters, reports, simple tables, spreadsheets, graphics, graphs and charts, and databases.
2. Use correct grammar, spelling, and punctuation when producing documents.
3. Utilize appropriate functions and references for spelling, grammar, and proofreading.
4. Use appropriate capitalization, punctuation, number expression rule, and editing/proofreading skills to produce mailable documents.

# 2024-25 Competitive Events Guidelines

## Computer Applications (Collegiate)



### Computer Applications Rating Sheet Collegiate

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
<b>Databases:</b> <i>Table created correctly</i> <i>Data entered accurately</i>	0 points	1-6 points	7-8 points	9-10 points	
<b>Databases:</b> <i>Report properly created</i> <i>Report formatted per instructions</i>	0 points	1-6 points	7-8 points	9-10 points	
<b>Spreadsheets:</b> <i>Data entered correctly</i> <i>Data formatted properly</i>	0 points	1-6 points	7-8 points	9-10 points	
<b>Spreadsheets:</b> <i>Advanced features created correctly</i>	0 points	1-3 points	4-5 points	6 points	
<b>Spreadsheets:</b> <i>Proper formulas and functions with correct output</i>	0 points	1 point	2-3 points	4 points	
<b>Word Processing:</b> <i>Correct formatting</i>	0 points	1-6 points	7-8 points	9-10 points	
<b>Word Processing:</b> <i>Advanced features created correctly</i>	0 points	1-3 points	4-5 points	6 points	
<b>Word Processing:</b> <i>Copy entered correctly</i>	0 points	1 point	2-3 points	4 points	
<b>Presentation:</b> <i>Slides formatted properly</i>	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation:</b> <i>Advanced features created correctly</i>	0 points	1-3 points	4-5 points	6 points	
<b>Presentation:</b> <i>Slides created correctly</i>	0 points	1 point	2-3 points	4 points	
<b>Integration:</b> <i>Databases &amp; Word Processing</i>	0 points	1-2 points	3-4 points	5 points	
<b>Integration:</b> <i>Spreadsheets &amp; Word Processing</i>	0 points	1-2 points	3-4 points	5 points	
<b>Integration:</b> <i>Presentations &amp; Spreadsheets</i>	0 points	1-2 points	3-4 points	5 points	
<b>Integration:</b> <i>Word Processing, Spreadsheets, Presentations, &amp; Databases</i>	0 points	1-2 points	3-4 points	5 points	
<b>Total (100 points)</b>					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

# 2024-25 Competitive Events Guidelines

## Cybersecurity



Cybersecurity provides members with the opportunity to demonstrate knowledge about defending and attacking viruses, spam, and spyware. This competitive event consists of an objective test. This event aims to inspire members to learn about cybersecurity.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

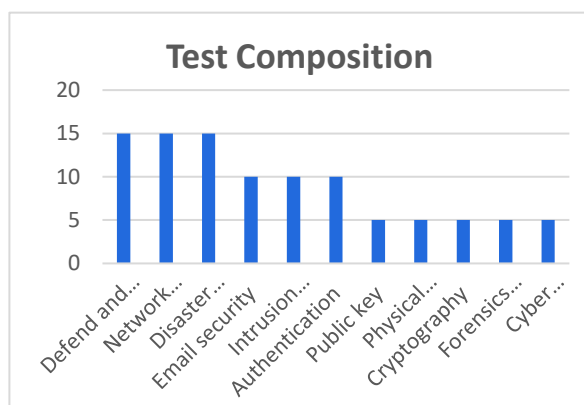
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

### Objective Test Competencies

- Defend and attack (virus, spam, spyware)
- Network security
- Disaster recovery
- Email security
- Intrusion detection
- Authentication
- Public key
- Physical security
- Cryptography
- Forensics security
- Cybersecurity policy



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries



# 2024-25 Competitive Events Guidelines

## Cybersecurity



- Chapter Membership 50-74                      5 entries
- Chapter Membership 75+                      6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

# 2024-25 Competitive Events Guidelines

## Cybersecurity

### National

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"><li>• Sharpened pencil</li><li>• Fully powered <a href="#">device for online testing</a></li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• One piece of scratch paper per competitor</li><li>• Internet access</li><li>• Test login information (link &amp; password)</li></ul>

#### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

#### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

#### Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

# 2024-25 Competitive Events Guidelines

## Cybersecurity



### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

### Study Guide: Competencies and Tasks

- A. Defend and Attack
  1. Identify basic security risks and issues to computer hardware, software, and data.
  2. Define the various virus types and describe the common symptoms caused by viruses and their potential effects.
  3. Define concepts such as phishing, social engineering, spoofing, identify theft, and spamming.
  4. Describe the importance and process of incidence reporting.
  5. Implement security preventive maintenance techniques such as installing service packs and patches.
  6. Assess security threats, diagnose, and troubleshoot hardware, software, and data security issues.
  7. Implement virus protection and removal procedures to recover information from failures and security breaches (e.g., malware and viral infection).
  8. Explain the impact of malware protection, including antivirus software, spam, adware, spyware filtering, and patch management.
  9. Scan storage devices and equipment for viruses and spyware and disinfect as needed.
  10. Install and configure anti-X software (e.g., anti-virus, anti-spyware, and anti-spam).
  11. Identify potential sources of virus infection and describe methods of preventing the spread of computer viruses.
  12. Identify how to protect privacy and personal security online (e.g., to avoid fraud, identity theft, and other hazards).
  13. Explain the benefits and demonstrate the use of privacy, password, and protection utilities.
- B. Network Security
  1. Explain the importance of network security (e.g., ethics and rights).
  2. Explain principles of basic network security (e.g., IP spoofing, packet sniffing, password compromise, and encryption).
  3. Determine threats and analyze risks to network perimeters.
  4. Determine the impact on network functionality of a particular security implementation (e.g., port blocking/filter, authentication, and encryption).
  5. Identify the following security protocols and describe their purpose and function: IPSEC, L2TP, SSL, WEP, WPA, and 802.1x.
  6. Identify specific access levels that need to be accommodated.
  7. Match security system design to identify security requirements.
  8. Develop, document, and implement a network security plan (e.g., install, configure, upgrade, and optimize security).
  9. Train users in malicious software prevention technologies.
  10. Diagnose and troubleshoot hardware, software, and data security issues.
  11. Implement hardware and software network security solutions (e.g., VPN, SSL, and firewall).
  12. Identify the purposes and characteristics of access control and permissions, software and hardware firewalls, auditing, and event logging.

# 2024-25 Competitive Events Guidelines

## Cybersecurity



13. Know and implement user security policies and procedures to maintain, monitor, and support the security and integrity of a network.
  14. Implement secured access to network resources.
  15. Describe the importance and demonstrate forms of network security (e.g., password strategies and user accounts).
  16. Illustrate fundamental legal issues involved with security management.
  17. Design an audit policy and incident response procedures.
  18. Manage and distribute critical software updates that resolve known security vulnerabilities and other stability issues.
  19. Explain the importance of educating users and supervisors in regard to network security.
  20. Implement security controls such as MAC or DAC to ensure user policies and enabled.
  21. Implement server and Web-based services security features.
  22. Describe what a firewall is, its uses, and how it works.
  23. Explain the characteristics, uses, and benefits of software firewalls and hardware firewalls.
  24. Install and update a firewall.
  25. Configure personal firewall protection.
  26. Describe the four basic firewall techniques (e.g., proxy server, packet filter, application gateway, and circuit-level gateway).
  27. Implement global, domain, and local account policies.
  28. Distinguish among the following security methods: DMZ (including dual-homed and triple-homed firewalls), VLAN, intranet, extranet, PKI.
- C. Email Security
1. Identify common problems associated with electronic communication (e.g., delivery failure, junk mail, fraud hoaxes, phishing, and viruses) and recommend mitigation strategies.
  2. Define e-mail and instant messaging protocol.
  3. Recognize social engineering and address social engineering situations.
  4. Identify netiquette including the use of e-mail, social networking, blogs, texting, and chatting.
  5. Explain the benefits and demonstrate the use of privacy, password, and protection utilities.
  6. Discuss security issues and guidelines for legal and responsible electronic communications and internet use for business (e.g., includes copyright, netiquette, privacy issues, and ethics).
  7. Scan e-mail messages and attachments received to ensure they are not spam.
  8. Establish and manage spam/junk mail folders.
  9. Identify issues regarding unsolicited e-mail (spam) and how to minimize or control unsolicited mail.
  10. Identify contamination protection strategies for e-mail.
- D. Intrusion Detection
1. Explain concepts such as denial of service, hacking/cracking, intrusion, and intellectual property.
  2. Assess security threats and develop plan to address.

# 2024-25 Competitive Events Guidelines

## Cybersecurity



3. Analyze and inspect the system's configuration and vulnerabilities to detect inadvisable settings.
  4. Inspect the password files to detect inadvisable passwords.
  5. Inspect other system areas to detect policy violations.
  6. Assess system and file integrity.
  7. Recognize patterns typical of attacks.
  8. Analyze abnormal activity patterns.
  9. Track user policy violations.
  10. Demonstrate an understanding of internet use and security issues.
  11. Investigate security issues related to internet technology (e.g., viruses, firewalls, spam, system backup, passwords, wireless, and data encryption).
  12. Identify types of intrusion detection and recommend tools to protect against each type.
- E. Public Key
1. Define public key infrastructure.
  2. Describe the advantages and risks associated with a public key infrastructure.
  3. Identify and analyze precautions included in programs used on networks (e.g., self-metering, security keys, and required configuration settings).
  4. Explain the purpose of temporary certificates and single sign-on.
  5. Describe Web of Trust and when it is appropriate to use.
  6. Describe certificate authority and its role in security.
  7. Distinguish between public key encryption and digital signatures.
  8. Describe cryptographic protocols and applications, like digital cash, password-authenticated key agreement, multi-party key agreement, and time stamping service.
- F. Authentication
1. Describe authentication process to network devices for users.
  2. Discuss the need for authentication and non-repudiation of information (e.g., PKI).
  3. Describe the steps to achieve authentication and confidentiality.
  4. Provide for user authentication (e.g., assign passwords and access level).
  5. Identify and resolve a network configuration with incorrect protocols, client software misconfiguration, authentication misconfiguration, and insufficient rights/permissions.
  6. Evaluate electronic sources of information for authenticity.
  7. Identify authentication protocols (e.g., CHAP, MS-CHAP, PAP, RADIUS, Kerberos, and EAP.)
  8. Explain and implement Secure Sockets Layer (SSL) authentication.
  9. Explain and install a certificate.
  10. Describe concepts related to logon authentication.
  11. Educate employees on how to properly handle passwords.
  12. Establish policies on choosing a secure password.
  13. Describe the biometrics authentication method.
  14. Give an example of a two-factor authentication security process.
  15. Discuss the need for dual-role authentication.
- G. Disaster Recovery
1. Identify possible effects of natural disasters on computers.

2. Describe the purpose and characteristics of disaster recovery: backup-restore, offsite storage, hot and cold spares, and hot, warm, and cold sites.
  3. Differentiate between disaster recovery and business continuity.
  4. Design a disaster recovery plan.
  5. Compare different options of backing up and securing data and restoring a system and perform system backup.
  6. Select and test a disaster recovery plan against several disaster scenarios.
  7. Demonstrate the ability to recover operating systems (e.g., boot methods, recovery console, ASR, and ERD).
  8. Backup and restore files and directories.
  9. Implement procedures used to recover information from failures and security breaches (e.g., malware and viral infection).
  10. Identify methods for avoiding common computer system disasters (e.g., UPS and RAID).
  11. Compare/contrast streaming file-by-file backup systems.
  12. Establish process for archiving files.
  13. Use the features of a server operating system to prevent a disaster or recover when one occurs.
  14. Identify and maintain battery backup equipment.
  15. Install surge suppression protection.
  16. Develop and document a plan to avoid data loss, including backups and remote storage.
- H. Physical Security
1. Define physical security.
  2. Identify names, purposes, and characteristics of hardware and software security issues including wireless, data, and physical security.
  3. Describe basic physical security risks inherent to computer hardware and software.
  4. Describe physical security best practices for enterprises.
  5. Describe risk-mitigation techniques (e.g., policies, procedures, hardware, and software).
  6. Establish and implement controls for physical site access and security.
  7. Identify and analyze environmental hazards (e.g., fire, flood, moisture, temperature, electricity) and establish environmental security controls to protect and restore.
  8. Perform a physical configuration audit.
  9. Train and test employees in the area of physical security awareness.
  10. Describe the physical security components of a Disaster Recovery/Business Continuity Plan.
- I. Cryptography
1. Explain the purpose of cryptography.
  2. Identify levels of encryption.
  3. Describe the types of cryptography algorithms (e.g., secret key, public key, and hash functions).
  4. Describe trust models such as web of trust, Kerberos, and certificates.
  5. Identify cryptography applications used for password protection and private communication. (IP security protocol, clipper, Identify Base Encryption, Internet Security Association and Key Management Protocol, and Secure Sockets Layer).
  6. Illustrate concepts of data encryption and its use with protecting network resources.

# 2024-25 Competitive Events Guidelines

## Cybersecurity



7. Identify uses for VPN and network data encryption.
  8. Define the advantages and risks associated with passwords.
  9. Explain how passwords are stored.
  10. Describe DES (Data Encryption Standards) and explain how it operates.
  11. Explain the purpose and use of AES (Advanced Encryption Standard).
  12. Explain export controls associated with cryptography.
- J. Forensics Security
1. Review incident responses, priorities, and requirements.
  2. Identify recoverable evidence in computer hardware and mobile devices.
  3. Preserve evidence in an acceptable forensically manner.
  4. Review timeline of computer files based on the creation, file modification, and file access.
  5. Identify past internet browsing, downloads, and e-mail communications.
  6. Examine and analyze evidence.
  7. Differentiate between operating systems from a forensics standpoint.
  8. Use computer forensics software tools to cross validate findings in computer evidence-related cases.
  9. Prepare a report of cybersecurity findings.
  10. Identify forensic analysis tools and their uses.
  11. Describe Legislative Acts governing Digital Forensics.
- K. Cybersecurity Policy
1. Identify national legislative initiatives that affect cyber security.
  2. Identify Executive Orders that affect cybersecurity.



# 2024-25 Competitive Events Guidelines

## Emerging Business Issues



Emerging Business Issues recognizes members who demonstrate the ability to present both affirmative and negative arguments to a topic and present recommendations. This competitive event consists of a presentation component.

### Event Overview

**Division:** Collegiate

**Event Type:** Team of 1, 2 or 3 members

**Event Category:** Presentation

**Event Elements:** Presentation (with a Topic)

**Presentation Time:** 3-minute set-up, 7-minute presentation, 3-minute Question & Answer

**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Equity & Inclusion, Leadership, Professionalism, Teamwork, Technology

### 2024-25 Topic

People will continue to relocate or change employers due to social, economic, or voluntary reasons in search of a more fulfilling lifestyle. Discuss how businesses can implement flexibility within the workplace to attract and retain the most qualified employee.

### State

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items ND FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      2 entries
  - Chapter Membership 25-49                    3 entries
  - Chapter Membership 50-74                   4 entries
  - Chapter Membership 75+                     5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.

# 2024-25 Competitive Events Guidelines

## Emerging Business Issues



- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event has a preliminary and final presentation round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the SLC. The presentation will take place in a large, open area and is not open to audience members.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.

# 2024-25 Competitive Events Guidelines

## Emerging Business Issues



- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If presenting as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the SLC. The presentation will take place in a large, open area and is not open to audience members.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)

# 2024-25 Competitive Events Guidelines

## Emerging Business Issues



- Teamwork: If presenting as a team, all team members are expected to actively participate in the presentation.

### Scoring

- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"><li>• Technology and presentation items</li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Table</li></ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.

# 2024-25 Competitive Events Guidelines

## Emerging Business Issues



- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will go directly to the final presentation round.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.

# 2024-25 Competitive Events Guidelines

## Emerging Business Issues



- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If presenting as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
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# 2024-25 Competitive Events Guidelines

## Emerging Business Issues



- display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If presenting as a team, all team members are expected to actively participate in the presentation.

### *Scoring*

- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

# 2024-25 Competitive Events Guidelines

## Emerging Business Issues



### Emerging Business Issues Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
<b>Understanding of Issue/Topic</b>	<i>No understanding of event topic OR incorrect topic used</i>	<i>Understanding of topic inconsistent from the event guidelines</i>	<i>Demonstrates understanding of the topic throughout the presentation</i>	<i>Demonstrates use of industry terminology throughout the presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Substantiates and cites sources used while conducting research</b>	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Affirmative Argument</b>					
<b>Flow and Logic of Content</b>	<i>No logic of content AND unclear flow</i>	<i>Logic of content is minimal OR unclear flow</i>	<i>Content is presented with logical content and flows well</i>	<i>Content is well defined and in a logical sequence of ideas</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Quality of Evidence</b>	<i>No quality of evidence</i>	<i>Argues 1 piece of evidence</i>	<i>Argues 2-3 pieces of evidence</i>	<i>Argues 4+ pieces of evidence</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Persuasiveness</b>	<i>Argument is not persuasive</i>	<i>Argument is partially persuasive</i>	<i>Argument is persuasive and audience is convinced</i>	<i>Argument is compelling and audience is in support</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Relevance of Argument</b>	<i>No relevance</i>	<i>Argument is partially relevant</i>	<i>Argument is relevant</i>	<i>Argument is exceptional and compelling</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Negative Argument</b>					
<b>Flow and Logic of Content</b>	<i>No understanding of event topic OR incorrect topic used</i>	<i>Logic of content is minimal OR unclear flow</i>	<i>Content is presented with logical content and flows well</i>	<i>Content is well defined and in a logical sequence of ideas</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Quality of Evidence</b>	<i>No quality of evidence</i>	<i>Argues 1 piece of evidence</i>	<i>Argues 2-3 pieces of evidence</i>	<i>Argues 4+ pieces of evidence</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Persuasiveness</b>	<i>Argument is not persuasive</i>	<i>Argument is partially persuasive</i>	<i>Argument is persuasive and audience is convinced</i>	<i>Argument is compelling and audience is in support</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Relevance of Argument</b>	<i>No relevance</i>	<i>Argument is partially relevant</i>	<i>Argument is relevant</i>	<i>Argument is exceptional and compelling</i>	
	0 points	1-6 points	7-8 points	9-10 points	



# 2024-25 Competitive Events Guidelines

## Emerging Business Issues



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated, appropriate business language used</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2024-25 Competitive Events Guidelines

## Entrepreneurship Pitch Competition



Entrepreneurship Pitch Competition recognizes members who demonstrate the ability to present the case for an innovative product or service. This competitive event consists of a presentation component.

### Event Overview

**Division:** Collegiate

**Event Type:** Team of 1, 2, or 3 members

**Event Category:** Presentation

**Event Elements:** Presentation (Pitch)

**Presentation Time:** 3-minute set-up time, 10-minute presentation time, 5-minute question & answer time

**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Professionalism, Teamwork

### State

#### Required Competition Items

	Items Competitor Must Provide	Items ND FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"> <li>Technology and presentation items</li> <li><a href="#">Photo identification</a></li> <li>Conference-provided nametag</li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Table</li> </ul>
<b>Final Round</b>	<ul style="list-style-type: none"> <li>Technology and presentation items</li> <li><a href="#">Photo identification</a></li> <li>Conference-provided nametag</li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Table</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      2 entries
  - Chapter Membership 25-49                      3 entries
  - Chapter Membership 50-74                      4 entries
  - Chapter Membership 75+                        5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.

# 2024-25 Competitive Events Guidelines

## Entrepreneurship Pitch Competition



- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event has a preliminary and final presentation round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - The presentation is judged at the SLC. The presentation will take place in a large, open area and is not open to audience members.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for

# 2024-25 Competitive Events Guidelines

## Entrepreneurship Pitch Competition



- display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If presenting as a team, all team members are expected to actively participate in the presentation.
- During the presentation, the competitors will provide a pitch to the judges about their innovative product or service. The presentation should cover a clear statement of the importance of the problem, the solution and description of the solution, the need and viability of the solution, and the competitive edge the solution provides.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If presenting as a team, all team members are expected to actively participate in the presentation.

# 2024-25 Competitive Events Guidelines

## Entrepreneurship Pitch Competition



- During the presentation, the competitors will provide a pitch to the judges about their innovative product or service. The presentation should cover a clear statement of the importance of the problem, the solution and description of the solution, the need and viability of the solution, and the competitive edge the solution provides.

### Scoring

- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

### Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• <a href="#">Photo identification</a></li> <li>• Conference-provided nametag</li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> </ul>
<b>Final Round</b>	<ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• <a href="#">Photo identification</a></li> <li>• Conference-provided nametag</li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> <li>• Power</li> <li>• Projector screen</li> <li>• Projector with HDMI cord</li> </ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

# 2024-25 Competitive Events Guidelines

## Entrepreneurship Pitch Competition



### *Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will go directly to the final presentation round.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

# 2024-25 Competitive Events Guidelines

## Entrepreneurship Pitch Competition



- Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If presenting as a team, all team members are expected to actively participate in the presentation.
- During the presentation, the competitors will provide a pitch to the judges about their innovative product or service. The presentation should cover a clear statement of the importance of the problem, the solution and description of the solution, the need and viability of the solution, and the competitive edge the solution provides.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event until after their completed presentation.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop

# 2024-25 Competitive Events Guidelines

## Entrepreneurship Pitch Competition



- screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
- The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
- Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- It is up to final-round competitors to determine if they wish to use the technology provided.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If presenting as a team, all team members are expected to actively participate in the presentation.
- During the presentation, the competitors will provide a pitch to the judges about their innovative product or service. The presentation should cover a clear statement of the importance of the problem, the solution and description of the solution, the need and viability of the solution, and the competitive edge the solution provides.

### *Scoring*

- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.



# 2024-25 Competitive Events Guidelines

## Entrepreneurship Pitch Competition



### Entrepreneurship Pitch Competition Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
<b>Clear Statement of the Significance of the Problem</b>	<i>There is not a clear statement of the significance of the problem</i>	<i>The statement of the significance of the problem is vague</i>	<i>There is a clear statement of the significance of the problem</i>	<i>There is a clear statement of the significance of the problem with multiple examples</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Description of the Solution and Its impact</b>	<i>There is no solution</i>	<i>There is a solution with a partial description</i>	<i>There is a clearly stated solution and full description</i>	<i>There is a clearly stated solution and description and its impact with multiple examples</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Persuasiveness</b>	<i>Pitch is not persuasive</i>	<i>Pitch is partially persuasive</i>	<i>Pitch is persuasive and audience is convinced</i>	<i>Pitch is compelling and audience is in support</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Relevance of Argument</b>	<i>No relevance</i>	<i>Argument is partially relevant</i>	<i>Argument is relevant</i>	<i>Argument is exceptional and compelling</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Solution Viability</b>	<i>Solution is not viable</i>	<i>Solution is partially viable but has gaps</i>	<i>Solution is viable</i>	<i>Solution is viable and creative</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Solution Provides a Competitive Edge Over Other Competitors</b>	<i>Solution does not provide a competitive edge</i>	<i>Solution provides a partial competitive edge</i>	<i>Solution provides a competitive edge over other competitors</i>	<i>Solution provides a unique competitive edge over other market competitors</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Innovativeness of pitch</b>	<i>Pitch is not innovative</i>	<i>Pitch is partially innovative</i>	<i>Pitch is innovative</i>	<i>Pitch is innovative and unique</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Substantiates and cites sources used while conducting research</b>	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	

# 2024-25 Competitive Events Guidelines

## Entrepreneurship Pitch Competition



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Presentation Delivery</b>					
<b>Statements are well-organized and clearly stated, appropriate business language used</b>	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized, and business language used</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Demonstrates self-confidence, poise, assertiveness, and good voice projection</b>	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Demonstrates the ability to effectively answer questions</b>	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 max)</b>					

Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2024-25 Competitive Events Guidelines

## Finance Case Competition



The Finance Case Competition provides members with the opportunity to review a case study and present their findings to a panel of judges. The case study will incorporate many aspects of finance such as financial management, financial institutions, financial services, investments, etc.

### Event Overview

**Division:** Collegiate

**Event Type:** Team of 1, 2, 3 or 4 members

**Event Category:** Case Competition

**Event Elements:** Presentation

**Presentation Time:** 3-minute set-up time, 10-minute presentation time, 5-minute question & answer time

**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Professionalism, Teamwork

### 2024-25 Case Competition

The case competition and rating sheet will be released in these guidelines January 2025. Students should access the case when it is released and prepare a presentation of their findings for the judges.

### State

#### Required Competition Items

	Items Competitor Must Provide	Items ND FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"> <li>Technology and presentation items</li> <li><a href="#">Photo identification</a></li> <li>Conference-provided nametag</li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Table</li> </ul>
<b>Final Round</b>	<ul style="list-style-type: none"> <li>Technology and presentation items</li> <li><a href="#">Photo identification</a></li> <li>Conference-provided nametag</li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Table</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      2 entries
  - Chapter Membership 25-49                      3 entries
  - Chapter Membership 50-74                      4 entries
  - Chapter Membership 75+                        5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.

# 2024-25 Competitive Events Guidelines

## Finance Case Competition



- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.

# 2024-25 Competitive Events Guidelines

## Finance Case Competition

- Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

# 2024-25 Competitive Events Guidelines

## Finance Case Competition



### Scoring

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

### Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"><li>• Technology and presentation items</li><li>• <a href="#">Photo identification</a></li><li>• Conference-provided nametag</li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Table</li></ul>
<b>Final Round</b>	<ul style="list-style-type: none"><li>• Technology and presentation items</li><li>• <a href="#">Photo identification</a></li><li>• Conference-provided nametag</li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Table</li><li>• Power</li><li>• Projector screen</li><li>• Projector with HDMI cord</li></ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.

# 2024-25 Competitive Events Guidelines

## Finance Case Competition



- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will proceed directly to the final presentation round.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.

# 2024-25 Competitive Events Guidelines

## Finance Case Competition



- Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event until after their completed presentation.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - Non-technology Items: Materials, notecards, 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.



# 2024-25 Competitive Events Guidelines

## Finance Case Competition



- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### *Scoring*

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

# 2024-25 Competitive Events Guidelines

## Foundations of Accounting



Foundations of Accounting provides members with the opportunity to demonstrate knowledge around introductory competencies in accounting. This competitive event consists of an objective test. It aims to inspire members to learn about accounting.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

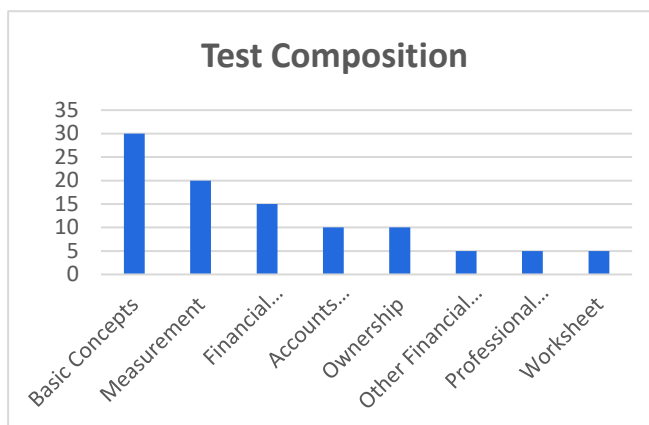
**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

*Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of accounting instruction at the collegiate level by May 1 of the current year.*

### Competencies

- Basic Concepts, Principles and Terminology
- Measurement, Valuation, Realization, and Presentation of Assets
- Financial Statements
- Accounts Payable and Receivable
- Ownership Structure
- Other Financial Statements
- Professional Standards and Ethics
- Worksheet



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.

# 2024-25 Competitive Events Guidelines

## Foundations of Accounting



- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries
  - Chapter Membership 50-74                    5 entries
  - Chapter Membership 75+                      6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

# 2024-25 Competitive Events Guidelines

## Foundations of Accounting



### Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

### National

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"><li>• Sharpened pencil</li><li>• Fully powered <a href="#">device for online testing</a></li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• One piece of scratch paper per competitor</li><li>• Internet access</li><li>• Test login information (link &amp; password)</li></ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

# 2024-25 Competitive Events Guidelines

## Foundations of Accounting



### *Event Administration*

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## **Study Guide: Competencies and Tasks**

- A. Basic Concepts, Principles and Terminology
  1. Define the steps of accounting cycle, which include: recording of a transaction, presenting the trial balance, recording adjustments, presenting the adjusted trial balance, presenting the financial statements, recording the closing of an account, and presenting the post-closing trial balance.
  2. Define the basic accounting equation and demonstrate how it is affected by individual transactions.
  3. Identify resources to provide information on financial laws, regulations, and policies.
  4. Define general accounting terms such as asset, liability, accounts payable, capital, income, expense, etc.
  5. Define double entry accounting, debits, and credits.
  6. Describe the purpose of accounting, the role it plays in our economy, and who uses it.
  7. Describe the purpose and basic concepts of GAAP.
  8. Identify asset, liability, and capital/owner's equity accounts.

# 2024-25 Competitive Events Guidelines

## Foundations of Accounting

9. Differentiate fixed assets, intangible assets, and current assets.
  10. Differentiate between current and long-term liabilities.
  11. Define cash and explain a cash transaction's effect on the cash account.
  12. Record business transactions involving cash in cash related journals.
  13. Prove the accuracy of the cash account.
  14. Describe Adjusting, Reversing, Closing Entries, and Error Correction.
  15. Define the components of payroll.
  16. Prepare a Chart of Accounts.
  17. Use T accounts.
  18. Record transactions in a general journal.
  19. Post journal entries to general ledger accounts.
  20. Prepare a trial balance and a post-closing trial balance.
  21. Journalize and post adjusting and closing entries.
  22. Define subsidiary ledgers and illustrate their use.
- B. Measurement, Valuation, Realization, and Presentation of Assets
1. Compute financial ratios and analyze financial statements using horizontal analysis, vertical analysis, and commonly used financial ratios.
  2. Utilize the analysis of data to make capital rationing decisions such as buying or replacing equipment.
  3. Explain, compare, and analyze various depreciation methods and their effect on the value of assets.
  4. Identify property, plant, and equipment assets and record their initial cost.
  5. Classify fixed and intangible assets.
  6. Compute and record the amortization of an intangible asset.
  7. Compute percentages, ratios, and turnovers as applied to solvency and profitability measures.
  8. Determine the cost of inventory using a variety of inventory costing methods.
  9. Prepare depreciation schedules.
  10. Define and illustrate capital expenditures vs. revenue expenditures.
  11. Discuss the three methods of expensing long-term assets: depreciation, amortization, and depletion.
  12. Illustrate the straight line, units of production, and double the declining balance methods of depreciation.
  13. Illustrate recording the sale, disposal, and trade-in of property, plant, and equipment.
  14. Illustrate the accounting treatment of intangible assets and natural resources.
  15. Analyze items that belong to current assets classification, including cash, accounts receivable, and inventory.
  16. Analyze the items that belong to long-term assets account, including tangible and intangible assets.
  17. Explain inventory systems and inventory valuation methods.
  18. Describe inventory and periodic and perpetual inventory systems.
  19. Identify cash dividends, stock dividends, stock split, return on assets, and return on common equity.
- C. Financial Statements (Balance Sheet and Income Statement)
1. Describe the different types of financial statements and compare the differences.

# 2024-25 Competitive Events Guidelines

## Foundations of Accounting



2. Explain the purposes of each financial statement and describe the way they articulate with each other.
  3. Define terminology and classifications necessary for financial statements.
  4. Prepare an income statement that reports the results of operations for any entity.
  5. Interpret the information on an income statement.
  6. Prepare and interpret a balance sheet that reports the financial condition of the entity.
  7. Define the specific assets, liabilities, and stockholders' equity accounts that appear in the balance sheet.
  8. Prepare and analyze internal and external accounting reports using a balance sheet, an income statement, and analysis metrics/ratios.
  9. Analyze the effects of revenue on financial statements.
  10. Compute the various financial ratios from a firm's income statement, balance sheet, and statement of cash flows.
  11. Perform all of the functions of the closing process, journalize and post the closing entries, prepare the post-closing trial balance, and prepare all of the appropriate financial statements and reports for a corporation.
  12. Create financial statements for partnerships including end-of-fiscal-period worksheet, income statement, distribution of net income statement/owner's equity statement, balance sheet, adjusting and closing entries, and post-closing trial balance.
- D. Accounts Payable and Receivable
1. Analyze and journalize transactions of merchandise sold for cash, on account, or by credit card; post to proper ledger accounts; and prove subsidiary ledger by preparing a schedule of accounts receivable.
  2. Analyze and journalize purchases of merchandise on account; demonstrate knowledge of net purchases; post to proper ledger accounts; and prove subsidiary ledger by preparing a schedule of accounts payable.
  3. Record transactions and journalize entries to write off uncollectible accounts using the direct write-off and allowance methods.
  4. Prepare adjustments using aging accounts receivable, percentage of sales, and percentage of accounts receivable methods.
  5. Explain the purpose of notes payable and notes receivable and calculate, record transactions, and journalize interest and payment of notes payable and receivable.
  6. Record transaction journal entries related to accruals and deferrals.
  7. Explain the nature of accounts payable.
  8. Explain an allowance for returned goods.
  9. Process sales orders and invoices for payment.
  10. Process accounts payable checks.
  11. Explain the nature of accounts receivable.
  12. Maintain a customer file for accounts receivable.
  13. Process sales returns and allowances.
  14. Explain and illustrate the calculation of interest revenue on notes receivable.
  15. Illustrate the preparation of a loan amortization table.
- E. Ownership Structure
1. Identify types of business organizations and functions.
  2. Identify business reporting and information flow required for types of ownership.
  3. Explain the characteristics associated with corporates, including PC, LLC.

# 2024-25 Competitive Events Guidelines

## Foundations of Accounting

4. Define the advantages and disadvantages of corporations.
  5. Explain the characteristics of partnerships.
  6. Define the advantages and disadvantages of partnerships.
  7. Explain the characteristics of sole proprietorships.
  8. Define the advantages and disadvantages of sole proprietorships.
  9. Compare the accounting implications for different types of business ownership.
  10. Summarize the differences in the equity sections for sole proprietorships, partnerships, and corporations.
  11. Define capital stock, its classes, its characteristics and all associated terms.
  12. Describe an agency relationship.
  13. Describe the different levels of liability and taxation for Subchapter S Corporations and Limited Liability Corporations.
- F. Other Financial Statements (cash flow, owner's equity, profit-loss, etc.)
1. Prepare statement equity and retained earnings.
  2. Differentiate between stock splits and stock dividends and explain how each affects equity.
  3. Describe the purposes of the revenue, expense, and drawing accounts and dividends and illustrate the effects on capital/owner's or stockholder's equity.
  4. Use cost-volume-profit and contribution margin analysis to plan operations.
  5. Analyze cash inflows and cash outflows and prepare a cash flow statement.
  6. Determine cash flows from operating activities, investing activities, and financing activities.
  7. Describe working capital changes.
  8. Calculate business profitability.
  9. Prepare a budget and use it to make business decisions and evaluate the company's performance.
  10. Describe the many types of budgets.
- G. Professional Standards and Ethics
1. Identify confidentiality concepts and policies.
  2. Identify characteristics of professional conduct.
  3. Identify and practice good ethical behavior.
  4. Differentiate between good and poor business ethics.
  5. Adhere to financial laws and regulations and to establish company rules, regulations, and policies.
  6. Identify issues and trends affecting computers and information privacy.
  7. Describe the importance of integrity, confidentiality, and high ethical standards in preparation of financial statements, and in interpretation and use of data.
  8. Explain the importance of ethical business decisions.
  9. Utilize security measures to minimize loss and to create trust (e.g., maintain data security and develop strategies to protect data).
  10. Discuss the general principles of the code of ethics for the AICPA, IMA, CIA, and ACAT.
- H. Worksheet
1. Identify information needed in preparation of a worksheet.
  2. Record adjustments on the worksheet.
  3. Prepare trial balance, income statement, and balance sheet section of the worksheet.
  4. Prepare a worksheet.
  5. Illustrate how a worksheet can be used to provide a preview of financial statements.



# 2024-25 Competitive Events Guidelines

## Foundations of Communication



Foundations of Communication provides members with the opportunity to demonstrate knowledge around introductory competencies in business communication. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

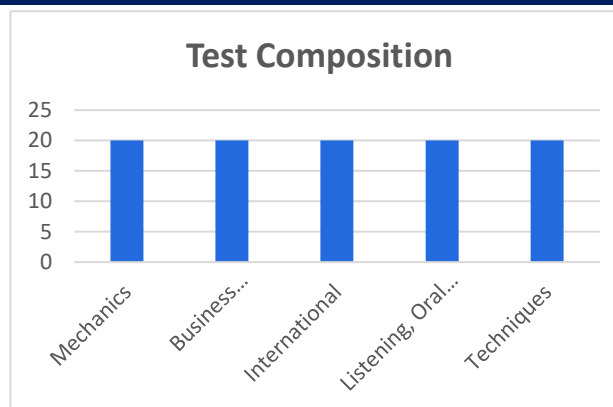
**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

*Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of communication instruction at the collegiate level by May 1 of the current year.*

### Competencies

- Mechanics of Appropriate Business English
- Format and Appropriateness of Business Messages
- Format and Style Differences with International Communications
- Listening, Oral, and Nonverbal Concepts
- Communication Techniques



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries

# 2024-25 Competitive Events Guidelines

## Foundations of Communication



- Chapter Membership 50-74                      5 entries
- Chapter Membership 75+                      6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

# 2024-25 Competitive Events Guidelines

## Foundations of Communication

### National

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"><li>• Sharpened pencil</li><li>• Fully powered <a href="#">device for online testing</a></li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• One piece of scratch paper per competitor</li><li>• Internet access</li><li>• Test login information (link &amp; password)</li></ul>

#### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

#### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

#### Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

# 2024-25 Competitive Events Guidelines

## Foundations of Communication



### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## **Study Guide: Competencies and Tasks**

- A. Mechanics of Appropriate Business English
  1. Describe and identify the eight parts of speech in context sentences.
  2. Use a verb that correctly agrees with the subject of a sentence.
  3. Describe the types of verbs and demonstrate the six tenses.
  4. Use irregular verbs and their different forms properly and distinguish transitive and intransitive verbs.
  5. Identify subjects, predicates, verbs, adverbs, pronouns, direct and indirect objects, and prepositional and infinitive phrases in sentences.
  6. Recognize and correct problems in grammar and usage including, but not limited to, completeness, agreement, fragments, run on sentences, dangling modifiers, reference, and form.
  7. Describe and write the four kinds of sentences – declarative, interrogative, imperative, and exclamatory.
  8. Write clear, descriptive sentences in a variety of sentence patterns (e.g., simple, compound, complex, and compound-complex).
  9. Write logical, coherent phrases, sentences, and paragraphs incorporating correct spelling, grammar, and punctuation.
  10. Apply techniques for adapting the message to the audience and for developing effective sentences and unified and coherent paragraphs.
  11. Determine appropriate use of all punctuation marks including periods, question marks, exclamation points, commas, colons, semi-colons, quotation marks, and apostrophes.

# 2024-25 Competitive Events Guidelines

## Foundations of Communication



12. Define the grammatical rules that govern the use of special punctuation marks such as the dash, hyphen, and parentheses.
  13. Identify how to capitalize sentences, proper nouns, abbreviations, adjectives, and titles correctly.
  14. Proofread documents and identify spelling, grammatical, and punctuation errors.
  15. Proofread and edit business documents to ensure they are clear, correct, concise, complete, consistency, and courteous including effective word choices and sentence structure.
  16. Revise and proofread a message for organization, content, style, mechanics, format, and layout.
  17. Recognize how word selection and usage affects communication including slang, jargon, and clichés.
  18. Illustrate the proper way to divide words.
  19. Illustrate the ability to use a dictionary and thesaurus as an aide to spelling, pronunciation, and meaning.
  20. Apply spelling rules such as i before e, words ending in y, and homonyms and commonly confusing words such as effect and affect.
  21. Use bias-free language (e.g., gender, race, religion, physical challenges, and sexual orientation).
  22. Discuss the importance of proper spelling and grammar in all types of written communication.
- B. Format and Appropriateness of Business Messages
1. Identify the five Cs of communication.
  2. Discuss the role of letters, memos, and reports in business.
  3. Manage telephone communications and use appropriate techniques to gather and record information.
  4. Discuss communication techniques as they apply to internal and external customers.
  5. Use an appropriate format and business writing style and apply conventions to Standard English.
  6. Describe and demonstrate the stages of the writing process to include planning, writing, editing, proofreading, and revising.
  7. Write and design a document (e.g., memo, letter, and report) using the correct style, format, and content (e.g., letter, memorandum, report, and e-mail) that is appropriate for the type of correspondence (e.g., persuasive, positive, and negative).
  8. Construct technical information in a clear, concise, and objective manner for a specific audience, purpose, and method when communicating in writing.
  9. Develop and maintain professional writing skills that will reflect a clear understanding of the customer's status with a detailed yet concise summarization of facts, comments, and notations.
  10. Determine the type, content, and formatting of a document to write a given situation using appropriate style, tone, and grammar.
  11. Produce letters, memos, e-mails, and reports that address specific tasks.

# 2024-25 Competitive Events Guidelines

## Foundations of Communication



12. Conduct research using the five basic steps: planning the search, locating sources of information, organizing the information, evaluating the sources, and using the information to prepare a short report on a business topic.
  13. Create and maintain a level of analytical skill to allow for effective research and data gathering leading to an effective decision.
  14. Identify and utilize traditional and electronic research sources such as encyclopedias, reference manuals, periodicals, internet, etc.
  15. Document all sources (e.g., print and electronic) using current standards.
  16. Comprehend copyright laws and their applications to text, visual art, design, music, and photography.
  17. Use scanning hardware and layout, design, and graphics software to enhance documents.
  18. Compose and evaluate common types of business reports including informational reports, news releases, proposals, and policy statements.
  19. Write an effective formal report using assigned format and acceptable writing style.
  20. Prepare presentation documents to include publicity, agendas, handouts, follow-up report, etc.
  21. Demonstrate and select the appropriate use of electronic messaging technologies (e.g., voice mail, conference calls, video conferencing, social media and e-mail).
  22. Manage e-mail to include composing and sending e-mail, retrieving, reading and printing a message, and sending an attachment by e-mail.
  23. Examine proper use of e-mail and other appropriate internet/intranet communication capabilities, including business related terminology and language.
  24. Discuss how e-mail can accentuate or detract from the professional image one is trying to protect.
  25. Discuss inappropriate use of e-mail at work.
  26. Apply the etiquette rules for electronic messaging (e.g., e-mail, cell phone, voice mail).
  27. Discuss ways to keep data secure from theft and destruction.
- C. Format and Style Differences with International Communications
1. Describe and analyze problems and barriers with differences in languages and customs on business operations.
  2. Identify resources (internet, etc.) for learning about cultural taboos and practices as they relate to international communication.
  3. Describe and analyze the impact of cultural diversity on the communication process.
  4. Demonstrate understanding of the rudiments of intercultural communication.
  5. List examples of how nonverbal messages have different meanings in various cultures.
  6. Explain the role of communication in international relations.
  7. Identify international illustrations of social media trends and patterns.
- D. Listening, Oral, and Nonverbal Concepts
1. Demonstrate effective active listening techniques and identify major barriers to listening.

# 2024-25 Competitive Events Guidelines

## Foundations of Communication



2. Develop critical reading and listening skills to allow for rapid assimilation of facts and accurate recording of all essential details.
  3. Identify and interpret the major types of verbal and nonverbal communication.
  4. Discuss various methods of presentation delivery including oral, written, multimedia, videoconferencing, and interactive.
  5. Design effective presentations to include multimedia components of presentation software packages.
  6. Identify and evaluate different types of presentations to include information, persuasive, and debate.
  7. Plan and make an oral presentation using proper techniques and basic speaking skills.
  8. Express opinions and discuss issues positively and tactfully.
  9. Describe and use effective interpersonal communication in one-on-one and small-group situations.
- E. Communication Techniques
1. Define communication (formal and informal) and discuss its implication for effective management.
  2. Describe the communication process.
  3. Examine communication barriers and ways to eliminate them.
  4. Define active listening and review the keys to effective listening.
  5. Describe the role of computer networks, videoconferences, and telecommuting as organizational communication.
  6. Discuss the communication skills and leadership styles required in a contemporary organization and analyze how they will be required within worker groups.
  7. Use correct grammar, punctuation, terminology and communication skills to produce and edit clearly written traditional and electronic documents.
  8. Prepare a meeting plan/agenda and demonstrate a productive meeting.
  9. Prepare and deliver a presentation to achieve greatest impact.
  10. Demonstrate effective communication techniques and skills in working with individuals, groups, and supervisors (e.g., verbal and nonverbal).

# 2024-25 Competitive Events Guidelines

## Foundations of Computer Science



Foundations of Computer Science provides members with the opportunity to demonstrate knowledge around introductory competencies in computer science and programming. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

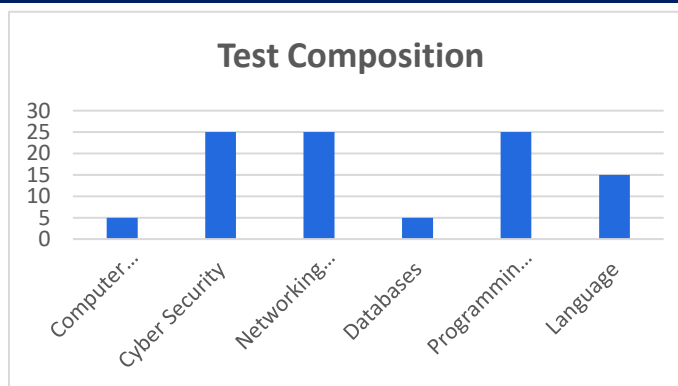
**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

*Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of computer science instruction at the collegiate level by May 1 of the current year.*

### Competencies

- A. Computer Literacy & Systems
- B. Cyber Security & Impacts of Computing
- C. Networking Concepts & the Internet
- D. Data Analysis & Databases
- E. Programming & Algorithm Concepts
- F. Language



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries



# 2024-25 Competitive Events Guidelines

## Foundations of Computer Science



- Chapter Membership 50-74                      5 entries
- Chapter Membership 75+                      6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

# 2024-25 Competitive Events Guidelines

## Foundations of Computer Science

### National

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"> <li>Sharpened pencil</li> <li>Fully powered <a href="#">device for online testing</a></li> <li>Conference-provided nametag</li> <li><a href="#">Photo identification</a></li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>One piece of scratch paper per competitor</li> <li>Internet access</li> <li>Test login information (link &amp; password)</li> </ul>

#### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
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# 2024-25 Competitive Events Guidelines

## Foundations of Computer Science



### *Tie Breaker*

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### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## **Study Guide: Competencies and Tasks**

### A. Computer Literacy & Systems

1. Identify ways in which technology and computers impact individuals and society
2. Compare and contrast PC hardware and software systems as an informed consumer
3. Use and define common technology terminology
4. Identify computer hardware components and briefly explain their function
5. Knowledge of computer software/hardware installations and configurations
6. Use a computer operating system to manage files, folders, and drives
7. Search the internet for personal, academic, and business use
8. Use various communication tools for personal, academic, and business purposes
9. Use writing, financial/statistical, presentation, and data collecting/organization tools for academic research and communication
10. Categorize the roles of operating system software.
11. Illustrate ways computing systems implement logic, input, and output through hardware components

### B. Cyber Security & Impacts of Computing

1. Explain concepts such as denial of service, hacking/cracking, intrusion, and intellectual property.
2. Assess security threats and develop plans to address.
3. Assess system and file integrity.
4. Identify types of intrusion detection and recommend tools to protect against each type.

# 2024-25 Competitive Events Guidelines

## Foundations of Computer Science

5. Define public key infrastructure.
  6. Describe authentication process to network devices for users.
  7. Describe risk-mitigation techniques.
  8. Establish and implement controls for physical site access and security.
  9. Evaluate computational artifacts to maximize their beneficial effects and minimize harmful effects on society.
  10. Evaluate the impact of equity, access, and influence on the distribution of computing resources in a global society.
  11. Predict how computational innovations that have revolutionized aspects of our culture might evolve.
  12. Debate laws and regulations that impact the development and use of software.
- C. Networking Concepts & the Internet
1. Describe the issues that impact network functionality (e.g., bandwidth, load, delay, topology).
  2. Compare ways software developers protect devices and information from unauthorized access.
  3. Describe the principles of data transmission.
  4. Explain and convert number systems (e.g., binary, decimal, and hexadecimal).
  5. Identify types of networks and their features and applications.
  6. Interpret basic networking terminology and concepts.
  7. Identify various network operating systems.
- D. Data Analysis & Databases
1. Use data analysis tools and techniques to identify patterns data representing complex systems.
  2. Select data collection tools and techniques to generate data sets that support a claim or communicate information.
  3. Evaluate the ability of models and simulations to test and support the refinement of hypotheses.
  4. Develop a relational database with tables, records, fields, primary and foreign keys.
  5. Create queries, forms, reports, and modules for a relational database.
- E. Algorithms & Programming Concepts
1. Describe how artificial intelligence drives many software and physical systems.
  2. Implement an artificial intelligence algorithm to play a game against a human opponent or solve a problem.
  3. Use and adapt classic algorithms to solve computational problems.
  4. Evaluate algorithms in terms of their efficiency, correctness, and clarity.
  5. Compare and contrast fundamental data structures and their uses.
  6. Illustrate the flow of execution of a recursive algorithm.
  7. Construct solutions to problems using student-created components, such as procedures, modules, and/or objects.

# 2024-25 Competitive Events Guidelines

## Foundations of Computer Science



8. Analyze a large-scale computational problem and identify generalizable patterns that can be applied to a solution.
  9. Demonstrate code reuse by creating programming solutions using libraries and APIs.
  10. Plan and develop programs for broad audiences using a software life cycle process.
  11. Explain security issues that might lead to compromised computer programs.
  12. Develop programs for multiple computing platforms.
  13. Use version control systems, integrated development environments (IDEs), and collaborative tools and practices (code documentation) in a group software project.
  14. Develop and use a series of test cases to verify that a program performs according to its design specifications.
  15. Modify an existing program to add additional functionality and discuss intended and unintended implications (e.g., breaking other functionality).
  16. Evaluate key qualities of a program through a process such as a code review.
  17. Compare multiple programming languages and discuss how their features make them suitable for solving different types of problems.
  18. Understand and utilize maps, sets, stacks, queues, arrays, trees/heaps.
  19. Identify basic sorting algorithms.
  20. Explain how basic sorting algorithms function.
  21. Understand the principles and usages of recursion.
  22. Understand the principles that underlie breadth and depth first searches.
  23. Be able to optimize algorithms for speed and memory performance.
  24. Develop the use of programming tools such as flowcharts, pseudocode, decision (truth) tables, and desk-checking.
  25. Differentiate between a variable, a constant, and a compiler macro.
  26. Demonstrate knowledge of the conventions/restrictions for naming variables.
  27. Understand the difference between statically and dynamically typed languages.
  28. Differentiate passing variable values by reference from by value.
- F. Language
1. Demonstrate an understanding of the program development process and algorithm development.
  2. Implement programs utilizing analysis and design, testing, coding standards, and documentation.
  3. Write programs with correct syntax.
  4. Write programs with input/output using a variety of data types.
  5. Demonstrate the use of different data types.
  6. Show how operators work with different data types.
  7. Identify how data is represented in the system.
  8. Use logical expressions in a program.
  9. Show how scope/lifetime rules affect code.
  10. Write programs with multiple decisions and loops.
  11. Explain program flow.
  12. Use both system-defined and programmer-defined functions/methods with value and reference parameters in a program.

# 2024-25 Competitive Events Guidelines

## Foundations of Computer Science



13. Group different data types together in a structure, class, or equivalent.
14. Use pointers/references in a program.
15. Write a program with arrays.
16. Demonstrate understanding and use of recursion in a program.
17. Demonstrate an understanding of object-oriented methodology in program design.
18. Create classes to be used as an abstract data type for a program.
19. Implement inheritance and polymorphism in a program.
20. Demonstrate understanding and use of the process of data abstraction/encapsulation.
21. Construct programs to utilize class templates/generics.
22. Apply function/method overloading, recursion, and operator overloading in a program.
23. Use multiple data structures in code.
24. Use appropriate searches and sorting algorithms for multiple data structures.
25. Design and develop large-scale programs using classes and data structures.
26. Write properly documented programs following a set of coding standards.

Computer Science Teachers Association (2017). *CSTA K–12 Computer Science Standards, Revised 2017*. Retrieved from <https://csteachers.org/k12standards>.

# 2024-25 Competitive Events Guidelines

## Foundations of Economics



Foundations of Economics provides members with the opportunity to demonstrate knowledge around competencies in economics. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

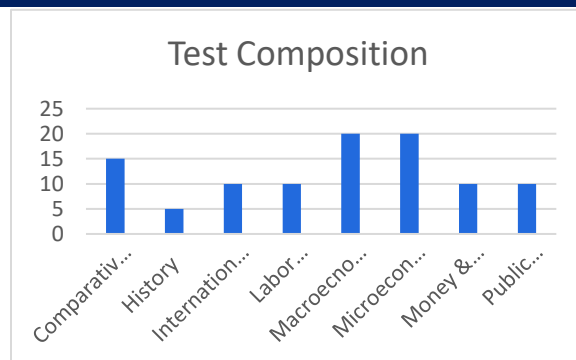
**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

*Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of economics instruction at the collegiate level by May 1 of the current year.*

### Competencies

- Comparative economic systems
- History of economic thought
- International trade
- Labor economics
- Macroeconomics
- Microeconomics
- Money and banking
- Public sector economics



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries

# 2024-25 Competitive Events Guidelines

## Foundations of Economics



- Chapter Membership 50-74                      5 entries
- Chapter Membership 75+                      6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
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### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

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- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

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### *Americans with Disabilities Act (ADA)*

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### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.



# 2024-25 Competitive Events Guidelines

## Foundations of Economics



### National

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"><li>• Sharpened pencil</li><li>• Fully powered <a href="#">device for online testing</a></li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• One piece of scratch paper per competitor</li><li>• Internet access</li><li>• Test login information (link &amp; password)</li></ul>

#### Important FBLA Documents

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#### Eligibility

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- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
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- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
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- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

#### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

#### Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

# 2024-25 Competitive Events Guidelines

## Foundations of Economics



- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## **Study Guide: Competencies and Tasks**

### A. Comparative Economic Systems

1. Use basic economic concepts (e.g., supply and demand; production, distribution, and consumption; labor, wages, and capital; inflation and deflation; market economy and command economy) to compare and contrast local, regional, and national economics across time and the present time.
2. Compare and contrast economic systems (e.g., traditional, market, command, and mixed) based on criteria such as freedom, efficiency, equity, security, employment, stability, and growth.
3. List and define the basic types of economics systems.
4. Discuss the difference between capitalism and socialism.
5. Distinguish between planned economic systems and market economic systems.
6. Give examples of countries that have communism, socialism, and capitalism economies.
7. Describe the characteristics for the laissez faire free market capitalism, regulated markets, mixed economies, socialism, and Marxism economic systems.
8. Evaluate the performance of different economic systems.
9. Explain the impact on the U.S. economy of international trade and global products.
10. Investigate the ways that domestic and international economies are interdependent.
11. Identify and assess the impact of major American foreign and trade policies.

# 2024-25 Competitive Events Guidelines

## Foundations of Economics



12. Analyze the role that supply and demand prices and profits play in determining production and distribution in a market economy.
  13. Explain the basic functions of government in a market economy.
  14. Recognize alternatives to the free-market system and discuss how decisions in these economies rely on mechanisms other than the choices of the members of these societies.
  15. Analyze the role of a market economy in establishing and preserving political and personal liberty.
  16. Explain the roles of property rights, competition, and profit in a market economy.
  17. Explain the role of profit as the incentive to entrepreneurs in a market economy.
- B. History of Economic Thought
1. Investigate various perspectives that have influenced economic thought in different periods and places.
  2. Evaluate some of the major contributions of the theory of value, the theory of production, and the theory of distribution.
  3. Discuss the creation and evolution of alternative schools of economic thought.
  4. Consider the impacts that alternative schools of thought have had on “mainstream” economics.
  5. List and describe the various schools of economic thought.
  6. Trace the development and evolution of economic systems from the eighteenth century to the present.
- C. International Trade
1. Analyze the impact of world trade and relate it to the U.S. free enterprise system.
  2. Explain the basic characteristics of international trade, including absolute and comparative advantage, barriers to trade, exchange rates, and balance of trade.
  3. Analyze why trade barriers and exchange rates affect the flow of goods and services among nations.
  4. Discuss the advantages and disadvantages and distributive effects of trade restrictions (e.g., tariffs, quotas, and embargoes).
  5. Analyze the impact of international issues and concerns on personal, national, and international economics.
  6. Explain how specialization promotes international trade and how international trade increases total world output and interdependence among nations.
  7. Describe major recent developments in the volume of international trade and financial flows.
  8. Define the Ricardian model of trade, and the principle of comparative advantage.
  9. Discuss arguments for and against “free trade.”
  10. Define the role of the World Trade Organization.
  11. Discuss the effects of international trade and finance on employment, prices, and incomes.
  12. Explain foreign exchange, the manner in which exchange rates are determined, and the effects of the dollar’s gaining (or losing) value relative to other currencies.

# 2024-25 Competitive Events Guidelines

## Foundations of Economics



### D. Labor Economics

1. Define basic labor economic theory, including labor market structures and wage determination.
2. Construct, defend, and analyze important labor policy issues.
3. Use quantitative data and qualitative analysis to explain and critique the manner in which labor market outcomes change over time.
4. Apply theoretical and empirical analysis to current events and policy recommendations.
5. Analyze the impact of labor market imperfections and various government policies on wages and incentives to work.
6. Differentiate between labor economic and labor relation issues.
7. Describe the operations of the labor market, including the establishment of American labor unions, effects of unionization, the minimum wage, and unemployment insurance.
8. Describe the current economy and labor market, including the types of goods and services produced, the types of skills workers need, the effects of rapid technological change, and the impact of international competition.
9. Discuss wage differences among jobs and professions, using the laws of demand and supply and the concept of productivity.
10. Explain the significance of an unemployment rate, the number of new jobs created monthly, inflation or deflation rates, and a rate of economic growth.

### E. Macroeconomics

1. Differentiate between microeconomists' and macroeconomists' approach to the economy and their solutions to economic problems.
2. Analyze factors that are studied in determining the economic health of our economy.
3. Discuss how changes in disposable income affect the economy.
4. Explain the effects of leading economic indicators on a personal financial plan.
5. Identify and analyze leading economic indicators and the methods of using the indicators to validate opinions about the state of the economy in the near future.
6. Evaluate the impact of employment/unemployment on production, consumption, and exchange.
7. Define gross domestic product (GDP) and interpret fluctuations in the GDP.
8. Discuss major factors that affect the level of a country's Gross Domestic Product (GDP) (e.g., quantity and quality of natural resources, quantity and quality of human capital, and quantity and quality of capital stock).
9. Explain how the Consumer Price Index measures the rate of inflation and interpret its relationship to purchasing power.
10. Interpret economic data depicted through illustrations (e.g., tables, curves, graphs, ratios, percentages, indexes, and values).
11. Discuss the concepts and measurement of unemployment, inflation, and recession.
12. Describe the difference between business cycles and economic growth and the factors that contribute to each.
13. Discuss the concept of Macroeconomic Equilibrium.
14. Describe how Aggregate Demand and Aggregate Supply determine equilibrium price and output in the short-run and the long-run.

# 2024-25 Competitive Events Guidelines

## Foundations of Economics



15. Discuss the multiplier concept, how it is computed, and its qualifications and limitations.
  16. Discuss the concepts, tools, and implementation of fiscal policy, its limitations and relative advantages and disadvantages, and how it affects aggregate economic activity.
  17. Discuss the concepts, tools, and implementation of monetary policy, its limitations and relative advantages and disadvantages, and how it affects aggregate economic activity.
  18. Describe the concepts of Comparative Advantage, Balance of Payments and its components, and the determinants of Exchange Rates.
- F. Microeconomics
1. Discuss fundamental economic models, their assumptions, and their applications.
  2. Explain the multiple roles of government in a market economy and discuss the pros and cons of each.
  3. Calculate the elasticity of demand and supply and apply the concept to changes in total revenue.
  4. Explain and measure cross elasticity of prices of related goods and of changes in income.
  5. Explain and apply the concept of floors and ceilings to determine price and output effects.
  6. Explain the theory of consumer behavior and apply it to predict the law of demand.
  7. Demonstrate the law of demand using indifference curve analysis.
  8. Explain the law of supply and its relationship to costs in both the short-run and the long-run.
  9. Apply market theory to the varying competitive situations involved in pure competition, monopolistic competition, oligopoly, and monopoly to predict variations in price and output.
  10. Explain the marginal productivity theory and how it relates to the demand and supply of resources.
  11. Analyze the determination of market wages using the alternative economic models of pure, monopoly, and monopony competition.
  12. Apply modern economic theory as it pertains to factor selection in the marketplace to determine how resources are employed.
  13. Explain market failures and the roles of government as it pertains to externalities.
  14. Analyze the outcomes of market determined income as it relates to income inequality and appraise the outcomes of various policies on income redistribution.
  15. Define Opportunity Costs, demonstrate how they affect economic decisions and identify these costs in a given economic decision.
  16. Recognize and interpret a Demand Curve and a Supply Curve and identify the underlying determinants of each.
  17. Define the general concept of Elasticity for different variables in the demand or supply function and describe the effect of a given elasticity on economic outcomes (e.g., revenues, tax burden, and policy choices).
  18. Determine the forces of demand and supply and how they interact to determine an equilibrium price.
  19. Describe how and why equilibrium prices might change and their impact on resource allocation.
  20. Discuss the theory of consumer behavior.

# 2024-25 Competitive Events Guidelines

## Foundations of Economics



21. Discuss the theoretical market structures of perfect competition and monopoly.
- G. Money and Banking
1. Describe and explain the role of money, banking, and savings in everyday life.
  2. Explain how interest rates are determined by market forces that influence the amount of borrowing and saving done by investors, consumers, and government officials.
  3. Describe how interest rates balance savings and borrowing and affect consumer purchasing power.
  4. Identify the risk/return trade-offs for saving and investing.
  5. Evaluate the impact of employment/unemployment on investment and savings.
  6. Describe how saving and investing influence economic growth (capital formation).
  7. Explain the role of credit in a market economy.
  8. Compare the advantages and disadvantages of using various forms of credit and the determinants of credit history.
  9. Explain the role of banks in facilitating the exchange of financial resources (e.g., loans, creating money, checking accounts, and the Federal Reserve System).
  10. Distinguish between short-term and long-term interest rates and explain their relative significance.
  11. Describe the functions of the financial markets.
- H. Public Sector Economics
1. Develop and compare analytical methods of analyzing government, including public interest model, public choice model, and welfare economics.
  2. Describe various revenue mechanisms used by governments.
  3. Identify the major sources of revenue and major classes of expenditure at the federal, state, and local levels.
  4. Discuss the causes of a rise in government spending.
  5. Analyze how self-interest in the political process affects policy outcomes.
  6. Explain the concepts of “public goods” and “externalities.”
  7. Analyze individual demand for public goods.
  8. Explain why special interests often win out over the “general interest.”
  9. Explain the effects of social insurance – social security and health care.
  10. Explain the economic effects of deficit spending and unbalanced budgets.
  11. Explain why types of goods and services the government should provide and under what conditions and level they should be provided.
  12. Describe and analyze public sector failures.

# 2024-25 Competitive Events Guidelines

## Foundations of Entrepreneurship



Foundations of Entrepreneurship provides members with the opportunity to demonstrate knowledge around competencies in entrepreneurship. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

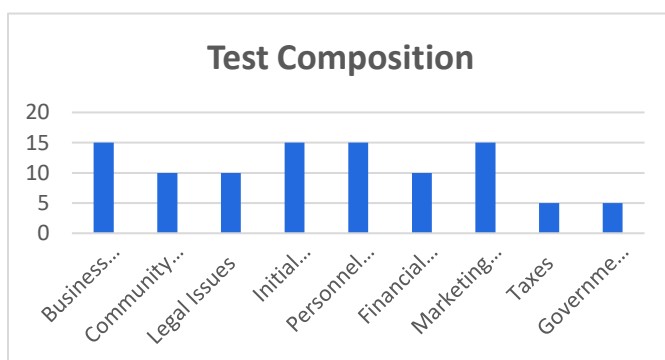
**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

*Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of entrepreneurship instruction at the collegiate level by May 1 of the current year.*

### Competencies

- Business Plan
- Community/Business Relations
- Legal Issues
- Initial Capital and Credit
- Personnel Management
- Financial Management
- Marketing Management
- Taxes
- Government Regulations



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries

# 2024-25 Competitive Events Guidelines

## Foundations of Entrepreneurship



- Chapter Membership 50-74                      5 entries
- Chapter Membership 75+                      6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
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- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.



# 2024-25 Competitive Events Guidelines

## Foundations of Entrepreneurship



### National

#### Required Competition Items

<b>Items Competitor Must Provide</b>	<b>Items FBLA Provides</b>
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#### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
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# 2024-25 Competitive Events Guidelines

## Foundations of Entrepreneurship



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### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## **Study Guide: Competencies and Tasks**

### A. Business Plan

1. Explain the benefits and liabilities of starting a business.
2. Evaluate the types of business ownership/organization structure and understand the advantages and disadvantages of each.
3. Conduct initial feasibility studies by identifying industry trends, competition, and market segment using various research techniques.
4. Select a business opportunity based on research.
5. Create a company vision, mission, and short-and long-term strategic goals and plans.
6. Develop and implement financial/budgeting plans including start-up costs and funding needed to begin the business.
7. Prepare a management plan that incorporates legal requirements, business protection, quality control, operations, milestone strategy, and harvesting the business.
8. Develop an organizational chart with staffing/human resource plans including job descriptions and recruitment techniques.
9. Prepare an in-depth presentation for potential investors including banks and venture capitalists.
10. Develop account reports for a two-year period.

### B. Community/Business Relations

1. Recognize the importance of union-management relationships and contracts to ensure business continuity.
2. Develop and implement a public relations program for the company.

# 2024-25 Competitive Events Guidelines

## Foundations of Entrepreneurship



3. Develop an ethical code of conduct and implementation process to include business relationships and community activities.
  4. Explain the role of business in the community.
  5. Develop appropriate methods to communicate business activities with the community and clients/customers.
- C. Legal Issues
1. Develop procedures for the legal review of documents and procedures, such as contracts.
  2. Develop procedures to retain accurate records.
  3. Demonstrate knowledge of social, ethical, and legal issues for small business.
  4. Demonstrate knowledge of the implementation of consumer protection laws.
  5. Apply legal interpretations to employee situations, retention of records, safety and security issues, and financial data.
  6. Develop an expressed and implied warranty for sale and return of goods.
- D. Initial Capital and Credit
1. Identify types of sources of credit and credit terms.
  2. Compare costs, qualifications, and procedures for various forms of credit.
  3. Describe concepts of risk management including factors that affect business risk and rate of return.
  4. Complete credit forms and applications.
  5. Describe methods of solving credit problems.
  6. Identify and maintain records of the initial capital assets (current assets, investments, property, plant, and equipment, and intangible assets).
- E. Personnel Management
1. Prepare organizational charts and job descriptions to expedite workflow.
  2. Develop, explain, and maintain written personnel policies, rules, and procedures including a grievance system, to ensure consistency and to help employees perform their jobs.
  3. Evaluate the effects of employee absenteeism, errors, or other negative employee relations on business productivity.
  4. Plan, develop, and implement employee orientation and ongoing training programs.
  5. Develop employee recruitment plans to obtain qualified employees.
  6. Develop and manage an organization's salary administration and benefits program to service employees with options and benefits.
  7. Develop and implement a plan for evaluation of employee performance and productivity.
  8. Develop separation, termination, and transition procedures for processing employee personnel actions.
  9. Plan and manage work schedules and personnel to maximize operations.
  10. Maintain safe and healthy working conditions in compliance with OSHA standards.
  11. Identify and develop a professional growth plan for employees.
- F. Financial Management
1. Select an accounting system consistent with GAAP standards.
  2. Plan and maintain a budget.

# 2024-25 Competitive Events Guidelines

## Foundations of Entrepreneurship



3. Record business transactions to track business activities and manage cash and banking procedures.
  4. Interpret financial data and statements to develop short-and long-term budgetary plans, to determine point of profitability and viability, and to analyze cash flow forecast.
  5. Apply computational skills to computerized financial documents.
- G. Marketing Management
1. Define industry characteristics, major competitors, and market segment.
  2. Determine, maintain, and improve the marketing mix.
  3. Apply strategies for determining and adjusting prices to maximize return and meet customer perception of value.
  4. Develop a process for delivering effective customer relation skills.
  5. Establish selling philosophies to develop customer loyalty and profitability.
  6. Disseminate information about products, services, and the firm to achieve a desired outcome for a product or service.
  7. Gather, access, synthesize, evaluate, and disseminate marketing information to make business decisions.
  8. Identify current business trends to recognize changes needed in business operations.
  9. Develop and implement a strategic plan for supply chain management.
- H. Taxes
1. Demonstrate knowledge of the current state and federal regulations to apply the tax due.
  2. Use tax preparation procedures to determine tax liability for the organization.
  3. Analyze tax structure and consequences to assist in business decision making.
  4. Apply regulations regarding employee/employer taxes.
- I. Government Regulations
1. Define, interpret, and apply federal, state, and local regulations to small business ownership.
  2. Exhibit ethical conduct in business negotiations and decisions.
  3. Understand the role of government in business.
  4. Identify and keep current with laws and regulations that affect business practices.

# 2024-25 Competitive Events Guidelines

## Foundations of Finance



Foundations of Finance provides members with the opportunity to demonstrate knowledge around competencies in finance. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

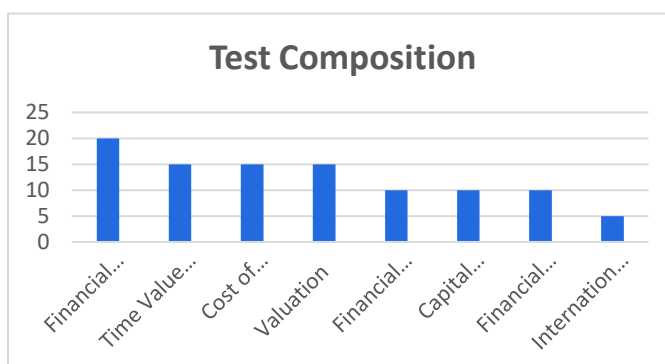
**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

*Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of finance instruction at the collegiate level by May 1 of the current year.*

### 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



### State

#### Required Competition Items

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## Foundations of Finance



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# 2024-25 Competitive Events Guidelines

## Foundations of Finance

### National

#### Required Competition Items

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- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

# 2024-25 Competitive Events Guidelines

## Foundations of Finance



### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## **Study Guide: Competencies and Tasks**

- A. Financial Instruments and Institutions
  1. Describe the standard and unique features of the following securities: bills, notes, bonds, zeros, and municipal bonds.
  2. Demonstrate an understanding of negotiable instruments and identify the terms of negotiability.
  3. Define the concept of the money supply.
  4. Identify the functions of the Federal Reserve.
  5. Justify the existence of money in the economy.
  6. Identify the types of short-term bank loans.
  7. Describe the process of accounts receivable financing.
  8. Characterize the limitations of intermediate-term bank loans.
  9. Explain and give examples of long-term debt financing.
  10. Describe the process of investment banking.
  11. Obtain business credit and control its use.
  12. Explain forms of financial exchange (e.g., cash, credit, debit, electronic funds, and transfer).
  13. Identify types of currency (e.g., paper money, coins, banknotes, government bonds, and treasury notes).
  14. Describe functions of money (e.g., medium of exchange, unit of measure, and store of value).
  15. Examine the structure and operation of the banking system in the United States.
  16. Explain the role of central banks.



# 2024-25 Competitive Events Guidelines

## Foundations of Finance



17. Explain financial services companies.
  18. Discuss the role of credit unions.
  19. Explain the role of savings and loan associations.
  20. Discuss the role of the World Bank Group in international financial assistance.
- B. Time Value of Money
1. Explain the following concepts: present and future value of money, annuity, lump sum, effective interest rates, APR, annuity due, amortizing loans, and perpetuity.
  2. Utilize the time value of money concepts.
  3. Assess the time value of money concepts in decision making.
  4. Discuss the time value of money and implications thereof to risk, rates of return, and value.
  5. Perform various types of time value of money calculations.
  6. Apply the time value concept of financial decision situations.
  7. Discuss the conflicts between the Net present value and the Internal Rate of Return and how to resolve these conflicts.
- C. Cost of Capital and Capital Budgeting
1. Explain the significance of a firm's capital structure.
  2. Discuss the theory of capital structure.
  3. Describe the financial needs of a business at different stages of its development.
  4. Compare and contrast the various financing opportunities (both debt and equity) organizations have available for making decisions to fund operations and capital expenditures.
  5. Discuss factors to consider in choosing between debt and equity capital.
  6. Analyze and demonstrate control of cash flow.
  7. Implement capital budgeting techniques in making capital expenditure decisions.
  8. Engage in certain capital budgeting procedures including payback, discounted payback, net present value, and internal rate of return.
  9. Discuss the general concepts of capital budgeting.
  10. Describe the process of evaluating capital budgeting projects.
  11. Tie the capital budgeting decision to the overall goal of shareholder wealth maximization.
  12. Describe how the cost of capital plays a role in various decisions made by financial managers.
  13. List the factors that determine the cost of capital.
  14. Compute the cost of debt, preferred and common stock capital, and put them together to develop the overall cost of capital for the firm.
  15. Define the role of tax laws in computing cost of capital.
  16. Identify and calculate component costs of capital and the weighted average cost of capital.
  17. Compute the operating, financial combined leverage and provide the implications for decision making.
- D. Valuation and Rates of Return
1. Describe security valuation and rate of return.
  2. Define and measure the risk and rates of return through the capital asset pricing model.

# 2024-25 Competitive Events Guidelines

## Foundations of Finance



3. Use certain stock and bond valuation models.
  4. Describe the basic process used to value bonds, find their yield to maturity, and yield to call.
  5. Describe the relationship that exists in bond valuation and its implication for investors.
  6. Calculate the expected and required rate of return for stocks.
  7. Review concepts of valuation for entrepreneurial ventures and possible funding sources for them.
  8. Explain the calculation of the Capital Asset Pricing Model (CAPM) and integrate the results in the valuation of a company's stock.
- E. Financial Analysis
1. Identify the role and functions of finance, tools for financial planning and analysis.
  2. Utilize the basic tools of finance in analyzing a company to provide solutions for identified problems.
  3. Distinguish between operating cash flows and counting income.
  4. Prepare a statement of cash flows.
  5. Perform financial analysis using financial ratios, DuPont analysis, common size statements, and financial forecasting.
  6. Analyze and interpret financial ratios relative to liquidity, asset management, debt management, profitability, and market value.
  7. Differentiate between horizontal and vertical analysis.
  8. Explain and give examples of solvency and debt service ratios.
  9. Explain the DuPont system.
  10. Explain the concepts of financial forecasting.
  11. Calculate and discuss break-even analysis.
  12. Discuss and give examples of leverage.
  13. Detail the use of operating leverage.
- F. Capital Investment Decisions
1. Evaluate the effect of credit markets on a company's ability to finance its operations.
  2. Discuss the effect of currency fluctuations as they impact a company's finances and investment rating.
  3. Discuss types of investment and planning horizons.
  4. Consider the challenges of managing and funding growth.
  5. Describe the difference between the funder's perspectives and those of the company being financed.
  6. Appreciate the difference between venture capital, private equity, early stage, and traditional financing sources.
  7. Allocate a limited budget to capital investment projects.
  8. Discuss how to incorporate risk in capital investment decisions.
  9. Explain the nature of capital investment.
- G. Financial Risks and Returns
1. Define market risk and diversifiable risk.
  2. Discuss the relationship between risk and return, and its implication for investors.
  3. Determine the breakeven point and name the assumptions and implications.
  4. Explain and list various types of risk.

# 2024-25 Competitive Events Guidelines

## Foundations of Finance



5. Discuss and define return.
  6. Explain the concept of risk-return trade-off.
  7. Explain the nature of risk management.
  8. Explain the role of ethics in risk management.
  9. Develop and evaluate a risk management program.
  10. Discuss the nature of risk control (e.g., internal and external).
  11. Explain ways to assess risk.
- H. International Finance
1. Identify the issues to consider when investing in foreign money market securities.
  2. Describe how and why exchange rates move.
  3. Evaluate the impact of capital inflows and capital outflows.
  4. State pros and cons of the International Monetary Fund.
  5. Examine strategies for considering international growth.
  6. Explain the use of trade credit.

# 2024-25 Competitive Events Guidelines

## Foundations of Hospitality Management



Foundations of Hospitality Management provides members with the opportunity to demonstrate knowledge around competencies in hospitality and tourism. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

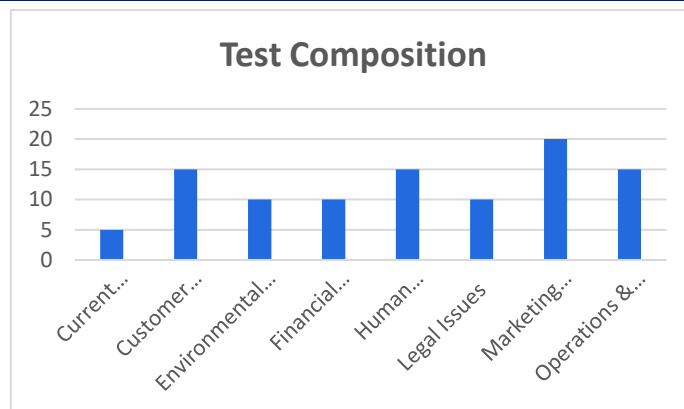
**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

*Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of hospitality instruction at the collegiate level by May 1 of the current year.*

### Competencies

- Current Industry Trends
- Customer Expectations
- Environmental and Global Issues
- Financial Management & Budgeting
- Human Resources
- Legal Issues
- Marketing Concepts
- Operations & Management Functions



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.

# 2024-25 Competitive Events Guidelines

## Foundations of Hospitality Management



- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries
  - Chapter Membership 50-74                   5 entries
  - Chapter Membership 75+                     6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

# 2024-25 Competitive Events Guidelines

## Foundations of Hospitality Management



### Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

## National

### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### Event Administration

- This event is an objective test administered online at the NLC.

# 2024-25 Competitive Events Guidelines

## Foundations of Hospitality Management



- No reference or study materials may be brought to the testing site.
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### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## **Study Guide: Competencies and Tasks**

- A. Current Industry Trends
  1. Discuss how technology has changed and continues to change the hospitality industry.
  2. Describe the impact of technology on the reservation business/process.
  3. Describe the latest trends and technologies affecting business travelers.
  4. Describe how advances in technology allow the hospitality industry to keep up-to-date customer records.
  5. Describe the latest trends regarding the leisure traveler.
  6. Discuss industry trends as they relate to career opportunities and the overall future of the industry.
  7. Identify current events that will have an impact on the hospitality/tourism industry.
  8. Summarize the challenges of the airlines in regard to unions, security, flight delays, and the addition of low-cost airlines.
  9. Report on the impact that major sports events have on the local economy.
  10. Discuss the trends in hotel security operations.

# 2024-25 Competitive Events Guidelines

## Foundations of Hospitality Management



### B. Customer Expectations

1. Describe in-room hotel amenities and explain why they are important to guests.
2. Describe property wide hotel amenities and explain why they are important to guests.
3. Apply strategies for determining and adjusting prices to maximize on return and meet customer's perceptions of value.
4. Develop and deliver effective customer relation skills in order to provide good customer service.
5. Explain typical rating systems used in the lodging business.
6. Conduct research to determine customer needs and wants in the hospitality industry.
7. Analyze the characteristics, motivations, and behaviors of hospitality consumers.
8. Summarize techniques to build customer relationships.
9. Establish effective selling philosophies in order to develop customer loyalty and profitability.
10. Describe incentives and rewards for long-term repeat individuals/groups in the hospitality industry.
11. Describe the value of customer feedback in the hospitality industry as it relates to improvement to product and service.
12. Describe the concept of total quality and its relationship to customer service.
13. Define the roles of appearance and impressions in customer service.
14. Demonstrate proper telephone and e-mail etiquette for customer service.
15. Summarize techniques and strategies for handling difficult customers.
16. Compare how the business traveler is different from the leisure traveler emphasizing expense accounts, length of stay in a hotel, and the amount of travel time.
17. Discuss the selection process and the role the business traveler plays with hotels, conventions, and the local economy.
18. Analyze the importance of long-term hospitality relationships with other major industries and individuals.

### C. Environmental and Global Issues

1. Identify factors that encourage and influence global tourism.
2. Explain special considerations for international travelers.
3. Describe the importance of global travel.
4. Apply ethical conduct in dealing with international business transactions.
5. Define ecotourism.
6. Identify the reasons for ecotourism including the impact of the environment, the financial benefits, and cultural awareness.
7. Describe environmentally sound practices regarding guests in the hospitality industry.
8. Describe environmentally sound practices for hospitality industry properties.
9. Exhibit ethical and legal social behaviors when using information and technology in the hospitality industry and discuss the consequences of misuse.

### D. Financial Management and Budgeting

1. Describe the type of liability insurance needed in the hospitality industry.
2. Identify reasons for liability insurance and disclaimers in the hospitality industry.
3. Describe the impact of the economy on the travel industry.
4. Explain the ripple direct and indirect effect of tourism dollars.



# 2024-25 Competitive Events Guidelines

## Foundations of Hospitality Management



5. Explain the economic role played by the hospitality industry in satisfying customer needs and wants in a free enterprise system.
  6. Explain the importance of monitoring economic trends in the hospitality industry as it relates to sales strategies for different economic cycles.
  7. Select an accounting system using good accounting practices.
  8. Collect and interpret financial data to prepare financial statements such as balance sheet, income statement, cash flow projections, and summary of sales and receipts.
  9. Explain how the Balance Sheet and P&L Statement are used to manage operations.
  10. Analyze Profit and Loss statements, statements of cash flow, and balance sheets.
  11. Define fixed costs.
  12. State examples of how numbers are compared (e.g., budget to actual, this year to last year, and year-to-date to last year-to-date) to explain performance.
  13. Describe cash control policies.
  14. Explain the importance of liquidity and profitability.
  15. Explain the use of revenue management and forecasting reports.
  16. Discuss the use of budgets in business operations.
  17. Explain the steps in preparing an operating budget.
  18. Explain the relationship between occupancy rate and budget for a hospitality venue.
  19. Explain rack rates, business rates, and leisure rates in the hospitality industry.
  20. Describe strategies and procedures for determining room rates and prices in the hotel industry.
- E. Human Resources
1. Define human resources.
  2. Explain the importance of human resources in protecting the hotel through monitoring hiring, training, and disciplinary processes.
  3. Explain how job analysis, performance standards, and job descriptions impact selection, training, and management of employees.
  4. Develop an employee recruitment plan designed to identify and hire qualified employees.
  5. Discuss ways of screening applicants and selecting the most qualified for employment.
  6. Plan, develop, and implement employee orientation and training programs.
  7. Evaluate the effects of employee absenteeism, errors, or other negative employee behaviors on business productivity.
  8. Describe the salary and fringe benefit package that will attract the best employees to the hospitality industry.
  9. Develop a plan for evaluation of employee performance and productivity.
  10. Develop separation, termination, and transition procedures for processing employee personnel actions.
  11. Plan and manage work schedules and personnel to maximize operations.
  12. Explain the purpose and benefits of performance reviews.
  13. Discuss reasons for employee discipline.
  14. Describe the differences between positive and negative discipline.
  15. Define the term diversity and explain ways to increase positive cross-cultural interaction.

# 2024-25 Competitive Events Guidelines

## Foundations of Hospitality Management



16. Discuss ways to deal with and prevent sexual harassment.
  17. Discuss ways to deal with substance abuse.
  18. Describe safe working conditions in the hospitality industry to include OSHA Guidelines.
  19. Identify basic principles of organized labor and describe its influence on the hospitality industry.
  20. Define equal opportunity on the job and explain the impact of equal employment opportunity and affirmative action on the hospitality industry.
  21. Define and discuss wrongful termination and its consequences.
  22. Define the at-will employment relationship.
  23. Discuss the employee manual and its role in defining the responsibilities and rights of employer and employee.
  24. Identify personal characteristics of effective employees within the hospitality industry.
- F. Legal Issues
1. Discuss legal responsibility in admitting guests and denying admission or service to guests.
  2. Define duty of care owed by hospitality operators to guests, including providing a safe premise, serving food and beverages safely and responsibly, hiring and training employees, terminating employees with they pose a danger, warning of unsafe conditions, and safeguarding guest property.
  3. Analyze the importance of guest security and anonymity in the hospitality industry.
  4. Discuss standards of care for the hospitality industry that focus on preventing lawsuits, preventing accidents, and preventing problems.
  5. Discuss the concept of reasonable care as it applies to the hospitality industry.
  6. Define the components of an enforceable contract (e.g., legality, offer, consideration, and acceptance).
  7. Discuss remedies and consequences of breaching a contract by either the customer or the hospitality enterprise.
  8. Describe the role of the following federal agencies in the operation of hospitality enterprises: IRS, OSHA, EPA, FDA, EEOC, ATF, DOL, and DOJ.
  9. Describe the role of the following state agencies in the operation of hospitality enterprises: Employment Security Agency, Alcohol Beverage Commission, Treasury Department, Attorney General, Public Health Department, and Department of Transportation.
  10. Describe the role of the following local agencies in the operation of hospitality enterprises: Health and Sanitation, Building and Zoning, Courts and Garnishment, Historical Preservation, Fire Department, Law Enforcement, and Tax Collector.
  11. Analyze the impact of Federal, State, and Local government regulations on the hospitality industry.
  12. Describe accommodations that meet ADA standards.
  13. Review the laws that impact employee selection and retention (Civil Rights Act of 1964, Title VII, Americans with Disabilities Act, Age Discrimination in Employment Act, Immigration Reform and Control Act, and Fair Labor Standards Act).
  14. Discuss the importance of employee selection, training, ongoing management, and education in preventing lawsuits.

# 2024-25 Competitive Events Guidelines

## Foundations of Hospitality Management



15. Apply legal interpretations to employee situations, retention of records, safety and security issues, and financial data.
  16. List guidelines that help analyze and evaluate ethical behavior.
  17. Discuss the legal issues related to managerial decisions.
  18. Discuss employee compensation and the implications of violating minimum wage and overtime pay requirements.
  19. Discuss the unemployment claims process and the effect of poor policies and procedures on unemployment tax rates.
- G. Marketing Concepts
1. Describe the basic concepts of marketing as they relate to the hospitality industry.
  2. Define the seven key marketing functions (Selling, Marketing Information Management, Financing, Pricing, Promotion, Product/Service Management, and Distribution).
  3. Explain public relations and publicity and its advantages and disadvantages as they relate to the hospitality industry.
  4. Describe market segmentation and meeting the needs of various target markets in the hospitality industry.
  5. Determine, maintain, and improve the marketing mix (e.g., product, price, place, and promotion).
  6. Describe marketing strategies for the hospitality industry.
  7. Explain the difference between marketing and sales.
  8. Describe the impact of internet sales on the hospitality industry.
  9. List sales strategies for event marketing, group sales, and leisure/business customers.
  10. Apply the steps of the sales process in the hospitality industry.
  11. Explain how sales efforts are tied to personal service.
  12. Describe effective strategies for servicing hospitality meetings and individual hotel guests.
  13. Describe sales strategies for economic downturns.
  14. Identify various marketing terms such as position, branding, market share, etc.
  15. Explain the product life cycle of a hospitality-related product.
  16. Discuss the role of ethics in hospitality marketing.
  17. Interpret specific challenges marketers face when creating worldwide marketing programs.
  18. Explain how convention and visitors' bureaus and state tourism agencies can assist hospitality related companies.
  19. Describe the importance of a company's image and identify the many tools that companies use to improve their image including logos, menus, brochures, letterhead, etc.
  20. Identify the many types of advertising media that are utilized by companies such as radio, television, billboards, word of mouth, and direct mail.
  21. Discover the advantages and disadvantages of utilizing the various forms of advertising.
  22. Describe the importance of websites in marketing and advertising through blogs, and social media such as Facebook, Instagram, X, LinkedIn, etc.
  23. Identify the ways promotions can assist in increasing sales.

# 2024-25 Competitive Events Guidelines

## Foundations of Hospitality Management



24. Discover the importance of merchandizing and give examples of merchandising tools used in the hospitality industry.
  25. Define packaging and how it is utilized in the hospitality industry.
- H. Operations and Management Functions
1. Interpret data from financial statements to develop short- and long-term budgetary plans, to determine point of profitability and viability and to analyze cash flow forecast (e.g., RevPar)
  2. Describe basic purchasing procedures commonly used in the hospitality industry.
  3. Discuss strategies for increasing occupancy rates.
  4. Define occupancy rate and yield management in the hospitality industry.
  5. Explain the four basic functions of hospitality management (planning, organizing, implementing, and controlling).
  6. Describe the importance of planning and forecasting for the hospitality industry.
  7. Analyze the importance of having good hospitality personnel to support meetings, events, and lodging for the customer.
  8. Explain the importance of strategic planning and synergy for successful management of hospitality events.
  9. Describe the leadership characteristics and human relations skills that help managers influence employees to perform at a higher level.
  10. Explain the relationship of business ethics to product/service management.
  11. Describe the role of ethics and social responsibility on decision making in the hospitality industry.
  12. Describe the operational and management structure for various types of hospitality/tourism facilities.
  13. Describe various leadership styles (e.g., autocratic, bureaucratic, democratic, laissez-faire, situational transactional, and transformational).
  14. Explain the importance of planning in supervision.
  15. Discuss ways supervisors/managers can organize their work to become more effective.
  16. Describe techniques for overcoming resistance to change.
  17. Discuss current theories and practices of motivating employees.
  18. Discuss ways to build a positive work environment.
  19. Discuss the need for training in the hospitality industry.
  20. Identify steps to prevent and resolve conflict.
  21. Discuss how perception, cultural diversity, age, and background impact communication.
  22. Discuss the chain of command and accountability.
  23. List benefits of delegation to a supervisor/manager's success.
  24. Develop an organizational chart with staffing/human resource plans including job descriptions and recruitment techniques.
  25. Identify ways to improve employee morale and customer satisfaction.
  26. Gather and evaluate marketing information to make hospitality business decisions.

# 2024-25 Competitive Events Guidelines

## Foundations of Management



Foundations of Management provides members with the opportunity to demonstrate knowledge around competencies in management. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

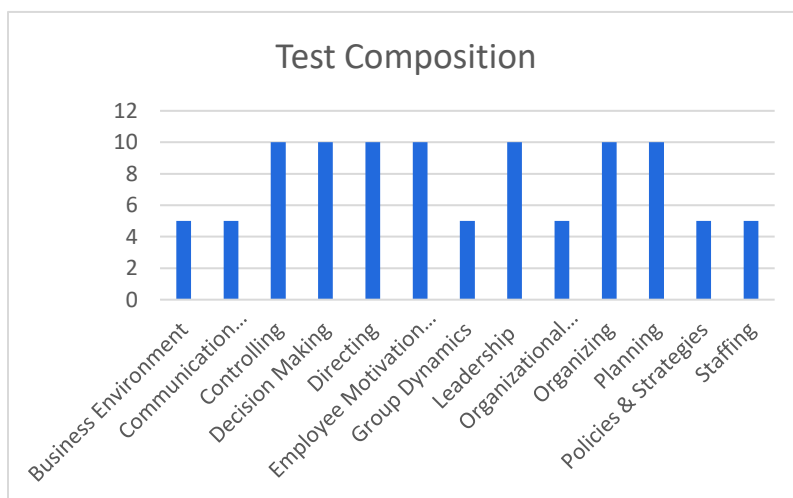
**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

*Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of management instruction at the collegiate level by May 1 of the current year.*

### Competencies

- Business Environment
- Communication Techniques
- Controlling
- Decision Making
- Directing
- Employee Motivation Theories
- Group Dynamics
- Leadership
- Organization Structure
- Organizing
- Planning
- Policies & Strategies
- Staffing



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

# 2024-25 Competitive Events Guidelines

## Foundations of Management



### *Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
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  - Chapter Membership 75+                     6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

# 2024-25 Competitive Events Guidelines

## Foundations of Management



### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

## National

### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
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# 2024-25 Competitive Events Guidelines

## Foundations of Management



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## **Study Guide: Competencies and Tasks**

### A. Business Environment

1. Explain the impact of business on the environment.
2. Explain the nature of managerial ethics and demonstrate ethical behaviors in the workplace – responsible behavior, honesty, integrity, and ethical work habits.
3. Describe current and emerging trends in business (e.g., acquisition/downsizing, e-commerce, data mining, labor market, and social issues).
4. Differentiate social, ethical, and environmental issues facing business.
5. Describe the impact of demographic issues on business.



# 2024-25 Competitive Events Guidelines

## Foundations of Management



6. Evaluate the impact of liaisons with community, governmental, and professional organizations on the business environment.
  7. Construct an initial survey regarding possible locations for a business within the community.
  8. Plan physical layout, furnishings, and equipment for a business environment and analyze for maximum efficiency.
  9. Identify stressors in the business environment and employ strategies for dealing with stress.
- B. Communication Techniques
1. Define communication (formal and informal) and discuss its implication for effective management.
  2. Describe the communication process.
  3. Examine communication barriers and ways to eliminate them.
  4. Define active listening and review the keys to effective listening.
  5. Describe the role of computer networks, videoconferences, and telecommuting as organizational communication.
  6. Discuss the communication skills and leadership styles required in a contemporary organization and analyze how they will be required within worker groups.
  7. Use correct grammar, punctuation, terminology, and communication skills to produce and edit clearly written traditional and electronic documents.
  8. Prepare a meeting plan/agenda and demonstrate a productive meeting.
  9. Prepare and deliver a presentation to achieve greatest impact.
  10. Demonstrate effective communication techniques and skills in working with individuals, groups, and supervisors (e.g., verbal and nonverbal).
- C. Controlling
1. Define control and its role and importance.
  2. Describe controls in the functional areas to include human resources, production, marketing, information, and financial activities.
  3. Identify the steps of the control process.
  4. Identify and compare three types of control: preventative, concurrent, and corrective.
  5. Describe the nature of managerial control (e.g., control process, types of control, and what is controlled).
  6. Identify areas of control: costs, inventories, quality, safety, and employees.
  7. Discuss steps to change negative attitudes and manage change in organizations.
  8. Analyze and understand the importance and purpose of financial information and statements.
  9. Track performance of a business plan.
  10. Develop and implement budgets and expense-control strategies to enhance a business's financial well-being.
  11. Manage quality-control processes to minimize errors and to expedite workflow.
  12. Develop and analyze process control charts to include Pareto Charts, Histograms, X-bar and R-charts, Flow Charts, Cause and Effect Diagrams, and Scatter Diagrams.
  13. Describe the basic concept behind Total Quality Management and its application to a business.

# 2024-25 Competitive Events Guidelines

## Foundations of Management



14. Describe the concepts behind Six Sigma, ISO 9000, and similar systems.

### D. Decision Making

1. Define the role of decision making and problem solving.
2. Compare advantages and disadvantages of group versus individual decision making.
3. Define key stakeholders and their roles in making high-quality decisions.
4. Use information management techniques, data analysis, and strategies to guide business decision making (e.g., describe current business trends, monitor internal records for business information, and interpret statistical findings).
5. Write internal and external analytical reports that examine a problem/issue and recommend an action.
6. Distinguish between making effective decisions in a team structure vs. a non-team structure and individual versus group.
7. Discuss different decision-making styles, group decision making, the management of creative people, and techniques to maximize the effectiveness of decision making.
8. Analyze the impact and relationship of government regulations and community involvement on business management decisions.
9. Establish decision making processes that work across organizational boundaries.
10. Effectively assess and manage risk by critically evaluating costs, risks, benefits, and impact.

### E. Directing

1. Identify and describe the directing function of management.
2. Cite the principles of effective delegating and directing.
3. Compare and contrast leadership styles: autocratic, democratic, and laissez-faire.
4. Explain management theories: Theories X, Y, Z, Herzberg's, and Maslow's Hierarchy of Needs.
5. Explain the nature of a project life cycle.
6. Prioritize tasks to be completed, develop timelines, and track progress and results.
7. Use project management skills and information technology tools to improve workflow and minimize costs.
8. Perform scheduling functions to facilitate on-time, prompt completion of work activities.
9. Manage business records to maintain needed documentation.
10. Prepare documentation of business activities to communicate with internal/external clients.
11. Establish procedures to maintain equipment and supplies.
12. Explain the concept of authority, delegation, responsibility, and accountability as a requirement of any managerial position.

### F. Employee Motivation Theories

1. Identify and compare various motivation theories and explain their importance for understanding employee behavior including job rotation, job enlargement, and job enrichment.
2. Define motivation and discuss actions and techniques to maximize motivation in the workplace.

# 2024-25 Competitive Events Guidelines

## Foundations of Management



3. Describe techniques managers use to motivate individual employees (e.g., goal setting, management, cross-training, empowerment, and self-direction).
  4. Coach employees and support performance with effective feedback.
  5. Identify motivational lessons taught by Maslow's theory and Herzberg's theory.
  6. Discuss extrinsic rewards and intrinsic rewards to motivate the workforce.
  7. Describe the contributions of quality circles to job performance.
  8. Describe how staff growth and development increase productivity and employee satisfaction.
  9. Develop a program for improving employee satisfaction and performance evaluation.
  10. Define empowerment and discuss principles and procedures involved with employee empowerment.
  11. Discuss methods for improvement of employee morale.
  12. Discuss techniques to manage stress effectively.
- G. Group Dynamics
1. Describe the approaches and methods used to build teams.
  2. Discuss the importance of teams and utilize new approaches for systematically involving others in team communication, team visioning, and decision making.
  3. Identify the stages of group development.
  4. Describe the significance of cohesiveness, roles, norms, and ostracism in regard to the behavior of group members.
  5. Describe the types of work groups in the United States and discuss the various group dynamics that can be identified during this evolution.
  6. Identify the characteristics of effectively functioning teams and how the supervisor encourages their development.
  7. Describe the principles of managing group conflict and difficult team behaviors.
  8. Show the benefits of self-managed work teams.
- H. Leadership
1. Discuss the five managerial functions (e.g., planning, organizing, staffing, directing, and controlling) within the context of today's diverse workforce.
  2. Identify how technology is changing the supervisor's job.
  3. Define leadership and describe the difference in manager, leader, and supervisor.
  4. Differentiate between task-centered and people-centered leadership behaviors.
  5. Describe a variety of leadership theories and models.
  6. Identify important qualities, behaviors, skills, and characteristics of effective leaders.
  7. Evaluate business situations to determine whether the leadership style is participative, autocratic, leadership grid based or entrepreneurial.
  8. Evaluate business situations for appropriate use of team leadership versus solo leadership.
- I. Organizational Structure
1. Identify and provide examples of basic ownership forms and evaluate the advantages and disadvantages of each form of ownership.
  2. Identify types of organization structure: line, line and staff, matrix, team, committee, and grapevine; centralized vs. decentralized; and understand organization charts.
  3. Develop an organizational plan and structure to facilitate business activities.

# 2024-25 Competitive Events Guidelines

## Foundations of Management



4. Describe the types of organizational structures and discuss their relationship to the success or failure of organizations.
  5. Identify management levels and describe the interaction between and among management levels.
  6. Identify functions of organizational culture and describe how to create, sustain, and change an organizational culture.
  7. Describe formal and informal organizational structures.
- J. Organizing
1. Define organizing and empowerment.
  2. Describe work specialization.
  3. Identify the value of job descriptions.
  4. List the steps of delegation.
  5. Utilize organizational and project management skills to improve workflow, minimize costs, and monitor and evaluate business projects.
  6. Explain the importance of organizing in business.
  7. Describe how an organization provides accountability by delegating authority and assigning responsibility.
  8. Identify major management tasks involved in implementing the work of an organization.
  9. Define lean management and explain its implementation in organizations.
  10. Organize business activities related to the company's vision, mission, and values to achieve established action plans.
- K. Planning
1. Compare and contrast the planning function to other management functions.
  2. Explain what planning is and the importance of planning.
  3. Define time management and identify effective time management guidelines.
  4. Define how plans should link from the top to the bottom of the organization, utilizing the definitions of strategic and tactical planning.
  5. Describe Gantt and PERT charts.
  6. Identify components common to management by objective (MBO) programs.
  7. Distinguish between strategic (long-term) and operational (short-term) plans.
  8. Describe the strategic planning process and assess how strategic planning impacts the organization and the individual.
  9. Develop and identify examples of strategic plans, tactical plans, and operational plans.
  10. Create or select measurable outcomes to meet organization, program, or unity objective.
  11. Explain the purpose, list the parts of a business plan, and develop an effective business plan.
  12. Identify and use planning tools (e.g., business and action plans, company goals and objectives, budgets, policies, SWOT, and benchmarks) to guide the organization's activities.
  13. Identify and assess business risks, select risk-management strategies, and develop and evaluate a risk management plan.
  14. Analyze the components of a financial plan.

# 2024-25 Competitive Events Guidelines

## Foundations of Management



15. List and explain the types of plans: strategic, intermediate, operational, and contingency.
- L. Policies and Strategies
1. Define SWOT and conduct an organizational SWOT.
  2. List the steps in strategic management.
  3. Explain the nature and scope of quality management practices and frameworks (e.g., Six Sigma, ITIL, and CMMI) within a business.
  4. Develop, interpret, and explain written organizational policies and procedures to help employees perform their jobs according to employer rules and expectations.
  5. Determine alternative actions to take when goals are not being met.
  6. Develop and implement security policies/procedures to protect employees and to minimize the chance for loss.
  7. Implement personal and job site safety rules and regulations to maintain safe and healthy working conditions and environments.
- M. Staffing
1. Discuss HR related laws and how they influence human resource decisions, including: Civil Rights Act, American with Disabilities Act, and the Family and Medical Leave Act.
  2. Discuss the effects of the National Labor Relations Act of 1935 (Wagner Act) and the Labor Management Relations Act of 1947 (Taft-Hartley Act) on labor relations.
  3. Develop a staffing plan and prioritize staffing needs to minimize costs while maximizing business contribution.
  4. Discuss the purposes of the orientation and training of employees.
  5. Identify methods/procedures for recruiting employees, publicizing job openings, interviewing, and selecting applicants for employment.
  6. Discuss management factors and outline the procedures used in employee performance documentation, promotion, and termination including grievance processes.
  7. Review legal issues (e.g., harassment, employee rights, privacy, drug testing, labor dispute, discrimination, and substance abuse) and the potential impact on the business.
  8. Resolve staff issues/problems to enhance productivity and improve employee/employer relationships.
  9. Define job analysis, job descriptions, and job specifications.

# 2024-25 Competitive Events Guidelines

## Foundations of Marketing



Foundations of Marketing provides members with the opportunity to demonstrate knowledge around competencies in marketing. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

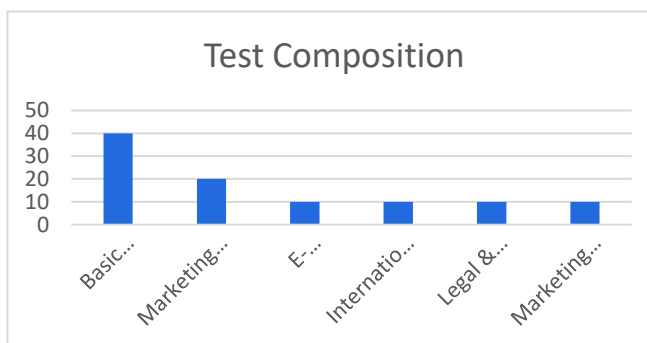
**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

*Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of marketing instruction at the collegiate level by May 1 of the current year.*

### Competencies

- Basic Marketing
- Marketing Concepts & Strategies
- E-Marketing
- International Marketing
- Legal and Social Aspects
- Marketing Research



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries
  - Chapter Membership 50-74                   5 entries

# 2024-25 Competitive Events Guidelines

## Foundations of Marketing

- Chapter Membership 75+ 6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
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- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

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# 2024-25 Competitive Events Guidelines

## Foundations of Marketing

### National

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# 2024-25 Competitive Events Guidelines

## Foundations of Marketing



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## **Study Guide: Competencies and Tasks**

### A. Basic Marketing

1. Explain the 4 Ps of marketing: Product, Price, Place, and Promotion.
2. Describe the seven marketing functions: marketing information management, financing, pricing, promotion, product/service management, distribution, and selling.
3. Describe the difference between consumer and organizational markets.
4. Define market segmentation: target market, demographics, psychographics, geographic, and behavioral segmentation.
5. Explain the distinction between goods and services and their characteristics.
6. Define the role of distributors, retailers, and other intermediaries in delivering products, services, and information to customers.
7. Explain warranties and guarantees.
8. Name stages of product life cycle.
9. Acquire product knowledge and benefits/product features to assist customer with business decision.
10. Explain the concept of product mix and utilize product mix strategies to meet customer expectations.
11. Identify reasons for selecting different types of promotion.
12. Explain the elements of the promotional mix: advertising, publicity, personal selling, sales promotion, and visual merchandising.
13. Describe the advertising planning process.

# 2024-25 Competitive Events Guidelines

## Foundations of Marketing



14. Explain types of advertising media and communication channels used in sales promotion.
  15. Compare and evaluate advertising media.
  16. Implement display techniques and other visual merchandising techniques to attract customers and increase sales.
  17. Implement receiving processes to ensure accuracy and quality of incoming shipments.
  18. Utilize warehousing procedures to store merchandise until needed.
  19. Identify transportation processes to move products through the supply chain.
  20. Evaluate different types of inventory systems.
  21. Describe and apply pricing strategies to determine prices.
  22. Develop a foundational knowledge of pricing to understand its role in marketing.
  23. Assess pricing strategies to identify needed changes and to improve profitability.
  24. Identify the factors that influence the price of an item.
  25. Set prices that demonstrate value to the customer and capture value for the business.
  26. Determine the selling price of a product – calculate mark-up, mark-down, sales tax, and discounts.
  27. Describe the steps of the personal selling process.
  28. Discuss motivational theories that impact buying behavior.
  29. Compare and contrast advantages and disadvantages of sales promotion.
  30. Discuss how customer behavior and retention drive marketing decisions and company profitability.
  31. Use marketing information to determine and meet customer needs.
  32. Describe factors used by businesses to position corporate brands.
  33. Discuss the importance and benefits of branding.
  34. List principal functions of product packaging.
- B. Marketing Concepts and Strategies
1. Define marketing, its purpose, and discuss what it entails.
  2. Describe marketing's role and function in business.
  3. Identify how marketing information is acquired and how it contributes to marketing decisions.
  4. Analyze cost/profit relationships to guide business decision making.
  5. Implement accounting procedures to track money flow and ensure solvency – relationships among total revenue, marginal revenue, output, and profit.
  6. Assess marketing strategies to improve return on marketing investment (ROMI).
  7. Maintain property and equipment to facilitate ongoing business activities.
  8. Devise security measures to minimize loss and protect employees.
  9. Develop a complete marketing plan, including marketing research instrument (survey), marketing mix decisions, marketing strategies, and implementation strategies.
  10. Identify how to implement, control, and develop marketing and contingent plans.
  11. Explain marketing research activities to develop or revise marketing plan.
  12. Develop merchandise plans (budgets) to guide selection of products.
  13. Analyze vendor performance to choose vendors and merchandise.
  14. Assess marketing information needs to develop a marketing information management system.

# 2024-25 Competitive Events Guidelines

## Foundations of Marketing



15. Manage channel activities to minimize costs and to determine distribution strategies.
  16. Monitor sales activities to meet sales goals/objectives.
  17. Implement organizational skills to improve efficiency and workflow.
  18. Manage marketing information to predict/analyze consumer behavior and to facilitate product/service management decisions.
  19. Manage staff growth and development to increase productivity and employee satisfaction.
  20. Plan/manage product/brand lifecycle.
  21. Evaluate alternative marketing techniques and procedures for achieving product development objectives.
  22. Define market saturation.
- C. E-Marketing
1. Discuss role e-commerce will play in the marketing of goods and services.
  2. Identify online shopping techniques for sales and purchasing.
  3. Explain how a website presence can be used to promote a business/product.
  4. Develop a marketing plan for a company website.
  5. Distinguish between positive and negative marketing options for companies with online presence.
  6. Design and create a webpage for a target audience with graphics and online shopping cart.
  7. Define e-commerce and distinguish between the types of e-commerce sites.
  8. Discuss consumer fears in relation to e-commerce and suggest ways to effectively address these fears on a site.
  9. Describe the powerful tool of e-mail marketing.
  10. Describe the concept of securing a site for online transactions (e.g., SSL and digital certificates).
  11. Explain the options for shipping products to the customer.
  12. Describe strategies for providing customer service relations and repeat sales from existing customers.
- D. International Marketing
1. Explain the difference between international marketing and domestic marketing.
  2. Define globalization, importing, exporting, free trade, tariff, and exchange rate risk.
  3. Explain the components of the international marketing environment, giving examples of exports and imports, and purpose of trade barriers.
  4. Explain how importing creates business opportunities.
  5. Describe the process used in international business transactions.
  6. Explain how legal systems affect international business, term liability, property rights, trademarks, and contracts.
  7. Explain the concept of culture and its impact on international trade.
  8. Identify the cultural elements that are most likely to impact trade.
  9. Identify various global market strategies that can be used to meet market needs.
  10. Evaluate the influence of social, political, legal, economic, global, and technological forces on marketing practices.

# 2024-25 Competitive Events Guidelines

## Foundations of Marketing



### E. Legal and Social Aspects

1. Describe the impact of government on business activities – taxes, supply and demand, effect of fiscal and monetary policies.
2. Describe the economic indicators that impact marketing activities such as inflation, unemployment, and interest rate fluctuations.
3. Explain the concept of Gross Domestic Product.
4. Explain social responsibility as it applies to marketing.
5. Provide examples of socially responsible behavior in marketing.
6. Explain the purpose of a code of ethics.
7. Apply ethical actions in obtaining and providing information to acquire the confidence of others.
8. Define conflict of interest.
9. Identify how the legal system works.
10. Define contracts and torts and identify common business torts.
11. Identify types of intellectual property.
12. Describe the impact of specific marketing regulations/laws on both domestic and international business.
13. Describe the ways in which special interest groups (e.g., pressure from government and labor groups) and changing cultural characteristics (e.g., aging population, single-person households, and mobility) influence marketing.
14. Discuss the federal regulatory agencies (e.g., Food and Drug Administration, Consumer Product Safety Commission, and Environmental Protection Agency).

### F. Marketing Research

1. Describe the marketing research process.
2. Implement procedures to ensure confidentiality and security of respondents.
3. Establish the objective and purpose of marketing research.
4. Design quantitative marketing research activities to ensure accuracy, appropriateness, and adequacy of data collection efforts.
5. Design qualitative marketing research study to ensure appropriateness of data-collection efforts.
6. Report findings to communicate research information to others.
7. Assess quality of marketing research activities to determine needed improvements.
8. Determine appropriate tools, statistical software, and modeling techniques to aid in data interpretations.
9. Explain the purpose of primary research and describe the methods to collect primary data: survey, observation, focus groups, and experimental.
10. Explain the purpose of secondary research and describe the methods to collect secondary data: internal company data, internet sources, federal and state governmental sources, and trade organizations.
11. Describe the methods to analyze and present research data: charts, graphs, and percentages.
12. Describe limitations of market research: cost, accuracy, time, and security.

# 2024-25 Competitive Events Guidelines

## Foundations of Selling



Foundations of Selling provides members with the opportunity to demonstrate knowledge around competencies in sales. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

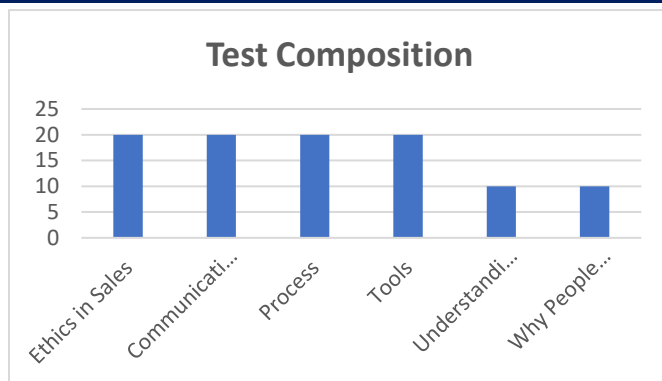
**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

*Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of sales instruction at the collegiate level by May 1 of the current year.*

### Competencies

- Ethics in Sales
- Communicating with Customers
- Sales Process
- Sales Tools
- Understanding Your Buyers
- Building Relationships with your Buyers
- Why People Buy: Boosting Sales by Understanding Customers' Needs



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries

# 2024-25 Competitive Events Guidelines

## Foundations of Selling



- Chapter Membership 50-74                      5 entries
- Chapter Membership 75+                      6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

# 2024-25 Competitive Events Guidelines

## Foundations of Selling



### National

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"><li>• Sharpened pencil</li><li>• Fully powered <a href="#">device for online testing</a></li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• One piece of scratch paper per competitor</li><li>• Internet access</li><li>• Test login information (link &amp; password)</li></ul>

#### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

#### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

#### Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

# 2024-25 Competitive Events Guidelines

## Foundations of Selling



- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## **Study Guide: Competencies and Tasks**

- A. Ethics in Sales
- B. Communicating with Customers
  1. Basic Sales Communication Skills
  2. Integrating Sales and Marketing Efforts
- C. Sales Process
  1. Sales Pipeline
  2. Aligning Sales with the Buyer's Journey
- D. Sales Tools
  1. Essential Sales Tools
  2. CRM Systems and its Importance
- E. Understanding Your Buyers
  1. How to Qualify Sales Leads
  2. Understanding Potential Buyers' Needs
  3. Knowledge About Potential Buyers
  4. Leveraging Decision-Makers, Influencers, and Gatekeepers in Sales
- F. Building Relationships with your Buyers
  1. Building Trust with Potential Buyers
  2. Transparency in Building Relationships and Boosting Sales
  3. Consultative Selling
  4. Developing Emotional Intelligence in Sales



# 2024-25 Competitive Events Guidelines

## Foundations of Selling



- G. Why People Buy: Boosting Sales by Understanding Customers' Needs
  - 1. What are Buyers' Needs
  - 2. Uncovering Buyers' Needs
  - 3. Active Listening
  - 4. Psychological Motivations: Bandwagon Effect, Instant Gratification, Reciprocity, Simplicity, Fear of Missing Out, Consistency, Nostalgia

# 2024-25 Competitive Events Guidelines

## Foundations of Technology



Foundations of Technology provides members with the opportunity to demonstrate knowledge around competencies in technology. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

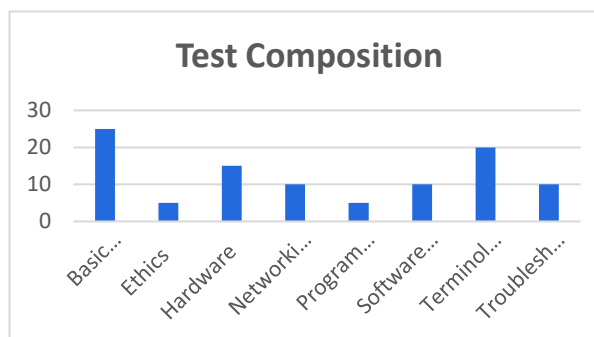
**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

*Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of technology instruction at the collegiate level by May 1 of the current year.*

### Competencies

- Basic Computer Principles
- Ethics
- Hardware
- Networking Systems and Procedures
- Programming Concepts
- Software Concepts
- Terminology
- Troubleshooting



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries
  - Chapter Membership 50-74                   5 entries

# 2024-25 Competitive Events Guidelines

## Foundations of Technology

- Chapter Membership 75+ 6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

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### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
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### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

# 2024-25 Competitive Events Guidelines

## Foundations of Technology

### National

#### Required Competition Items

<b>Items Competitor Must Provide</b>	<b>Items FBLA Provides</b>
<ul style="list-style-type: none"><li>• Sharpened pencil</li><li>• Fully powered <a href="#">device for online testing</a></li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• One piece of scratch paper per competitor</li><li>• Internet access</li><li>• Test login information (link &amp; password)</li></ul>

#### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

#### Eligibility

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# 2024-25 Competitive Events Guidelines

## Foundations of Technology



### *Tie Breaker*

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- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## **Study Guide: Competencies and Tasks**

### A. Basic Computer Principles

1. Define and discuss the core concepts of technology (e.g., systems, resources, requirements, optimization and trade-offs, processes, and controls).
2. Identify the basic parts of a computer system and describe the functions and relationships among components.
3. Describe mainframe generations and PC hardware development.
4. Describe memory concepts.
5. Describe User system utilities and explain system utility software and cite examples.
6. Identify file formats and extensions.
7. Recognize file sizes in terms of kilobytes, megabytes, and gigabytes.
8. Select and utilize the appropriate technology to solve a problem or to complete a task.
9. Identify how computers share data, files, hardware, and software (networking).
10. Identify how hardware and software work together to perform computing tasks and how software is developed and upgraded.
11. Identify resources to obtain assistance (e.g., HELP menu, software manual, website) and demonstrate basic diagnostic skills.
12. Describe the impact of information technology on business and society and the relationships among technologies.
13. Describe the cultural, social, economic, political, and environmental effects of technology (e.g., rapid or gradual change, trade-offs and effects, and ethical implications).

# 2024-25 Competitive Events Guidelines

## Foundations of Technology



14. Describe data storage concepts (e.g., magnetic media, optical media, and solid state media).
15. Compare different options of backing up and securing data and restoring a system.
16. Identify how hardware components interact and work with software to perform computing tasks.

### B. Ethics

1. Define the various virus types, potential sources, and their potential effects.
2. Identify basic security risks and issues to computer hardware, software, data, and options in dealing with virus attacks.
3. Explain the consequences of illegal, social, and unethical uses of information technologies (e.g., piracy, illegal downloading, licensing infringement, inappropriate uses of software, hardware, and mobile devices).
4. Demonstrate appropriate legal and responsible electronic communications and internet use for business (e.g., includes copyright, netiquette, privacy issues, ethics, etc.).
5. Identify cybercrime.
6. Define the difference between legal and ethical.

### C. Hardware

1. Describe the characteristics and functions of CPUs, motherboards, random access memory (RAM), expansion connection floppy drives, hard drives.
2. Explain the functions and characteristics of system expansion devices (e.g., graphics cards, sound cards, and modems).
3. Demonstrate the use of connectivity devices and peripheral equipment (e.g., portable storage devices, printers, cable modems, and wireless technologies).
4. Identify issues affecting system purchase and upgrade decisions.
5. Compare categories of computers based on their size, power, and purpose.
6. Identify the various types of computer storage devices and compare the advantages and disadvantages of certain storage devices.
7. Create a list of output devices and their functions and install, configure, and test various output devices.
8. Evaluate the performance of core computer systems components (e.g., RAM, CMOS settings, and CPUs).
9. Create and use a list of input devices and their functions.
10. Install, configure, optimize, and upgrade computer components.
11. Identify and apply common preventative maintenance techniques for computer components.
12. Identify and distinguish between mobile and desktop motherboards and processors including throttling, power management, and Wi-Fi.
13. Identify the major components of the LCD including inverter, screen, and video card.
14. Describe how video sharing affects memory upgrades.
15. Identify differences between types of printers and scanners including laser, ink dispersion, thermal, solid ink, and impact printers and scanners.
16. Identify names, purposes, and characteristics of printer and scanner components (e.g., memory, driver, and firmware) and consumables (e.g., toner, ink cartridge, and paper).

# 2024-25 Competitive Events Guidelines

## Foundations of Technology



17. Identify the names, purposes, and characteristics on interfaces used by printers and scanners including port and cable types.
  18. Install and configure printers/scanners and upgrades including memory and firmware.
  19. Optimize scanner performance including resolution, file format, and default settings.
  20. Optimize printer performance: For example, printer settings such as tray switching, print spool settings, device calibration, media types, and paper orientation.
  21. Perform scheduled maintenance on printers according to vendor guidelines (e.g., install maintenance kits and reset page counts).
- D. Networking Systems and Procedures
1. Define networking and describe the purpose, benefits, and risks of a network.
  2. Identify the types (e.g., LAN, WAN, and MAN), features, advantages, and disadvantages of different networks.
  3. Identify names, purposes, and characteristics of basic network protocols and terminologies.
  4. Identify names, purposes, and characteristics of technologies for establishing connectivity.
  5. Identify the purposes and interrelationships among the major components of networks (e.g., servers, clients, transmission media, network operating system, and network boards).
  6. Understand the differences between various network environments (e.g., peer-to-peer, client-server, thin client, n-tier, internetworks, intranets, and extranets).
  7. Analyze the advantages and the disadvantages of the client/server model.
  8. Install, configure, optimize, and upgrade networks.
  9. Describe standard topologies, such as bus, star, ring, and broadband.
  10. Demonstrate knowledge of IP addressing schemes.
  11. Identify the types of wireless network media and the uses, advantages, and disadvantages of each.
  12. Install, identify, and obtain wired and wireless connection.
  13. Configure protocols such as TCP/IP (e.g., gateway, subnet masks, DNS, WINS, and static and automatic address assignment) and IPX/SPX (NWLink).
  14. Perform preventative maintenance of networks including securing and protecting network cabling.
  15. Install and configure e-mail applications.
  16. Differentiate areas of responsibilities between the telecommunications providers' responsibilities and their clients' responsibilities.
  17. Identify fundamental principles of security on a network including authorization, authentication, and wireless security issues.
- E. Programming Concepts
1. Explain the purpose and functions of computer programming.
  2. Describe types of computer programs: business applications, web applications, gaming, and systems software.
  3. Define programming structures.
  4. Define purpose and use of flowcharting.
  5. Identify the types of programming languages.

# 2024-25 Competitive Events Guidelines

## Foundations of Technology

6. Explain the steps in a program life cycle.
  7. List the steps in writing a computer program.
  8. Explain the human interface layer: HTML, Dreamweaver, Photoshop, GUI, CLI, etc.
  9. Explain the programming layer: PHP, VB, Java, C++ COBOL, etc.
  10. Explain the database layer: database types (e.g., My SQL, Oracle, DB II, SQL Server, etc.) and query languages (SQL).
- F. Software Concepts (Applications and Operating Systems)
1. Compare and contrast the functionality of various operating systems.
  2. Explain what an operating system is, describe its purpose, and cite examples of different operating systems including DOS, Windows, and Macintosh.
  3. Identify the fundamentals of using operating systems (e.g., Mac, Windows, and Linux) and describe operating system revision levels including GUI system requirements, application, and hardware compatibility.
  4. Identify names, purposes, and characteristics of the primary operating system components including registry, virtual memory, and file system.
  5. Install, configure, optimize, and upgrade operating systems using appropriate procedures and utilities.
  6. Describe the difference between an operating system and application software.
  7. Identify concepts and procedures for creating, viewing, and managing directories and files on operating systems.
  8. Demonstrate proficiency with file management and structure (e.g., folder creation, format, file creation, backup, copy, rename, delete, move, open, and save).
  9. Demonstrate file management skills and perform basic software configuration operations (e.g., install new software, compress and expand files as needed, and download files as appropriate).
  10. Demonstrate the ability to recover operating systems (e.g., boot methods, recovery console, ASR, and ERD).
  11. Use system management tools (e.g., device and task manager and MSCONFIG>EXE) and file management tools (e.g., Windows Explorer) to enhance optimization of operating system.
  12. Demonstrate the ability to perform preventative maintenance on operating systems including software and Windows updates (e.g., service packs), scheduled backups/restore, and restore points.
  13. Document computer system malfunction and software malfunction.
  14. Describe Unix vs. Windows vs. Mac vs. Cloud.
  15. Identify the capabilities and limitations imposed by the operating system including levels of user rights (e.g., administrative rights, etc.).
- G. Terminology
1. Identify terminology associated with new and emerging on-screen writing technologies (e.g., electronic whiteboard, graphics tablet, and tablet PC).
  2. Define spreadsheet terminology (e.g., cell, row, column, range, label, value, formula, function, worksheet, relative, absolute, and legend).
  3. Define database terminology.
  4. Identify terminology associated with new and emerging PDA technologies.



# 2024-25 Competitive Events Guidelines

## Foundations of Technology



5. Explain the difference between memory and storage including RAM, ROM, and other storage devices.
  6. Describe the differences between analog and digital technology.
  7. Describe the concept of TCP/IP and the Domain Name System (DNS).
  8. Define bits, bytes, and words.
  9. Describe ASCII, EBCDIC, and UNICODE.
  10. Explain the concept of cloud computing.
  11. Explain binary number system, decimal number system, and hexadecimal number system and convert between the three systems.
- H. Troubleshooting
1. Discuss the objectives for diagnosing and troubleshooting.
  2. Describe the problems that commonly occur with hardware and their symptoms.
  3. Explain how the boot sequence can be used to troubleshoot a hardware problem.
  4. Discuss the symptoms of software conflicts and the solutions.
  5. Describe common problems that occur with peripheral devices.
  6. Discuss the techniques that are used to troubleshoot a peripheral device.
  7. Identify and demonstrate resolutions to simple hardware and software problems as they occur (e.g., frozen screen and printing problems).
  8. Differentiate between software and hardware problems.
  9. Practice proper handling procedures for components including assembling and dismantling a computer.
  10. Identify tools, diagnostic procedures, and troubleshooting techniques for computer components.
  11. Recognize and isolate issues with multimedia, specialty input devices, internal and external storage, memory utilization, and CPUs.
  12. Identify the steps used to troubleshoot components (e.g., installation, appropriate components, error codes, connections, compatibility, functionality, settings, and drivers).
  13. Isolate and resolve identified printer/scanner problems including defining the cause, applying the fix, and verifying functionality.
  14. Recognize and resolve common operational problems, such as blue screens, system lock-up, input/output device, application install, etc.
  15. Recognize, explain, and resolve common error messages and codes.

# 2024-25 Competitive Events Guidelines

## Future Business Executive



Future Business Executive is the premier competitive event where outstanding FBLA members who have demonstrated leadership qualities, participation in FBLA, and evidence of knowledge and skills essential for successful careers in business are recognized. This competitive event consists of pre-judged materials, objective test, and presentation (interview) components.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Presentation

**Event Elements:** Pre-judge, Objective Test & Presentation (Interview)

**Pre-judged Component:** Resume and Cover Letter due April 22, 2025 (for NLC)

**Objective Test:** 50 minutes, 100 questions

**Presentation Time:** 10-minute interview

**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism

### Objective Test Competencies

- Management
- Accounting
- Business Law
- Economics
- Finance
- Marketing
- Technology Concepts
- Organizational Behavior & Leadership
- Business Strategy
- Communication Techniques
- Global Business

*Note: There is no test composition available for this objective test.*

### State

#### Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
<b>Objective Test</b>	<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>
<b>Preliminary &amp; Final Round</b>	<ul style="list-style-type: none"> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>

# 2024-25 Competitive Events Guidelines

## Future Business Executive



### *Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      2 entries
  - Chapter Membership 25-49                    3 entries
  - Chapter Membership 50-74                   4 entries
  - Chapter Membership 75+                     5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, and prepare their pre-judged component.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event has four parts: Pre-judged materials, objective test, preliminary presentation (interview), and final presentation (interview).
- The event can be run as a final presentation only depending on the number of registered competitors.
- Pre-judged Materials
  - **Submission Deadline:** A PDF of the cover letter and resume must be uploaded in the state conference registration system by February 24, 2025.
  - Cover Letter
    - Not to exceed one page.
    - Letter should state reasons for deserving the honor of this award.
    - Address letter to: President and CEO, Future Business Leaders of America, 12100 Sunset Hills Drive, Suite 200, Reston, VA 20190
  - Resume Specifics
    - Not to exceed two pages.

# 2024-25 Competitive Events Guidelines

## Future Business Executive



- Should list the competitor's education, activities, awards/honors, FBLA activities/involvement, and work/volunteer experience.
- Photographs are not allowed
- Competitors must prepare a resume & cover letter. Advisers and others are not permitted to write the resumes & cover letters. Resumes and cover letters must be original, current, and not submitted for a previous SLC or NLC.
- Restricted Items: QR codes cannot be included in the cover letter or resume.
- Pages must be formatted to fit on 8 ½" x 11" paper.
- The pre-judge materials are judged before the SLC.
- Pre-judged materials will not be returned.
- Objective Test
  - **Test Time:** 50 minutes, 100 questions
  - This objective test is administered online at the SLC.
  - No reference or study materials may be brought to the testing site.
  - No calculators may be brought into the testing site; online calculators will be provided through the testing software.
  - Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.
  - Note: There is no objective test composition/question breakdown available for this competition.
- Preliminary Presentation – The Interview
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - The presentation (interview) is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area or Board room setting.
  - Competitors are randomly assigned to sections.
  - No materials can be brought to the interview.
- Final Presentation – The Interview
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area or Board room setting.
  - No materials can be brought to the interview.

### Scoring

- The pre-judge materials/submissions, objective test, and preliminary presentation (interview) scores will be added together to determine the finalists.
- The final presentation (interview) score determines the top winners. The decision of the judges is considered final.

# 2024-25 Competitive Events Guidelines



## Future Business Executive

- If only one section, the pre-judge score and objective score will be added to the final presentation score to determine the winners.
- Objective test scores will be used to break a tie.
- Test Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/interview time.

## National

### Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
<b>Objective Test</b>	<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>
	Items Competitor Must Provide	Items FBLA Provides
<b>Preliminary &amp; Final Round</b>	<ul style="list-style-type: none"> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

# 2024-25 Competitive Events Guidelines

## Future Business Executive



- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, and prepare their pre-judged component.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event has a pre-judged materials, objective test, preliminary, and final presentation round. If there are less than 15 competitors registered, the presentation component will proceed directly to the final presentation round.
- Pre-judged Materials
  - **Submission Deadline:** A PDF of the cover letter and resume must be uploaded in the conference registration system by April 22, 2025.
  - Cover Letter
    - Not to exceed one page.
    - Letter should state reasons for deserving the honor of this award.
    - Address letter to: President and CEO, Future Business Leaders of America, 12100 Sunset Hills Drive, Suite 200, Reston, VA 20190
  - Resume Specifics
    - Not to exceed two pages.
    - Should list the competitor's education, activities, awards/honors, FBLA activities/involvement, and work/volunteer experience.
    - Photographs are not allowed
  - Competitors must prepare a resume & cover letter. Advisers and others are not permitted to write the resumes & cover letters. Resumes and cover letters must be original, current, and not submitted for a previous NLC.
  - Restricted Items: QR codes cannot be included in the cover letter or resume.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - The pre-judge materials are judged before the NLC.
  - Pre-judged materials will not be returned.

# 2024-25 Competitive Events Guidelines

## Future Business Executive



- Objective Test
  - **Test Time:** 50 minutes, 100 questions
  - This objective test is administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - No calculators may be brought into the testing site; online calculators will be provided through the testing software.
  - Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.
  - Note: There is no objective test composition/question breakdown available for this competition.
- Preliminary Presentation – The Interview
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - The presentation (interview) is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors are randomly assigned to sections.
  - No materials can be brought to the interview.
- Final Presentation – The Interview
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - No materials can be brought to the interview.

### *Scoring*

- The pre-judge materials/submissions, objective test, and preliminary presentation (interview) scores will be added together to determine the finalists.
- The final presentation (interview) score determines the top winners. The decision of the judges is considered final.
- If less than 15 competitors, the pre-judge score and objective score will be added to the final presentation score to determine the winners.
- Objective test scores will be used to break a tie.
- Test Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- All announced results are final upon the conclusion of the National Leadership Conference.

# 2024-25 Competitive Events Guidelines

## Future Business Executive



### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/interview time.



# 2024-25 Competitive Events Guidelines

## Future Business Executive



### Future Business Executive Pre-Judged Components Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Cover Letter: States award applying for	No award stated	Award stated does not match qualification	States award and shows match of award to qualifications	States award and shows match of award to qualifications with demonstrated experience	
	0 points	1 point	2-3 points	4 points	
Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism, experience, etc.	No self-promotion included	Describes skills and academic achievements, but no volunteerism or experience included	Describes skills, academic achievements, and volunteerism or experience	Describes skills, academic achievements, and multiple volunteerism or experiences	
	0 points	1-3 points	4-6 points	7-8 points	
Cover Letter: States that the resume is included with the letter and asks for interview	No resume statement nor interview requested	States resume included but does not ask for interview	States resume is included and asks for interview	States resume is included, asks for interview, provides opportunity to request more information	
	0 points	1 point	2-3 points	4 points	
Resume: Targets job listed on cover letter	No job targeted	Targeted job does not match cover letter	Targeted job matches cover letter	Resume supports targeted job on cover letter	
	0 points	1 point	2-3 points	4 points	
Resume: Reader friendly – categories can be found easily, white space utilized, professional fonts and font sizes	Resume is unreadable	Resume design is distracting	Resume is reader friendly	Resume is professional in design for targeted award	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Includes education, activities, awards/honors, FBLA experience and volunteerism/work experience information	No education, activities, volunteerism, experience information listed	One-two sections included	Three-four sections included	Five or more sections support targeted award	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Brief, concise information	Resume is longer than two pages	Information provided, but in paragraph form	Sections are clearly identified with organized information	Clearly identified and organized information in each section supports targeted award	
	0 points	1 point	2-3 points	4 points	
Spelling & Grammar: Documents are free of spelling, punctuation, and grammatical errors	Three or more errors	Two errors	No spelling errors, and not more than 1 punctuation or grammatical error	No spelling or grammatical errors, and not more than 1 punctuation error	
	0 points	1-2 points	3-4 points	5 points	
All directions followed	Cover letter longer than one page, not addressed correctly; Resume longer than two pages, photograph or QR code included		Cover letter no more than one page, addressed correctly; Resume no more than two pages, no photograph or QR code included		
	0 points		5 points		
<b>Pre-judged Total (50 points)</b>					

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

# 2024-25 Competitive Events Guidelines

## Future Business Executive



### Future Business Executive Presentation Interview Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Illustrates participation and leadership experiences in FBLA	<i>Has not been involved in FBLA other than to pay membership dues and attend one state/national conference</i>	<i>Has limited participation in FBLA activities OR has had limited FBLA leadership opportunities</i>	<i>Can communicate participation in FBLA throughout high school and discuss leadership experiences in FBLA</i>	<i>Can explain how participation and leadership experiences in FBLA have transferred to other areas of life</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Explains participation in other school and/or community organizations	<i>No evidence of participation in other school and/or community organizations</i>	<i>Participates in only one additional school and/or community organization other than FBLA</i>	<i>Explains participation in other school and/or community organizations</i>	<i>Explains how participation in FBLA has complemented or enhanced other school and/or community organizations</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Explains and shows areas of outstanding achievement	<i>No other achievements outside of FBLA</i>	<i>Has limited areas of outstanding achievement other than FBLA</i>	<i>Can explain and show areas of outstanding achievement</i>	<i>Can explain how participation in FBLA has complemented or enhanced other areas of outstanding achievement</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Indicates understanding of career knowledge and career plans	<i>No career plans at this time</i>	<i>May have an idea for a career but has developed no solid plans OR obtained any career knowledge</i>	<i>Knows career plans and shows some evidence that the career knowledge has been obtained</i>	<i>Can discuss how the career plans were decided and how the plans will be achieved. Can also discuss how the career knowledge was acquired and how it will be used</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Presentation Delivery</b>					
Demonstrates proper greeting, introduction, and closing	<i>Competitor does not use proper greeting, introduction OR closing</i>	<i>Competitor greeting, introduction, OR closing was weak</i>	<i>Competitor has strong greeting, introduction AND closing</i>	<i>Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	<i>Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm</i>	<i>Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm</i>	<i>Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm</i>	<i>Competitor led the interview process and effectively used interview time</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates proper verbal and nonverbal communication skills	<i>Verbal AND nonverbal communication skills are inappropriate</i>	<i>Verbal and/or nonverbal communication skills are weak or distracting</i>	<i>All questions were clearly answered using good grammar and appropriate body language</i>	<i>Verbal communication skills are excellent; nonverbal communication is natural</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2024-25 Competitive Events Guidelines

## Future Business Facilitator



Future Business Facilitator provides competitors with the opportunity to demonstrate their skills in the training world, either through training in the business environment or a more traditional business education field. This competitive event consists of a pre-judge and presentation components.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Presentation

**Event Elements:** Pre-judge and Presentation

**Pre-judged Component:** *Resume, Cover Letter and Professional Development Training/Lesson Plan Outline due April 22, 2025*

**Presentation Time:** *3-minute set-up, 15-minute professional development training or lesson plan presentation, 10-minute interview*

**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism

### 2024-25 Topic

Develop a lesson or professional development training on leadership styles and how each can facilitate change in an organization.

*Judges will play the role of students/professional development attendees. Competitors will select one part of their lesson plan/professional development training plan to teach to the judges during the presentation time.*

### State

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      2 entries
  - Chapter Membership 25-49                    3 entries
  - Chapter Membership 50-74                    4 entries
  - Chapter Membership 75+                      5 entries

# 2024-25 Competitive Events Guidelines

## Future Business Facilitator



- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, and prepare their pre-judged component. They must also set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event has three parts: Pre-judged materials, preliminary presentation, and final presentation.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Pre-judged Materials
  - **Submission Deadline:** A PDF of a cover letter, resume, and professional development training/lesson plan must be uploaded in the state conference registration system by February 24, 2025.
  - Competitors will apply for a position at a company or school of their choice.
  - Cover Letter Specifics
    - Not to exceed one page.
  - Resume Specifics
    - Not to exceed two pages.
    - Highlight the competitor's education, activities, awards/honors, and work/volunteer experience.
    - Photographs are not allowed.
  - Professional Development Training/Lesson Plan Specifics
    - The professional development training/lesson plan should not exceed three (3) pages.
    - The professional development training/lesson plan should account for one full class period.
    - The professional development training/lesson plan can be formatted as the competitor chooses.

# 2024-25 Competitive Events Guidelines

## Future Business Facilitator



- Competitors must prepare a resume, cover letter, and professional development training/lesson plan. Advisers and others are not permitted to write the resumes, cover letters, or professional development training/lesson plans. Resumes, cover letters, and professional development training/lesson plans must be original, current, and not submitted for a previous SLC or NLC.
- Restricted Items: QR codes cannot be included in the cover letter, resume or professional development training/lesson plan.
- Pages must be formatted to fit on 8 ½" x 11" paper.
- The pre-judge materials are judged before the SLC.
- Pre-judged materials will not be returned.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Professional Development Training/Lesson Plan Presentation Time:** 15-minutes (one-minute warning)
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - The presentation is judged at the SLC. The presentation will take place in a large, open area or Board room setting and is not open to audience members.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)

# 2024-25 Competitive Events Guidelines

## Future Business Facilitator



- Judges will play the role of students/trainees. Competitors will select one part of their professional development training/lesson plan to teach to the judges during the presentation time.
- After the presentation, judges will conduct an interview, lasting no longer than 10 minutes.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Professional Development Training/Lesson Plan Presentation Time:** 15-minutes (one-minute warning)
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the SLC. The presentation will take place in a large, open area or Board room setting and is not open to audience members.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Judges will play the role of students/trainees. Competitors will select one part of their professional development training/lesson plan to teach to the judges during the presentation time.
  - After the presentation, judges will conduct an interview, lasting no longer than 10 minutes.

# 2024-25 Competitive Events Guidelines

## Future Business Facilitator



### Scoring

- The pre-judge score will be added to the preliminary presentation score to determine the finalists.
- The pre-judge score will be added to the final presentation score to determine the winners.
- If only one section, the pre-judge score will be added to the final presentation score to determine the winners.
- The pre-judge score will be used to break a tie.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/interview time.

## National

### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> </ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.

# 2024-25 Competitive Events Guidelines

## Future Business Facilitator



- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, and prepare their pre-judged component. They must also set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event has a pre-judge, preliminary, and final presentation round. If there are less than 15 competitors registered, the presentation component will proceed directly to the final presentation round.
- Pre-judged Materials
  - **Submission Deadline:** A PDF of a cover letter, resume, and professional development training/lesson plan must be uploaded in the conference registration system by April 22, 2025.
  - Competitors will apply for a position at a company or school of their choice.
  - Cover Letter Specifics
    - Not to exceed one page.
  - Resume Specifics
    - Not to exceed two pages.
    - Highlight the competitor's education, activities, awards/honors, and work/volunteer experience.
    - Photographs are not allowed.
  - Professional Development Training/Lesson Plan Specifics
    - The professional development training/lesson plan should not exceed three (3) pages.
    - The professional development training/lesson plan should account for one full class period.
    - The professional development training/lesson plan can be formatted as the competitor chooses.



# 2024-25 Competitive Events Guidelines

## Future Business Facilitator



- Competitors must prepare a resume, cover letter, and professional development training/lesson plan. Advisers and others are not permitted to write the resumes, cover letters, or professional development training/lesson plans. Resumes, cover letters, and professional development training/lesson plans must be original, current, and not submitted for a previous NLC.
- Restricted Items: QR codes cannot be included in the cover letter, resume or professional development training/lesson plan.
- Pages must be formatted to fit on 8 ½" x 11" paper.
- The pre-judge materials are judged before the NLC.
- Pre-judged materials will not be returned.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Professional Development Training/Lesson Plan Presentation Time:** 15-minutes (one-minute warning)
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)

# 2024-25 Competitive Events Guidelines

## Future Business Facilitator



- Judges will play the role of students/trainees. Competitors will select one part of their professional development training/lesson plan to teach to the judges during the presentation time.
- After the presentation, judges will conduct an interview, lasting no longer than 10 minutes.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Professional Development Training/Lesson Plan Presentation Time:** 15-minutes (one-minute warning)
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Judges will play the role of students/trainees. Competitors will select one part of their professional development training/lesson plan to teach to the judges during the presentation time.
  - After the presentation, judges will conduct an interview, lasting no longer than 10 minutes.

# 2024-25 Competitive Events Guidelines

## Future Business Facilitator



### *Scoring*

- The pre-judge score will be added to the preliminary presentation score to determine the finalists.
- The normalized pre-judge score (using standard deviation) will be added to the final presentation score to determine the winners.
- If only one section, the pre-judge score will be added to the final presentation score to determine the winners.
- The pre-judge score will be used to break a tie.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/interview time.

# 2024-25 Competitive Events Guidelines

## Future Business Facilitator



### Future Business Facilitator Pre-Judged Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Professional Development Training/Lesson Plan</b>					
<b>Business and Industry Best Practices or Academic Standards</b>	<i>No best practices or standards identified</i>	<i>Includes minimal or vague references to business &amp; industry best practices or academic standards</i>	<i>Includes appropriate and relevant documented standards to business &amp; industry best practices or academic standards</i>	<i>Thorough and innovative integration and documentation of business &amp; industry best practices or academic standards contribute to achieving learning objectives</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>Objectives (Competencies &amp; Presentation Indicator)</b>	<i>No objectives listed</i>	<i>Objectives are identified, may not be specific &amp; measurable</i>	<i>Objectives are identified and are specific and measurable</i>	<i>Objectives are identified and relate to meaningful skills or concepts essential to student learning</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Outcome &amp; Measurement</b>	<i>No outcome or measurement listed</i>	<i>An outcome or measurement is listed</i>	<i>The measurement of the outcome reflects objectives</i>	<i>The measurement of outcome reflects a variety of assessment types and/or methods</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Resources &amp; Materials</b>	<i>Resources &amp; materials are not listed or not appropriate</i>	<i>Resources &amp; materials are listed, not effectively implemented</i>	<i>Range of resources and materials are listed with specific citation information</i>	<i>Resources and materials are selected and/or designed to meet diverse learning needs</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Instructional Activities</b>	<i>Plan of activities is so vague or generalized that it is unusable</i>	<i>Plan of activities lack elements or details for effective delivery</i>	<i>Plan of activities is clear and designed to promote critical thinking, problem solving or creativity</i>	<i>Plan of activities utilizes multiple strategies and includes guiding questions appropriate for engaging students in higher-level thinking</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Application Materials</b>					
<b>Cover Letter: States job applying for</b>	<i>No job stated</i>	<i>Job stated does not match qualification</i>	<i>States job and shows match of job to qualifications</i>	<i>States job and shows match of job to qualifications with demonstrated experience</i>	
	0 points	1 point	2-3 points	4 points	
<b>Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism, experience, etc.</b>	<i>No self-promotion included</i>	<i>Describes skills and academic achievements, but no volunteerism or experience included</i>	<i>Describes skills, academic achievements, and volunteerism or experience</i>	<i>Describes skills, academic achievements, and multiple volunteerism or experiences</i>	
	0 points	1-3 points	4-6 points	7-8 points	
<b>Cover Letter: States that the resume is included with the letter and asks for interview</b>	<i>No resume statement nor interview requested</i>	<i>States resume included but does not ask for interview</i>	<i>States resume is included and asks for interview</i>	<i>States resume is included, asks for interview, provides opportunity to request more information</i>	
	0 points	1 point	2-3 points	4 points	
<b>Resume: Targets job</b>	<i>No job targeted</i>	<i>Targeted job does not match cover letter</i>	<i>Targeted job matches cover letter</i>	<i>Resume supports targeted job on cover letter</i>	
	0 points	1 point	2-3 points	4 points	
<b>Resume: Reader friendly – categories can be found easily, white space utilized, professional fonts and font sizes</b>	<i>Resume is unreadable</i>	<i>Resume design is distracting</i>	<i>Resume is reader friendly</i>	<i>Resume is professional in design for targeted job</i>	
	0 points	1-3 points	4-6 points	7-8 points	

# 2024-25 Competitive Events Guidelines

## Future Business Facilitator



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Resume: Includes education, activities, awards/honors, and volunteerism/work experience information</b>	<i>No education, activities, volunteerism, experience information listed</i>	<i>One-two sections included</i>	<i>Three sections included</i>	<i>Four or more sections support targeted job</i>	
	0 points	1-3 points	4-6 points	7-8 points	
<b>Resume: Brief, concise information</b>	<i>Resume is longer than two pages</i>	<i>Information provided, but in paragraph form</i>	<i>Sections are clearly identified with organized information</i>	<i>Clearly identified and organized information in each section supports targeted job</i>	
	0 points	1 point	2-3 points	4 points	
<b>Spelling &amp; Grammar: All documents are free of spelling, punctuation, and grammatical errors</b>	<i>Three or more errors</i>	<i>Two errors</i>	<i>No spelling errors, and not more than 1 punctuation or grammatical error</i>	<i>No spelling or grammatical errors, and not more than 1 punctuation error</i>	
	0 points	1-2 points	3-4 points	5 points	
<b>All directions followed</b>	<i>Cover letter longer than one page, not addressed correctly; Resume longer than two pages, photograph or QR code included</i>		<i>Cover letter no more than one page, addressed correctly; Resume no more than two pages, no photograph or QR code included</i>		
	0 points		5 points		
<b>Pre-judged Materials Total (100 points)</b>					

Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2024-25 Competitive Events Guidelines

## Future Business Facilitator



### Future Business Facilitator Presentation & Interview Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Professional Development Training/Lesson Plan Presentation</b>					
<b>Demonstrated knowledge of subject matter</b>	<i>No knowledge of the subject matter demonstrated</i>	<i>Demonstrated limited understanding of the subject matter</i>	<i>Demonstrated understanding of the subject matter</i>	<i>Demonstrated extensive understanding of the subject matter</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Presented material met the objectives of the professional development training/lesson plan</b>	<i>Presented material was not included</i>	<i>Presented material was included, but not connected to the lesson plan objectives</i>	<i>Presented material was included and connected to the lesson plan objectives</i>	<i>Materials meet the objectives and accommodate learner differences</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Presented material appropriate for audience and subject</b>	<i>Activities/materials are not included or not appropriate for the grade level or topic</i>	<i>Activities/materials are included but do not give students clear opportunities for guided practice</i>	<i>Activities/materials are included and give students opportunities for practice</i>	<i>Activities/materials engage and motivate students with opportunities to demonstrate skills</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Presented interesting, motivating, and creative professional development training/lesson plan</b>	<i>Training/lesson plan is unorganized</i>	<i>Training/Lesson plan is organized</i>	<i>Training/Lesson plan is organized; and interesting, motivating, OR creative</i>	<i>Training/Lesson plan is organized, interesting, motivating, and creative and presented professionally</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Professional Development Training/Lesson Plan Presentation Skills</b>					
<b>Demonstrates proper greeting, introduction, and closing</b>	<i>Competitor does not use proper greeting, introduction, OR closing</i>	<i>Competitor greeting, introduction, OR closing was weak</i>	<i>Competitor has strong greeting, introduction, AND closing</i>	<i>Competitor is creative in their introduction of themselves and closing</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm</b>	<i>Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm</i>	<i>Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm</i>	<i>Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm</i>	<i>Competitor led the interview process and effectively used interview time</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Demonstrates proper verbal and nonverbal communication skills</b>	<i>Verbal AND nonverbal communication skills are inappropriate</i>	<i>Verbal and/or nonverbal communication skills are weak or distracting</i>	<i>All questions were clearly answered using good grammar and appropriate body language</i>	<i>Verbal communication skills are excellent; nonverbal communication is natural</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Interview</b>					
<b>Demonstrates the ability to understand and respond to interview questions</b>	<i>Does not answer questions</i>	<i>Answers are not relevant to questions asked</i>	<i>Answers are relevant to the questions asked</i>	<i>Answers are relevant and fully support knowledge of position/duties</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Relates previous experiences/activities with position's duties and skills necessary to succeed</b>	<i>No evidence of previous experience/activities</i>	<i>One previous experience/activity mentioned but not related to position's duties or skills necessary for success</i>	<i>One previous experience/activity mentioned and is clearly related to position's duties or skills necessary for success</i>	<i>Multiple previous experiences/activities mentioned and are clearly related to position's duties or skills necessary for success</i>	
	0 points	1-8 points	9-12 points	13-15 points	

# 2024-25 Competitive Events Guidelines

## Future Business Facilitator



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Possesses knowledge about the position and career field	<i>No evidence of position or career field knowledge</i>	<i>Has limited knowledge of the organization or understanding of the position</i>	<i>Comprehensive knowledge of the organization or understanding of the position demonstrated</i>	<i>Extensive knowledge of both the organization and career field demonstrated</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Asks questions that demonstrate an interest in the organization and understanding of the position	<i>No questions asked</i>	<i>Questions asked, but is not related to the organization or understanding of the position</i>	<i>Questions asked that are related to the organization or understanding of the position</i>	<i>Questions asked that are directly related to both the organization and understanding of the position</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Interview Skills</b>					
Demonstrates proper greeting, introduction, and closing	<i>Competitor does not use proper greeting, introduction, OR closing</i>	<i>Competitor greeting, introduction, OR closing was weak</i>	<i>Competitor has strong greeting, introduction, AND closing</i>	<i>Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	<i>Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm</i>	<i>Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm</i>	<i>Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm</i>	<i>Competitor led the interview process and effectively used interview time</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates proper verbal and nonverbal communication skills	<i>Verbal AND nonverbal communication skills are inappropriate</i>	<i>Verbal and/or nonverbal communication skills are weak or distracting</i>	<i>All questions were clearly answered using good grammar and appropriate body language</i>	<i>Verbal communication skills are excellent; nonverbal communication is natural</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (200 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2024-25 Competitive Events Guidelines

## Hospitality Management Case Competition



The Hospitality Management Case Competition provides members with the opportunity to review a case study and present their findings to a panel of judges. The case study will incorporate many aspects of hospitality management such as financial management, operations, human resources, customer expectations, legal, environmental issues, etc.

### Event Overview

- Division:** Collegiate
- Event Type:** Team of 1, 2, 3 or 4 members
- Event Category:** Case Competition
- Event Elements:** Presentation
- Presentation Time:** 3-minute set-up time, 10-minute presentation time, 5-minute question & answer time
- NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Professionalism, Teamwork

### 2024-25 Case Competition

The case competition and rating sheet will be released in these guidelines January 2025. Students should access the case when it is released and prepare a presentation of their findings for the judges.

### State

#### Required Competition Items

	Items Competitor Must Provide	Items ND FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• <a href="#">Photo identification</a></li> <li>• Conference-provided nametag</li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> </ul>
<b>Final Round</b>	<ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• <a href="#">Photo identification</a></li> <li>• Conference-provided nametag</li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      2 entries
  - Chapter Membership 25-49                    3 entries
  - Chapter Membership 50-74                   4 entries
  - Chapter Membership 75+                     5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).



# 2024-25 Competitive Events Guidelines

## Hospitality Management Case Competition



- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.

# 2024-25 Competitive Events Guidelines

## Hospitality Management Case Competition



- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)

# 2024-25 Competitive Events Guidelines

## Hospitality Management Case Competition



- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### Scoring

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

### Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"><li>• Technology and presentation items</li><li>• <a href="#">Photo identification</a></li><li>• Conference-provided nametag</li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Table</li></ul>
<b>Final Round</b>	<ul style="list-style-type: none"><li>• Technology and presentation items</li><li>• <a href="#">Photo identification</a></li><li>• Conference-provided nametag</li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Table</li><li>• Power</li><li>• Projector screen</li><li>• Projector with HDMI cord</li></ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

# 2024-25 Competitive Events Guidelines

## Hospitality Management Case Competition



- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will proceed directly to the final presentation round.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two

# 2024-25 Competitive Events Guidelines

## Hospitality Management Case Competition



- devices, one device must face the judges and one device must face the competitors.
- Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event until after their completed presentation.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.

# 2024-25 Competitive Events Guidelines

## Hospitality Management Case Competition



- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### *Scoring*

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

# 2024-25 Competitive Events Guidelines

## Impromptu Speaking (Collegiate)



Impromptu Speaking provides members with the opportunity to demonstrate their skills around preparing and delivering a speech extemporaneously. This competitive event consists of a speech, with the topic being given on site.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Presentation

**Event Elements:** Speech with a topic on site

**Presentation Time:** 10-minute preparation time, 5-minute presentation time

**NACE Connections:** Career & Self-Development, Communication, Leadership, Professionalism

### State

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items ND FBLA Provides</u>
<ul style="list-style-type: none"><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Two notecards</li><li>• Pencil</li><li>• Secret topic given on-site</li></ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      2 entries
  - Chapter Membership 25-49                    3 entries
  - Chapter Membership 50-74                    4 entries
  - Chapter Membership 75+                      5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

# 2024-25 Competitive Events Guidelines

## Impromptu Speaking (Collegiate)



### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event has a preliminary and final presentation (speech) round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation Round (Speech)
  - **Preparation Time:** 10 minutes
  - **Presentation Time:** 5 minutes (one-minute warning)
  - **Question & Answer:** None
  - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - The speech topic may be related to FBLA or business-related topics.
  - Two notecards will be provided to each competitor and may be used during event preparation and speech. Information may be written on both sides of the notecards. Notecards will be collected following the speech.
  - No additional reference materials, props, or visuals are allowed.
  - Speeches are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the speech until the event has ended.
- Final Presentation Round (Speech)
  - **Preparation Time:** 10 minutes
  - **Presentation Time:** 5 minutes (one-minute warning)
  - **Question & Answer:** None
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the SLC. Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - The speech topic may be related to FBLA or business-related topics.
  - Two notecards will be provided to each competitor and may be used during event preparation and speech. Information may be written on both sides of the notecards. Notecards will be collected following the speech.
  - No additional reference materials, props, or visuals are allowed.
  - Speeches are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the speech until the event has ended.

### *Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.



# 2024-25 Competitive Events Guidelines



## Impromptu Speaking (Collegiate)

- Judges must break ties.
- The decision of the judges is considered final.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/speech time.

### Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

## National

### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Two notecards</li><li>• Pencil</li><li>• Secret topic given on-site</li></ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Each competitor must compete in all parts of an event for award eligibility.

# 2024-25 Competitive Events Guidelines

## Impromptu Speaking (Collegiate)

- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event has a preliminary and final presentation (speech) round. If there are less than 15 competitors registered, the presentation component will proceed directly to the final presentation round.
- Preliminary Presentation Round (Speech)
  - **Preparation Time:** 10 minutes
  - **Presentation Time:** 5 minutes (one-minute warning)
  - **Question & Answer:** None
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - The speech topic may be related to FBLA or business-related topics.
  - Two notecards will be provided to each competitor and may be used during event preparation and speech. Information may be written on both sides of the notecards. Notecards will be collected following the speech.
  - No additional reference materials, props, or visuals are allowed.
  - Speeches are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the speech until the event has ended.
- Final Presentation Round (Speech)
  - **Preparation Time:** 10 minutes
  - **Presentation Time:** 5 minutes (one-minute warning)
  - **Question & Answer:** None
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the NLC. Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - The speech topic may be related to FBLA or business-related topics.

# 2024-25 Competitive Events Guidelines

## Impromptu Speaking (Collegiate)



- Two notecards will be provided to each competitor and may be used during event preparation and speech. Information may be written on both sides of the notecards. Notecards will be collected following the speech.
- No additional reference materials, props, or visuals are allowed.
- Speeches are not open to conference attendees.
- Competition ethics demand that competitors do not discuss or reveal the speech until the event has ended.

### *Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Participants in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/speech time.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

# 2024-25 Competitive Events Guidelines

## Impromptu Speaking (Collegiate)



### Impromptu Speaking Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Incorporates provided topic	<i>Provided topic is not mentioned in speech</i>	<i>Topic is not clearly incorporated into speech</i>	<i>Topic was clearly incorporated into speech</i>	<i>Topic was clearly incorporated and expanded thoroughly throughout the speech</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identify and execute a consistent theme	<i>No theme presented</i>	<i>Theme was identified, but not consistent throughout speech</i>	<i>Theme identified and consistent throughout speech</i>	<i>Personal stories are utilized to expand on the central theme</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Include accurate and appropriate supporting information	<i>No supporting information provided OR inappropriate material used</i>	<i>One example of supporting information provided</i>	<i>Multiple examples of supporting information provided</i>	<i>Multiple examples of supporting information included to develop and enhance the speech</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Introduce the topic immediately (Introduction)	<i>Topic was not introduced</i>	<i>Introduction was not clearly presented</i>	<i>Introduction was clearly presented, and topic was defined immediately</i>	<i>Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Support the topic throughout (Body)	<i>Speech did not have a topic</i>	<i>Multiple topics presented without clear connections</i>	<i>Central topics were identified, connected, and supported throughout the speech</i>	<i>Smooth transitions were effectively utilized to support the central topic</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Provide effective conclusion (Closing)	<i>Speech did not have a conclusion</i>	<i>Conclusion was not clearly presented</i>	<i>Effective conclusion was presented</i>	<i>Conclusion provides connection to entire presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
Delivers quality extemporaneous presentation	<i>Does not address audience at all</i>	<i>Reads speech directly from notes with minimal eye contact</i>	<i>Glances at notes occasionally while keeping appropriate eye contact with audience</i>	<i>Glances at notes occasionally, keeps appropriate eye contact, and utilizes appropriate body language and hand gestures</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-5 points	6-10 points	11-15 points	
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2024-25 Competitive Events Guidelines

## International Business (Collegiate)



The global economy is a complex; continually flowing and constantly changing network of information, goods, services, and culture. International Business offers members a chance to dive into these concepts. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

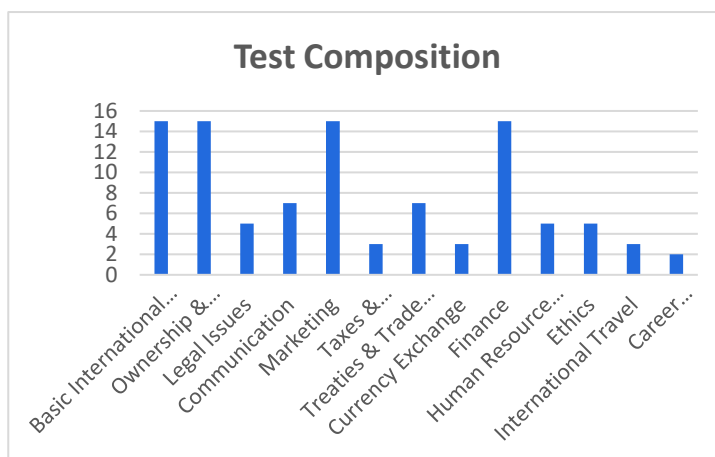
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

### Test Competencies

- Basic International Concepts
- Ownership and Management
- Legal Issues
- Communication
- Marketing
- Taxes & Government Regulations
- Treaties & Trade Agreements
- Currency Exchange
- Finance
- Human Resource Management
- Ethics
- International Travel
- Career Development



### State

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items ND FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.

# 2024-25 Competitive Events Guidelines

## International Business (Collegiate)



- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries
  - Chapter Membership 50-74                   5 entries
  - Chapter Membership 75+                     6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

# 2024-25 Competitive Events Guidelines

## International Business (Collegiate)



### Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

## National

### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver’s license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

# 2024-25 Competitive Events Guidelines

## International Business (Collegiate)



### *Event Administration*

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## **Study Guide: Test Competencies and Tasks**

### A. Basic International Concepts

1. Define international business and explain terms and concepts related to international business and marketing.
2. Compare and contrast the types of economic systems.
3. List characteristics that define the various levels of economic development of countries.
4. Explain the impact international business has on consumers, business, and countries.
5. Define terms such as inflation, gross domestic product (GDP), purchasing power parity (PPP), balance of trade, foreign debt, and cost of living.
6. Discuss the role the U.S. has played in international trade throughout history.
7. Describe the decision-making process, opportunity costs, and scarcity as they relate to international business situations.
8. Identify major trading regions and nations within those regions.



# 2024-25 Competitive Events Guidelines

## International Business (Collegiate)



9. Discuss the effect of literacy level, technology, natural resource availability, and infrastructure on the level of a country's economic development.
  10. Identify the impact of geography on international business, including factors such as climate; time zones; distance; topography; and social, economic, and natural resources.
  11. Describe how concepts (e.g., ethnocentrism, culture, social institutions, stereotyping, and cultural bias) affect conducting international business.
  12. Compare and contrast international and domestic business and marketing activities.
  13. Identify how economic issues (e.g., inflation, foreign debt, GD, PPP, interest rates, and cost of living) affect international business activities.
  14. Explain the relationship between international events and business activities.
  15. Evaluate how the political environment and geographic location of a given country impact international business and how business operates.
  16. Identify international trade partners and describe the trading patterns of companies based on region, state, and country.
- B. Ownership and Management
1. Identify types of ownership of selected businesses involved in international trade.
  2. Analyze the importance of entrepreneurs in an international market.
  3. Describe different organizational structures that a company might use in the international environment.
  4. Identify how the managing functions (e.g., planning, organizing, influencing, and controlling) affect international operations and productions.
  5. Identify distinctive social and cultural factors that affect business activities (e.g., time, workday, workweek, schedules, and holidays)
  6. Determine appropriate business strategies for operating in foreign market situations such as pure competition, monopoly, and oligopoly.
  7. Identify risks and rewards related to doing business in a foreign market.
  8. Describe the advantages and disadvantages of expansion into international business activities for a given business.
  9. Identify how various economic systems influence what is produced, how it is produced, and for whom it is produced.
  10. Explain how social, cultural, and political factors affect the new product development process.
  11. List factors that affect international business competition.
  12. Describe various opportunities for conducting international business (e.g. licensing, exporting, franchising, and joint ventures).
  13. Identify organizations, government agencies, and other resources that a small or medium-sized business might use to investigate international business opportunities.
  14. Describe the role and purpose of the International Organization for Standardization.
  15. Assess the impact of quality management standards, especially ISO 9000 and QS 9000, on the international business community.
- C. Legal Issues
1. Recognize the legal issues related to managing a business in the global environment.
  2. Describe the difference between the legal systems of various countries and the U.S. (e.g., codes, statutes, and common law)

# 2024-25 Competitive Events Guidelines

## International Business (Collegiate)



3. Recognize legal differences in areas such as consumer protection, product guidelines, labor laws, contract formulation, liability, and taxation for various countries.
  4. Appraise the protection provided to businesses by the components of international law.
  5. Analyze the major legal aspects and ramifications of international relations with special emphasis on topics such as financial systems and reporting, licensing, judicial systems, and repatriation.
  6. Identify the levels of regulation applied intellectual properties (e.g., copyrights, trademarks, and patents) in different countries.
  7. Define methods for resolving legal differences (e.g. mediation, arbitration, and litigation) in different cultures.
- D. Communication (including culture and language)
1. Describe information systems and communications for international business.
  2. Define terms such as culture, multiculturalism, stereotyping, and cultural bias and their effects on conducting business internationally.
  3. Compose effective business communications based on an understanding of the differences in tone, style, and format of other countries.
  4. Identify examples of nonverbal communications affecting international business relationships and negotiations.
  5. Discuss complications involved when speaking, writing, or interpreting a language incorrectly (introductions, American jargon,).
  6. Identify distinctive social and cultural factors that affect business activities/etiquette in a multicultural environment (e.g. gender, time, schedules, holidays, gifts, and attire).
  7. Compare the business protocol of various countries (e.g., involvement of subpopulations—women and minorities; gift giving)
  8. Describe how the process of negotiating may be affected by cultural differences.
  9. Describe the role and use of electronic communication tools (e.g., video and computer-conferencing, webcasts, podcasting, and blogging) in international business activities.
  10. Analyze the effect of security measures and practices related to electronic business communication.
- E. Marketing
1. Define international marketing and apply technical words that pertain to international marketing.
  2. Describe what a company must consider when marketing a product/service in other countries.
  3. Illustrate how social, cultural, technological, and geographic factors influence consumer buying behavior in different cultures.
  4. Describe how language, culture, media availability, and regulations affect international advertising and marketing.
  5. Describe how consumer behavior and foreign markets can affect the elements of the marketing mix.
  6. List the importance of marketing research and describe data collection methods appropriate for various international marketing research situations.

# 2024-25 Competitive Events Guidelines

## International Business (Collegiate)



7. Define the steps in the marketing research process—from defining a problem to communicating results.
  8. Identify promotion strategies that can be used to promote products internationally.
  9. Explain how product packaging is affected by culture and how it may need to be altered before the product is marketed in a new environment.
  10. Explain quality standards as they relate to product development and packaging.
  11. Describe how the product life cycle can be affected in an international business environment.
  12. Compare the pricing strategy for a product sold both domestically and internationally.
  13. Explain how currency exchange rates, economic conditions, and the international business environment affect prices charged in international markets.
  14. Identify differences in the roles of agents, wholesalers, retailers, freight forwarders, export companies, trading companies, and customs' brokers.
  15. Contrast direct and indirect distribution channels for international marketing.
  16. Discuss the factors in determining the appropriate mode of transportation for international shipments (e.g., cost, time, size, and perishability).
  17. Describe shipping terms (e.g., FOB and CIF) and explain the purpose of shipping documents used for transporting products to other countries.
  18. Explain how political risks can disrupt selling and buying across borders.
  19. Design a marketing strategy for selling a product or a service in an international market.
- F. Taxes and Government Regulations
1. Differentiate between types of governments.
  2. Debate the various strategies governments use to control international trade.
  3. Describe the role of federal and state agencies and other agencies and organizations that provide export information and assistance.
  4. Discuss the impact of inflation and tax structures on international business decisions.
- G. Treaties and Trade Agreements
1. Describe the economic effects of foreign trade.
  2. Identify activities and risks associated with importing and exporting.
  3. Discuss the benefits to countries for entering into trade agreements.
  4. Describe the basic structure of the U.S. Customs Service.
  5. Recognize the government's role and assistance in international trade.
  6. Explain how historical events have contributed to the formation of strategic trade alliances.
  7. Discuss why governments impose trade barriers (e.g., quotas, tariffs, licensing requirements, and exchange rate controls) and offer trade incentives.
  8. Describe several international trade agreements and organizations (e.g., WTO GATT, EU, NAFTA, and MERCOSUR).
  9. Analyze the effects of a trade barrier on the company, product category, and economics involved in a specific transaction.
  10. Analyze a country's balance of trade and the specific conditions that can improve its trading potential.
  11. Identify information and sources of financial assistance for facilitating the import/export process.

# 2024-25 Competitive Events Guidelines

## International Business (Collegiate)



12. Define procedures and documentation associated with foreign trade and the transportation of goods.
  13. Discuss how companies comply with U.S. customs regulations related to their product or service.
- H. Currency Exchange
1. Identify factors that affect the value of currency and calculate foreign exchange rates of various currencies.
  2. Explain how currency exchange rates affect international trade and business transactions.
  3. Distinguish between currencies (e.g., floating versus fixed and convertible versus nonconvertible).
  4. Explain how fluctuating currency and interest rates affect international trade.
- I. Finance
1. Define terms related to international finance.
  2. List sources of capital for international, transnational, multinational, and global companies.
  3. Explain how a business finances trade with a business in another country.
  4. Analyze the global impact of the stock and bond markets.
  5. Identify countertrade, offset, and noncash transactions in world trade.
  6. Describe the international monetary system, including the International Monetary Fund and the World Bank.
  7. Identify essential components of payment documents used in payment for international trade activities.
  8. Critically examine equity and debt capital and their use in international businesses.
  9. Compare the international financial institutions and markets.
  10. Identify the risks associated with international business activities (e.g., commercial, political, and foreign exchange) and discuss strategies to minimize this risk.
  11. Describe the impact of direct foreign investment on local economics.
- J. Human Resource Management
1. Describe the different living and working conditions found in various countries.
  2. Assess how social and cultural factors influence the human resource functions (e.g., recruitment selection; employee development; evaluation; compensation, promotion, benefit, and incentives; and separation, termination, and transition).
  3. Identify how motivational techniques for workers may differ when used in different cultures.
  4. Assess the impact of various occupational health and safety standards on conducting international business.
  5. Analyze methods used to resolve management-labor conflicts in different cultures/countries.
  6. Explain the advantages and disadvantages to a company of having access to a global labor pool.
- K. Ethics
1. Define ethics and social responsibility.

# 2024-25 Competitive Events Guidelines

## International Business (Collegiate)



2. Identify ethical character traits and values shared by various cultures (e.g., honesty, integrity, compassion, and justice.)
  3. Explain how a country's culture, history, and politics can influence ethical decisions.
  4. Identify current and emerging ethical issues in the global business environment.
  
  5. Identify pressures that international firms may face when dealing with ethical business issues.
  6. Discuss potential consequences of unethical business dealings in various international settings.
  7. Analyze the effect of an international business organization's actions on a host country, the company's home country, owners, employees, consumers, and society.
- L. International Travel
1. Describe the major types of agreements among countries that affect travel.
  2. Use technology and international travel resources to access information on international travel (e.g., travel restrictions and health requirements, transportation, travel documents, etc.).
  3. Identify the requirements for securing travel and employment documents.
  4. Identify and locate major U.S. representational offices and sources of assistance located abroad.
  5. Explain the role of U.S. Customs and the customs agencies of other countries.
  6. Assess risk involved in international business travel.
- M. Career Development
1. Identify sources of international career information.
  2. Research and analyze career opportunities in international business.
  3. Describe the skills and qualifications needed for success in the international business career path.
  4. Compare the application, interview, and hiring practices of various cultures.

# 2024-25 Competitive Events Guidelines

## Job Interview (Collegiate)



Job Interview is a competitive event demonstrating a member’s creation of job materials and interviewing techniques. This competitive event consists of pre-judged materials and presentation (interview) components.

### Event Overview

**Division:** Collegiate  
**Event Type:** Individual  
**Event Category:** Presentation  
**Event Elements:** Pre-judge and Presentation (Interview)  
**Pre-judged Component:** Resume and Cover Letter due April 22, 2025 (for NLC)  
**Presentation Time:** 10-minute interview  
**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism

### State

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items ND FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• None</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      2 entries
  - Chapter Membership 25-49                    3 entries
  - Chapter Membership 50-74                    4 entries
  - Chapter Membership 75+                      5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, and prepare their pre-judged component.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver’s license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.

# 2024-25 Competitive Events Guidelines

## Job Interview (Collegiate)



- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event has three parts: pre-judged, preliminary presentation (interview), and final presentation (interview).
- The event can be run as a final presentation only depending on the number of registered competitors.
- The selected job must be one for which the competitor is now qualified or will be qualified for at the completion of the current school year. It may be a part-time, internship, or full-time job. Competitors will apply for a position at a company of their choice.
- Pre-judged Materials
  - **Submission Deadline:** A PDF of the cover letter and resume must be uploaded in the state conference registration system by February 24, 2025.
  - Cover Letter Specifics
    - Not to exceed one page.
  - Resume Specifics
    - Not to exceed two pages.
    - Highlight the competitor's education, activities, awards/honors, and work/volunteer experience.
    - Photographs are not allowed.
  - Competitors must prepare resume & cover letter. Advisers and others are not permitted to write the resumes & cover letters. Resumes and cover letters must be original, current, and not submitted for a previous SLC or NLC.
  - Restricted Items: QR codes cannot be included in the cover letter or resume.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - The pre-judge materials are judged before the SLC.
  - Pre-judged materials will not be returned.
- Preliminary Presentation – The Interview
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - The presentation (interview) is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area or a Board room setting.
  - Competitors are randomly assigned to sections.
  - No materials can be brought to the interview.
- Final Presentation – The Interview
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided

# 2024-25 Competitive Events Guidelines

## Job Interview (Collegiate)



- An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
- Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
- No materials can be brought to the interview.

### Scoring

- The pre-judge scores and preliminary presentation (interview) scores will be added together to determine the finalists.
- The final presentation (interview) score determines the top winners.
- If only one section, the pre-judge score will be added to the final presentation score to determine the winners.
- Pre-judge scores will be used to break a tie.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/interview time.

## National

### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• None</li></ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.



# 2024-25 Competitive Events Guidelines

## Job Interview (Collegiate)



- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, and prepare their pre-judged component.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event has three parts: pre-judged, preliminary presentation (interview), and final presentation (interview). If there are less than 15 competitors registered, the presentation component will proceed directly to the final presentation round.
- The selected job must be one for which the competitor is now qualified or will be qualified for at the completion of the current school year. It may be a part-time, internship, or full-time job. Competitors will apply for a position at a company of their choice.
- Pre-judged Materials
  - **Submission Deadline:** A PDF of the cover letter and resume must be uploaded in the conference registration system by April 22, 2025.
  - Cover Letter Specifics
    - Not to exceed one page.
  - Resume Specifics
    - Not to exceed two pages.
    - Highlight the competitor's education, activities, awards/honors, and work/volunteer experience.
    - Photographs are not allowed.
  - Competitors must prepare resume & cover letter. Advisers and others are not permitted to write the resumes & cover letters. Resumes and cover letters must be original, current, and not submitted for a previous NLC.
  - Restricted Items: QR codes cannot be included in the cover letter or resume.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - The pre-judge materials are judged before the NLC.
  - Pre-judged materials will not be returned.

# 2024-25 Competitive Events Guidelines

## Job Interview (Collegiate)



- Preliminary Presentation – The Interview
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - The presentation (interview) is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors are randomly assigned to sections.
  - No materials can be brought to the interview.
- Final Presentation – The Interview
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - No materials can be brought to the interview.

### *Scoring*

- The normalized pre-judge scores and preliminary presentation (interview) scores will be added together to determine the finalists.
- The final presentation (interview) score determines the top winners.
- If only one section, the pre-judge score will be added to the final presentation score to determine the winners.
- Pre-judge scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/interview time.

# 2024-25 Competitive Events Guidelines

## Job Interview (Collegiate)



### Job Interview Pre-Judged Materials Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Cover Letter: States job applying for	No job stated	Job stated does not match qualification	States job and shows match of job to qualifications	States job and shows match of job to qualifications with demonstrated experience	
	0 points	1 point	2-3 points	4 points	
Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism, experience, etc.	No self-promotion included	Describes skills and academic achievements, but no volunteerism or work experience included	Describes skills, academic achievements, and volunteerism or work experience	Describes skills, academic achievements, and multiple volunteerism or work experiences	
	0 points	1-3 points	4-6 points	7-8 points	
Cover Letter: States that the resume is included with the letter and asks for interview	No resume statement nor interview requested	States resume included but does not ask for interview	States resume is included and asks for interview	States resume is included, asks for interview, provides opportunity to request more information	
	0 points	1 point	2-3 points	4 points	
Resume: Targets job on cover letter	No job targeted	Targeted job does not match cover letter	Targeted job matches cover letter	Resume supports targeted job on cover letter	
	0 points	1 point	2-3 points	4 points	
Resume: Reader friendly – categories can be found easily, white space utilized, professional fonts and font sizes	Resume is unreadable	Resume design is distracting	Resume is reader friendly	Resume is professional in design for targeted job	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Includes education, activities, awards/honors, and volunteerism/work experience information	No education, activities, volunteerism, experience information listed	One-two sections included	Three-four sections included	Five or more sections support targeted job	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Brief, concise information	Resume is longer than two pages	Information provided, but in paragraph form	Sections are clearly identified with organized information	Clearly identified and organized information in each section supports targeted job	
	0 points	1 point	2-3 points	4 points	
Spelling & Grammar: Documents are free of spelling, punctuation, and grammatical errors	Three or more errors	Two errors	No spelling errors, and not more than 1 punctuation or grammatical error	No spelling or grammatical errors, and not more than 1 punctuation error	
	0 points	1-2 points	3-4 points	5 points	
All directions followed	Cover letter longer than one page, not addressed correctly; Resume longer than two pages, photograph or QR code included		Cover letter no more than one page, addressed correctly; Resume no more than two pages, no photograph or QR code included		
	0 points		5 points		
<b>Pre-judged Total (50 points)</b>					

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

# 2024-25 Competitive Events Guidelines

## Job Interview (Collegiate)



### Job Interview Presentation Interview Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates the ability to understand and respond to interview questions	<i>Does not answer questions</i>	<i>Answers are not relevant to questions asked</i>	<i>Answers are relevant to the questions asked</i>	<i>Answers are relevant and fully support knowledge of position/duties</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Relates previous experiences/activities with position's duties and skills necessary to succeed	<i>No evidence of previous experience/activities</i>	<i>One previous experience/activity mentioned but not related to position's duties or skills necessary for success</i>	<i>One previous experience/activity mentioned and is clearly related to position's duties or skills necessary for success</i>	<i>Multiple previous experiences/activities mentioned and are clearly related to position's duties or skills necessary for success</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Possesses knowledge about the position and career field	<i>No evidence of position or career field knowledge</i>	<i>Has limited knowledge of the organization or understanding of the position</i>	<i>Comprehensive knowledge of the organization or understanding of the position demonstrated</i>	<i>Extensive knowledge of both the organization and career field demonstrated</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Asks questions that demonstrate an interest in the organization and understanding of the position	<i>No questions asked</i>	<i>Questions asked, but is not related to the organization or understanding of the position</i>	<i>Questions asked that are related to the organization or understanding of the position</i>	<i>Questions asked that are directly related to both the organization and understanding of the position</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Professional Presentation Skills</b>					
Demonstrates proper greeting, introduction, and closing	<i>Competitor does not use proper greeting, introduction, OR closing</i>	<i>Competitor greeting, introduction, OR closing was weak</i>	<i>Competitor has strong greeting, introduction, AND closing</i>	<i>Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	<i>Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm</i>	<i>Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm</i>	<i>Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm</i>	<i>Competitor led the interview process and effectively used interview time</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates proper verbal and nonverbal communication skills	<i>Verbal AND nonverbal communication skills are inappropriate</i>	<i>Verbal and/or nonverbal communication skills are weak or distracting</i>	<i>All questions were clearly answered using good grammar and appropriate body language</i>	<i>Verbal communication skills are excellent; nonverbal communication is natural</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2024-25 Competitive Events Guidelines

## Management Case Competition



The Management Case Competition provides members with the opportunity to review a case study and present their findings to a panel of judges. The case study will incorporate many aspects of management such as financial management, decision making, business law, sustainability, human resource management, organizational behavior, business development and planning, etc.

### Event Overview

**Division:** Collegiate

**Event Type:** Team of 1, 2, 3 or 4 members

**Event Category:** Case Competition

**Event Elements:** Presentation

**Presentation Time:** 3-minute set-up time, 10-minute presentation time, 5-minute question & answer time

**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Professionalism, Teamwork

### 2024-25 Case Competition

The case competition and rating sheet will be released in these guidelines January 2025. Students should access the case when it is released and prepare a presentation of their findings for the judges.

### State

#### Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"> <li>Technology and presentation items</li> <li><a href="#">Photo identification</a></li> <li>Conference-provided nametag</li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Table</li> </ul>
<b>Final Round</b>	<ul style="list-style-type: none"> <li>Technology and presentation items</li> <li><a href="#">Photo identification</a></li> <li>Conference-provided nametag</li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Table</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      2 entries
  - Chapter Membership 25-49                      3 entries
  - Chapter Membership 50-74                      4 entries
  - Chapter Membership 75+                        5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.

# 2024-25 Competitive Events Guidelines

## Management Case Competition



- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.

# 2024-25 Competitive Events Guidelines

## Management Case Competition



- External speakers are not allowed. Only device audio can be used.
  - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)

# 2024-25 Competitive Events Guidelines

## Management Case Competition



- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### Scoring

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

### Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"><li>• Technology and presentation items</li><li>• <a href="#">Photo identification</a></li><li>• Conference-provided nametag</li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Table</li></ul>
<b>Final Round</b>	<ul style="list-style-type: none"><li>• Technology and presentation items</li><li>• <a href="#">Photo identification</a></li><li>• Conference-provided nametag</li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Table</li><li>• Power</li><li>• Projector screen</li><li>• Projector with HDMI cord</li></ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.



# 2024-25 Competitive Events Guidelines

## Management Case Competition



- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will proceed directly to the final presentation round.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two

# 2024-25 Competitive Events Guidelines

## Management Case Competition



- devices, one device must face the judges and one device must face the competitors.
- Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event until after their completed presentation.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.

# 2024-25 Competitive Events Guidelines

## Management Case Competition



- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### *Scoring*

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

# 2024-25 Competitive Events Guidelines

## Marketing, Sales & Communication Case Competition



The Marketing, Sales & Communication Case Competition provides members with the opportunity to review a case study and present their findings to a panel of judges. The case study will incorporate many aspects of marketing, sales and communication such as customer service, social media, marketing campaigns, marketing analysis, selling techniques, etc.

### Event Overview

**Division:** Collegiate  
**Event Type:** Team of 1, 2, 3 or 4 members  
**Event Category:** Case Competition  
**Event Elements:** Presentation  
**Presentation Time:** 3-minute set-up time, 10-minute presentation time, 5-minute question & answer time  
**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Professionalism, Teamwork

### 2024-25 Case Competition

The case competition and rating sheet will be released in these guidelines January 2025. Students should access the case when it is released and prepare a presentation of their findings for the judges.

### State

#### Required Competition Items

	Items Competitor Must Provide	Items ND FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"> <li>Technology and presentation items</li> <li><a href="#">Photo identification</a></li> <li>Conference-provided nametag</li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Table</li> </ul>
<b>Final Round</b>	<ul style="list-style-type: none"> <li>Technology and presentation items</li> <li><a href="#">Photo identification</a></li> <li>Conference-provided nametag</li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Table</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      2 entries
  - Chapter Membership 25-49                    3 entries
  - Chapter Membership 50-74                   4 entries
  - Chapter Membership 75+                     5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.

# 2024-25 Competitive Events Guidelines

## Marketing, Sales & Communication Case Competition



- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.

# 2024-25 Competitive Events Guidelines

## Marketing, Sales & Communication Case Competition



- External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
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# 2024-25 Competitive Events Guidelines

## Marketing, Sales & Communication Case Competition



- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### Scoring

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

### Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• <a href="#">Photo identification</a></li> <li>• Conference-provided nametag</li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> </ul>
<b>Final Round</b>	<ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• <a href="#">Photo identification</a></li> <li>• Conference-provided nametag</li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> <li>• Power</li> <li>• Projector screen</li> <li>• Projector with HDMI cord</li> </ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

# 2024-25 Competitive Events Guidelines

## Marketing, Sales & Communication Case Competition



- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
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- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will proceed directly to the final presentation round.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two



# 2024-25 Competitive Events Guidelines

## Marketing, Sales & Communication Case Competition



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- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event until after their completed presentation.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
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    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.

# 2024-25 Competitive Events Guidelines

## Marketing, Sales & Communication Case Competition



- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### *Scoring*

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

# 2024-25 Competitive Events Guidelines

## Organizational Behavior & Leadership



Organizational Behavior & Leadership provides members with the opportunity to demonstrate knowledge around competencies in organizational strategy, corporate culture, problem solving skills and leadership traits and characteristics. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

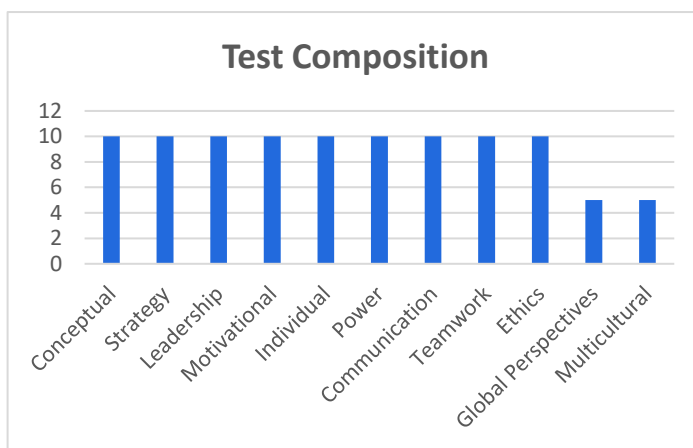
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

### 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



### State

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items ND FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.

# 2024-25 Competitive Events Guidelines

## Organizational Behavior & Leadership



- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries
  - Chapter Membership 50-74                   5 entries
  - Chapter Membership 75+                     6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

# 2024-25 Competitive Events Guidelines

## Organizational Behavior & Leadership



### Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

### National

#### Required Competition Items

<b>Items Competitor Must Provide</b>	<b>Items FBLA Provides</b>
<ul style="list-style-type: none"><li>• Sharpened pencil</li><li>• Fully powered <a href="#">device for online testing</a></li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• One piece of scratch paper per competitor</li><li>• Internet access</li><li>• Test login information (link &amp; password)</li></ul>

#### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

#### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

#### Event Administration

- This event is an objective test administered online at the NLC.

# 2024-25 Competitive Events Guidelines

## Organizational Behavior & Leadership



- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## **Study Guide: Competencies and Tasks**

- A. Conceptual and Problem-Solving Skills
  1. Identify the steps in the analytical model of decision making.
  2. Distinguish programmed from nonprogrammed decision, certain from uncertain decisions, and top-down from empowered decisions.
  3. Identify the various organizational and cultural factors that influence the decision-making process.
  4. Identify the various types of framing effects and heuristics that potentially limit the effectiveness of decisions.
  5. Distinguish between three approaches to decision making: the rational-economic model, the administrative model, and image theory.
- B. Organizational Strategy and Corporate Culture
  1. Define organizational culture and distinguish between dominant organizational culture and subcultures.
  2. Describe the role of culture in organizations.

# 2024-25 Competitive Events Guidelines

## Organizational Behavior & Leadership



3. Identify the various factors that lead to the creation of organizational culture.
  4. Explain the major consequence and implications of organization culture.
  5. Identify the factors responsible for changing organizational culture.
  6. Describe strategic planning and explain the type of strategic changes that organizations make.
  7. Identify the primary steps in the strategic planning process.
- C. Leadership Traits and Characteristics
1. Define leadership and explain how leading differs from management.
  2. Describe the trait approach to leadership and identify what distinguishes successful leaders from ordinary people.
  3. Describe various forms of participative and autocratic leadership behavior.
  4. Explain the following theories of leadership: charismatic, transformational, contingency, and situational.
  5. Identify forces that can sometimes decrease the importance of leadership.
- D. Motivational Theories and Practices
1. Describe several need theories of motivation, including the needs hierarchy, the two-factor theory, and the achievement-power-triad.
  2. Summarize the key propositions of goal theory and reinforcement theory.
  3. Explain the expectancy theory of motivation.
  4. Explain how equity and social comparison contribute to motivation.
  5. Recognize the importance of both intrinsic and extrinsic motivation.
  6. Explain how personality and cultural factors are related to motivation.
- E. Individual and Group Behavior in Organizations
1. Explain how individual differences influence the behavior of people in organizations.
  2. Describe key factors contributing the demographic diversity.
  3. Explain how emotional intelligence is an important part of organizational behavior.
  4. Define the elements that affect organizational behavior: prosocial, altruism, cooperation, trust, and conflict.
  5. Describe causes of workplace aggression and techniques for reducing such behavior.
- F. Power and Influence
1. Identify sources of power for individuals and subunits within organizations.
  2. Describe the essence of empowerment.
  3. Pinpoint factors contributing to organizational politics.
  4. Identify and describe a variety of influence tactics.
  5. Explain how managers can control dysfunctional politics.
  6. Differentiate between the ethical and unethical use of power, politics, and influence.
- G. Organizational Communication
1. Describe the process of communication and its role in organizations.
  2. Identify forms of verbal media used in organizations and explain which are most appropriate for communicating messages of which type.
  3. Explain how style of dress and use of time and space are part of nonverbal communication in organizations.
  4. Describe individual differences regarding how people communicate.
  5. Describe the formal forces responsible for communication in organizations.

# 2024-25 Competitive Events Guidelines

## Organizational Behavior & Leadership



6. Describe how informal networks influence communication in organizations.
  7. Explain the process of improving communication between yourself and others.
- H. Teamwork
1. Define the term group and explain how this differs from a collection of people.
  2. Identify different types of groups operating within organizations and how these groups develop.
  3. Describe the importance of roles, norms, status, and cohesiveness within organizations.
  4. Explain how individual performance in groups is affected by social facilitation, cultural diversity and social loafing.
  5. Describe the types of teams that exist within organizations and the steps that are involved in their creation.
  6. Explain the factors responsible for the failure of some teams including the concept of groupthink.
- I. Organizational Ethics and Social Responsibility
1. Describe the importance of attitudes and emotions to behavior in organizations.
  2. Describe how organizational citizenship behavior contributes to individual and organizational effectiveness.
  3. Summarize why values are an important part of organizational behavior.
  4. Describe the process of ethical decision-making and explain the existence of ethical problems.
  5. Describe what organizations can do to enhance ethical and socially responsible behavior.
  6. Explain the importance of the development and implementation of an ethics policy.
- J. Global Perspectives in Organizations
1. Describe the importance of global economic systems to the business environment.
  2. Explain how globalization affects the culture of an organization.
  3. Identify and describe the characteristics of a multinational corporation.
  4. Describe how differing cultural ethical viewpoints affect businesses.
- K. Multicultural and Gender Perspectives in Leaders and Organizations
1. Understand the scope, competitive advantages, and potential problems associated with cultural diversity.
  2. Identify and explain key dimensions of cultural and gender differences.
  3. Describe what is required for managers and organizations to become multicultural.
  4. Explain how motivation, ethics, appropriate negotiation skills, conflict resolution, and empowerment practice can vary across cultures and genders.
  5. Describe the nature of diversity training and cultural training, including cultural intelligence training.
  6. Explain the issues involved in dealing with differing generations in the workplace.



# 2024-25 Competitive Events Guidelines

## Parliamentary Procedure (Collegiate)



Parliamentary Procedure provides collegiate members with the opportunity to demonstrate knowledge around competencies in parliamentary procedure. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

### Competencies

- Motions in General
- Main Motion
- Subsidiary and Privileged Motions
- Incidental Motions
- Motions that Bring a Question Again Before the Assembly
- Organization and Conduct of Meetings
- Voting, Nominations, and Elections
- Serving as Parliamentarian in Meetings
- Writing and Interpreting Bylaws and Other Governing Documents
- Boards and Committees
- A Professional Parliamentarian

*Note: There is no test composition available for this event.*

### State

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items ND FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries

# 2024-25 Competitive Events Guidelines

## Parliamentary Procedure (Collegiate)



- Chapter Membership 50-74                      5 entries
- Chapter Membership 75+                      6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

# 2024-25 Competitive Events Guidelines

## Parliamentary Procedure (Collegiate)



### National

#### Required Competition Items

<b>Items Competitor Must Provide</b>	<b>Items FBLA Provides</b>
<ul style="list-style-type: none"><li>• Sharpened pencil</li><li>• Fully powered <a href="#">device for online testing</a></li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• One piece of scratch paper per competitor</li><li>• Internet access</li><li>• Test login information (link &amp; password)</li></ul>

#### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

#### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

#### Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

# 2024-25 Competitive Events Guidelines

## Parliamentary Procedure (Collegiate)



### *Tie Breaker*

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- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

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# 2024-25 Competitive Events Guidelines

## Project Management



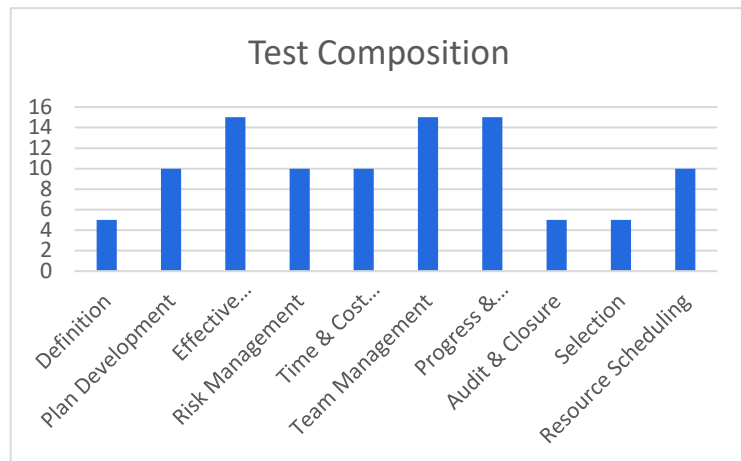
Project Management provides members with the opportunity to demonstrate knowledge around competencies in project management. This competitive event consists of an objective test.

### Event Overview

- Division:** Collegiate
- Event Type:** Individual
- Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
- Objective Test Time:** 50 minutes
- NACE Connections:** Career & Self-Development

### Competencies

- Project Definition
- Project Plan Development
- Effective Project Management
- Risk Management
- Project Time and Cost Estimates
- Project Team Management
- Progress and Performance Measurement and Evaluation
- Project Audit and Closure
- Project selection
- Resource Scheduling



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

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  - Chapter Membership 50-74                   5 entries
  - Chapter Membership 75+                     6 entries

# 2024-25 Competitive Events Guidelines

## Project Management



- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
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### *Penalty Points*

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### *Electronic Devices*

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# 2024-25 Competitive Events Guidelines

## Project Management

### National

#### Required Competition Items

<b>Items Competitor Must Provide</b>	<b>Items FBLA Provides</b>
<ul style="list-style-type: none"><li>• Sharpened pencil</li><li>• Fully powered <a href="#">device for online testing</a></li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• One piece of scratch paper per competitor</li><li>• Internet access</li><li>• Test login information (link &amp; password)</li></ul>

#### Important FBLA Documents

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# 2024-25 Competitive Events Guidelines

## Project Management



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## **Study Guide: Competencies and Tasks**

### A. Project Definition

1. Define project management and the context of modern project management.
2. Describe how to manage projects throughout the five major process groups.
3. Define the characteristics of a project.
4. Explain the project management knowledge areas.
5. Define a project life cycle.
6. Identify and define project stakeholders.
7. Explain the responsibilities, skills, and characteristics of an effective project manager.
8. Explain the relationship between program requirements and program scope.
9. Define the roles of the project manager, the project team member, and effectively communicate with the project team, clients, and customer.
10. Explain the trends and the need for project management.

### B. Project Plan Development

1. Identify project sponsors and other stakeholders.
2. Identify and explain planning aids.
3. Describe the major implementation activities, responsibilities, and project constraints.
4. Specify influences of organizational structures on project management.
5. Define the total scope of a project and create the detail scope statement.
6. Describe the components of the plan and the functions of a good project plan.
7. Apply the sequential steps of the project management framework.



# 2024-25 Competitive Events Guidelines

## Project Management



8. Explain the importance and function of project management and apply the project process of initiating, planning, executing, controlling, and closing the project.
  9. Produce a statement of work (SOW) and decompose overall project goals.
  10. Develop a work breakdown structure (WBS), using established tools and techniques, to achieve stated project objectives.
  11. Produce a task flow network, using established tools and techniques, and analyze the contingencies, interrelationships, and critical paths of the work elements.
  12. Explain the proposal preparation process and create a project plan.
  13. Describe contract administration policies and procedures including vendor selection, contract negotiation, and administration.
  14. Produce a Gantt chart, using established tools and techniques, to schedule the completion of all work elements.
- C. Effective Project Management
1. Discuss ways for managing the scope, time (including slack time), cost, quality relationship in project management.
  2. Explain methods for assuring quality through quality planning.
  3. Discuss ways for handling and avoiding project pitfalls.
  4. Explain utilizing Project Management Maturity Models.
  5. Develop the major chart types used for project management.
  6. Apply basic project scope management techniques, including introductory configuration management techniques.
  7. Define the execution of the project plan.
  8. Explain key indicators essential to effective project management.
  9. Discuss techniques for change management and control.
  10. Execute the project, control the project objects and manage changes in project.
  11. Explain the importance of monitoring and controlling.
  12. Establish performance milestones including “go” and “no-go” decision points.
  13. Define the elements of project integration management, project quality management, project procurement management, and project human resource management.
  14. Restate the role that project management plays in organizations.
  15. List the features of the project management process including strategic views of the project life cycle.
  16. Analyze the approaches to managing a project’s strategic issues.
  17. Describe contract administration policies and procedures.
  18. Describe reviewing computerized project management tools.
- D. Risk Management
1. Define the elements of project risk management and identify the risk management process.
  2. Describe techniques for identifying and categorizing risks.
  3. Contrast qualitative risk analysis and quantitative risk analysis.
  4. Identify risk response strategies and develop a risk response plan including risk monitoring and control strategies.
  5. Describe risk consequences and contingencies.
  6. Develop a risk management strategy/plan for a project.

# 2024-25 Competitive Events Guidelines

## Project Management



7. Analyze the risk management process cycle within a company.
  8. Define the role of risk management in overall project management.
  9. Identify risk management activities throughout the project life cycle.
  10. List the short cuts of risk management.
- E. Project Time and Cost Estimates
1. Classify different types of costs and explain common cost benefit analysis.
  2. Discuss methods of project budgeting and prepare budget plans.
  3. Conduct a cost estimate through analogous estimating, bottom-up estimating, parametric estimating, and computerized estimating tools.
  4. Calculate Present Value, Net Present Value, Internal Rate of Return, Payback Period, Benefit Cost Ratio, and Opportunity Cost.
  5. Determine variable cost, fixed costs, direct costs and indirect costs.
  6. Explain Project Life Cycle Costing.
  7. List considerations when making project cost estimates.
  8. Develop cost summaries for tracking project expenditures to budgeted costs.
  9. Develop cost forecasts to proactively control future planned expenditures.
  10. Determine the project break-even point.
  11. Calculate the impact of change on project cost and performance.
  12. Estimate the duration of the project through the use of CPM, PER, and Monte Carlo.
  13. Develop a schedule management plan and schedule control.
  14. Define the elements and apply project time management concepts to the final project.
  15. Determine critical path, non-critical paths, and earliest start and finish times.
- F. Project Team Management
1. Clarify team expectations and accountability by role.
  2. Describe the process of setting team goals.
  3. Define operating processes to perform project tasks.
  4. List the process of reporting and rewarding progress.
  5. Describe the process of assessing team performance.
  6. Organize project teams using organizational breakdown structures.
  7. Describe techniques for team building, resolving conflicts, and human resource constraints.
  8. Define work to be done and discuss methods of subdivision.
  9. Create the WBS and describe its uses.
  10. Define the roles of the team members and the critical skills needed.
  11. Explain the roles and responsibilities of project team members.
  12. Explain the relationship between project managers and line managers, especially in terms of the division of responsibility and authority.
  13. Identify sources of diversity, either corporate or ethnic, that impact project team effectiveness.
  14. Assess the strategic issues facing a project team.
  15. Describe how to build and work with cross-functional teams within a project.
- G. Progress and Performance Measurement and Evaluation
1. Explain tracking with the plan-monitor-control cycle.
  2. Explain the methodology for collecting, analyzing, and reporting data.

3. Define earned value analysis and use earned value management (EVM) to evaluate project performance.
  4. Explain controlling scope creep with change control systems.
  5. Establish the use of baselines to monitor the progress of the project.
  6. Explain the impacts of poor quality.
  7. Describe the tools used for quality management planning and develop a quality management plan.
  8. Describe quality control through Fishbone Diagram, Pareto Diagram, and Control Chart.
  9. Prepare progress reports.
  10. Define requirements to meet needs, including performance-based outcomes and setting performance standards.
  11. Formulate the key features of the test and evaluation program, including modeling and simulation.
  12. Describe how project management information systems (PMIS) are used to monitor, evaluate, and control planned cost and schedule performance.
  13. Describe the procedure for conducting periodic project performance evaluation audits.
- H. Project Audit and Closure
1. Explain how to audit projects with a structured process.
  2. Describe a process to conclude a project.
  3. Explain the purpose of a post-implementation evaluation.
  4. Describe administrative closure vs. contractual closure.
  5. Categorize project closure by project endings: integration, starvation, addition, or extinction.
  6. Explain how project managers must communicate audit results to customers and management in order to manage expectations.
  7. Describe how, as a result of project audits, project managers conduct trade-off analyses of project performances versus cost and schedule constraints.
  8. Identify causes associated with project success and failure.
  9. Specify ways in which a project can be terminated upon completion.
  10. Describe the contract termination procedures.
  11. Record lessons learned for future use and communication with other company projects.
- I. Project Selection
1. Describe the content of requests for proposal and requests for quotation.
  2. Define the elements and importance of the project charter.
  3. Highlight methods for project selection identify project constraints.
  4. List the advantages and disadvantages of contract type selection.
  5. Assess a project's potential profit and evaluate and rank project using a matrix.
  6. Select relevant financial data for decision making.
  7. Assess project portfolio risk using quantitative measures.
  8. Define the scope of the final project selected.
- J. Resource Scheduling
1. Describe personnel needs.
  2. Discuss leveling resources.
  3. Describe setting resource priorities and explain assigning resources to a project.

# 2024-25 Competitive Events Guidelines

## Project Management



4. Explain the importance of the project schedule's critical path.
5. Explain methods for developing a schedule.
6. Develop network diagrams (PERT, CPM, and PDM charts).
7. Calculate slack, crashing, and fast tracking a project.
8. Develop a schedule management plan.
9. Determine the sequence of activities.
10. Develop and document an integrated master schedule.
11. Analyze optimal labor utilization for cost effectiveness and schedule efficiency by using a resource-loading chart.
12. Explain types of scheduling diagrams and construct a project schedule.

# 2024-25 Competitive Events Guidelines

## Public Speaking (Collegiate)



Public Speaking provides members with the opportunity to develop and present a speech on a topic. This competitive event consists of a presentation/speech component.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

**Event Category:** Presentation

**Event Elements:** Speech

**Presentation Time:** 5-minute presentation time

**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Professionalism

### 2024-25 Topic

The Power of Personal Branding: Crafting Your Identity for Success

### State

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items ND FBLA Provides</u>
<ul style="list-style-type: none"> <li>Conference-provided nametag</li> <li><a href="#">Photo identification</a></li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      2 entries
  - Chapter Membership 25-49                      3 entries
  - Chapter Membership 50-74                      4 entries
  - Chapter Membership 75+                        5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, and prepare their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.

# 2024-25 Competitive Events Guidelines

## Public Speaking (Collegiate)



- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event has two rounds: preliminary and final presentation (speech) round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation Information: The Speech
  - **Presentation Time:** 5 minutes (one-minute warning)
  - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors are randomly assigned to sections.
  - When delivering the speech, competitors may use notes prepared before the event.
  - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.
- Final Presentation Information
  - **Presentation Time:** 5 minutes (one-minute warning)
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - When delivering the speech, competitors may use notes prepared before the event.
  - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.

### *Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- If only one section, the final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

# 2024-25 Competitive Events Guidelines

## Public Speaking (Collegiate)



### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, and prepare their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver’s license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

# 2024-25 Competitive Events Guidelines

## Public Speaking (Collegiate)



### *Event Administration*

- This event has two rounds: preliminary and final presentation (speech) round. If there are less than 15 competitors registered, the presentation component will proceed directly to the final presentation round.
- Preliminary Presentation Information: The Speech
  - **Presentation Time:** 5 minutes (one-minute warning)
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors are randomly assigned to sections.
  - When delivering the speech, competitors may use notes prepared before the event.
  - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.
- Final Presentation Information
  - **Presentation Time:** 5 minutes (one-minute warning)
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - When delivering the speech, competitors may use notes prepared before the event.
  - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.

### *Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- If only one section, the final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.



# 2024-25 Competitive Events Guidelines

## Public Speaking (Collegiate)



### Public Speaking Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Topic</b> Incorporates provided topic	<i>Provided topic is not mentioned in speech</i>	<i>Topic is not clearly incorporated into speech</i>	<i>Topic was clearly incorporated into speech</i>	<i>Topic was clearly incorporated and expanded thoroughly throughout the speech</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Theme</b> Identify and execute a consistent theme	<i>No theme presented</i>	<i>Theme was identified, but not consistent throughout speech</i>	<i>Theme identified and consistent throughout speech</i>	<i>Personal stories are utilized to expand on the central theme</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Introduction</b> Introduce the topic immediately	<i>Topic was not introduced</i>	<i>Introduction was not clearly presented</i>	<i>Introduction was clearly presented, and topic was defined immediately</i>	<i>Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Supporting Information (Body)</b> Include accurate and appropriate supporting information such as research	<i>Speech did not include supporting information</i>	<i>Speaker included one example of supporting information</i>	<i>Speaker included two examples of supporting information</i>	<i>Speaker included three or more examples of supporting information</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Conclusion</b> Provide effective conclusion connected to the topic & theme	<i>Speech did not have a conclusion</i>	<i>Conclusion was not clearly presented</i>	<i>Effective conclusion was presented</i>	<i>Conclusion provides connection to entire presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Speech Delivery</b> Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise	<i>Does not have varied facial expressions and/or poor posture</i>	<i>Minimal varied facial expressions and/or poor posture</i>	<i>Appropriate varied facial expressions and posture</i>	<i>Appropriate varied facial expressions and posture that keeps audience fully engaged</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not make eye contact</i>	<i>Minimal eye contact</i>	<i>Appropriate eye contact</i>	<i>Appropriate eye contact and didn't use notecards</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not have voice projection</i>	<i>Minimal voice projection</i>	<i>Appropriate voice projection</i>	<i>Appropriate voice projection and diction</i>	
0 points	1-6 points	7-8 points	9-10 points		
	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and assertiveness</i>	
	0 points	1-8 points	9-12 points	13-15 points	
<b>Staff Only:</b> Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2024-25 Competitive Events Guidelines

## Retail Management



Retail Management provides members with the opportunity to demonstrate knowledge around competencies in retail management. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

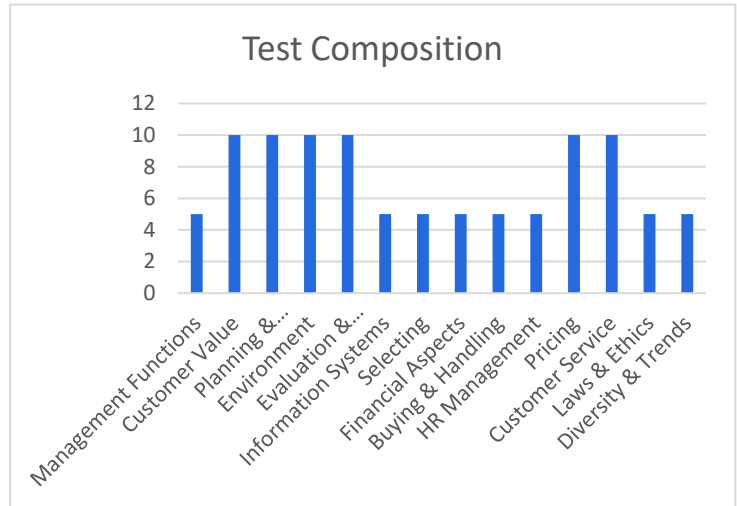
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

### Competencies

- Retail Management Functions
- Customer Value, Services, Retailing Technologies
- Retail Planning & Management Process
- Retail Environment
- Evaluation & Identification of Retail Customers
- Retailing Information Systems
- Selecting the Appropriate Market & Location
- Financial Aspects of Operations Management
- Merchandise Buying & Handling
- Human Resource Management in Retailing
- Pricing in Retailing
- Customer Service in Retailing
- Laws & Ethics
- Diversity & Trends



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

# 2024-25 Competitive Events Guidelines

## Retail Management



### *Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries
  - Chapter Membership 50-74                   5 entries
  - Chapter Membership 75+                     6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

# 2024-25 Competitive Events Guidelines

## Retail Management



### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

## National

### Required Competition Items

<b>Items Competitor Must Provide</b>	<b>Items FBLA Provides</b>
<ul style="list-style-type: none"><li>• Sharpened pencil</li><li>• Fully powered <a href="#">device for online testing</a></li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• One piece of scratch paper per competitor</li><li>• Internet access</li><li>• Test login information (link &amp; password)</li></ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

# 2024-25 Competitive Events Guidelines

## Retail Management



### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## **Study Guide: Competencies and Tasks**

### A. Retail Management Functions

1. Describe the basic functions of retail management and give examples of how each function relates to the retail business.
2. Cite the principles of effective delegating and directing.
3. Describe the communication process and approaches to develop understanding.
4. Identify the dimensions of quality and be able to apply them to a retail company.
5. Describe the special characteristics of retailing and the importance of developing a retail strategy.

# 2024-25 Competitive Events Guidelines

## Retail Management



6. Select tasks, jobs, and develop an organizational chart.
  7. Discuss the supervision principles applied to a retail environment.
  8. Describe the basic concepts of operations and financial management in retailing.
  9. Describe the wheel of retaining, scrambled merchandising, and the retail life cycle and show how they can help explain the performance of retail strategy mixes.
  10. Recognize and apply principles and procedures such as time management, technology, networking and entrepreneurial thinking.
  11. Recognize basic tenants of management theories (i.e., strategic management, operations management) and their importance in the successful operation of an organization.
  12. Define retailing and describe the variety of decisions the retailers make to satisfy customer needs in a rapidly changing, highly competitive environment.
- B. Customer Value, Services, Retailing Technologies
1. Discuss the impact of technology on relationships in retailing.
  2. Explain the role and scope of the world wide web in retailing.
  3. Identify the characteristics of web users.
  4. Administer RFID, EDI, and supply chain management.
  5. Utilize online resources to research a vendor or retail company.
  6. Utilize email to communicate with customers.
  7. Describe the specific software available for communication and management applications.
  8. Discuss applications in managing, organizing, and analyzing data.
  9. Explain why retailing with an emphasis on customer service and relationship is the foundation of a successful business.
  10. Describe the value-added approach to selling using the strategic/consultative selling model.
  11. Explain what 'value' means and highlight its pivotal role in retailers' building and sustaining relationships.
  12. Discuss factors consumers consider when choosing stores and buying merchandise.
  13. Discuss the concepts of creating and maintaining a retail image from a service and a physical appearance perspective.
- C. Retail Planning and Management Process
1. Describe how to set up a retail organization.
  2. Describe the retail strategic planning and operations management model.
  3. Explain the steps in strategic planning for retailers: situation analysis, objectives, identification of consumers, overall strategy, specific activities, control and feedback.
  4. Outline the components of strategic planning and develop a strategic plan for a retail opportunity.
  5. Explain the nature of risk.
  6. Define operations management and describe the operational scope of operations management.
  7. Describe asset management, including the strategic profit model, other key business ratios and financial trends in retailing.

# 2024-25 Competitive Events Guidelines

## Retail Management



8. Explain several specific aspects of operating a retail business: operations blueprint, store format, size and space allocation; personnel utilization; store maintenance, energy management, and renovation; inventory management; store security; insurance; credit management; computerization; outsourcing; and crisis management.
  9. Describe the steps retailers go through to develop a retail market strategy.
  10. Explain why retailers need to evaluate their performance of the financial strategy associated with the market strategy.
  11. Explain the strengths and weaknesses of the different methods of communicating with customers.
  12. Explain the responsibilities of a store manager and how they increase productivity and reduce costs.
  13. Explain how store managers reduce inventory losses due to employee theft and shoplifting.
- D. Retail Environment
1. Distinguish retailers and their activities from other marketing institutions.
  2. Discuss retailers on the basis of ownership type and examine the characteristics of each including non-store-based and nontraditional retailing.
  3. Compare and contrast the advantages and disadvantages of each type of retail operation.
  4. Describe the advantages and disadvantages of each legal form of ownership.
  5. Discuss two other non-traditional forms of retailing: video kiosks and airport retailing.
  6. Discuss the characteristics of the three major retail institutions involved with non-store-based strategy mixes: direct marketing, direct selling, and vending machines.
  7. Explain the procedures involved in setting up a retail organization.
  8. Identify the various organizational arrangements utilized in retailing.
  9. Discuss retailer's role in the supply chain.
  10. Explain how retailers differ in terms of how they meet the needs of their customers.
  11. Explain how retailers are using multiple selling channels – stores, internet and catalogs – to reach their customers.
- E. Evaluation and Identification of Retail Customers
1. Discuss why it is important for a retailer to properly identify, understand, and appeal to its customers.
  2. Discuss the concepts of customer demographics, lifestyles, and identifying customer needs.
  3. Discuss the concept of customer-driven strategic management.
  4. Develop a format for evaluating customer service in a retail industry business.
  5. Describe applications in effective communication to customer service situations.
  6. Describe how to deal with difficult customers.
  7. List and describe consumer demographics, lifestyle factors, and needs and desires – explain how these concepts can be applied to retailing.
  8. Discuss consumer attitudes toward shopping and consumer shopping behavior, including the consumer decision process and its stages.
  9. Develop a customer retention strategy and describe how retailers build customer loyalty.

# 2024-25 Competitive Events Guidelines

## Retail Management



10. Profile target customer.
- F. Retailing Information Systems
1. Describe the retail information system, its components, and the recent advances in such systems.
  2. Recognize the importance of customer information.
  3. Discuss applications in managing, organizing and analyzing data.
  4. Explain why retailers should avoid strategies based on inadequate information.
  5. Discuss how information flows in a retail distribution channel.
  6. Evaluate retail management information systems.
  7. Describe what advanced information technology developments are facilitating vendor-retailer communications.
  8. Explain why getting merchandise faster translates to stronger retailer profits.
- G. Selecting the Appropriate Market and Location
1. Discuss the importance of store location for a retailer and outline the process for choosing a store location.
  2. Explain the types of locations available to a retailer, isolated store, unplanned business district, and planned shopping center.
  3. Describe the concept of the one-hundred percent location.
  4. Discuss several criteria for evaluating general retail locations and the specific sites within them.
  5. Describe a trade area, and why a retailer should choose one over another.
  6. Describe three major factors in trading-area analysis: population characteristics, economic base characteristics, and competition and the level of saturation.
  7. Determine how retailers forecast sales for new store locations.
- H. Financial Aspects of Operations Management
1. Describe how retailers prepare, evaluate, and revise budgets.
  2. Define asset management and resource allocation.
  3. Compute financial ratios.
  4. Explain tactics to improve cash flow.
  5. Describe sources of financial funding (i.e., debt and equity).
  6. Explain credit policy and the importance of credit management.
  7. Explain terms related to financial statements and interpret.
  8. Evaluate how a retail strategy is reflected in the financial objectives.
  9. Explain the cost and retail methods of accounting.
  10. Analyze retail financial statements and data to make long and short-term financial decisions.
- I. Merchandise Buying & Handling
1. Explain how the buying process is organized.
  2. Describe the major aspects of financial merchandise planning and management.
  3. Describe what trade-offs retailers must make to ensure that stores carry the appropriate type and amount of merchandise.
  4. Describe the steps in the implementation of merchandise plans: gathering information, selecting and interacting with merchandise sources, evaluation, negotiation, concluding purchases, receiving and stocking merchandise, reordering and reevaluation.



# 2024-25 Competitive Events Guidelines

## Retail Management



5. Explain the considerations in devising merchandise plans: forecasts, innovativeness, assortment, brands, timing, and allocation.
  6. Explain how retailers evaluate their merchandising performance and determine the profitability of their merchandising decisions.
  7. Describe the prominent roles of logistics and inventory management in the implementation of merchandise plans.
  8. Discuss information technology developments that facilitate vendor-retailer communications.
  9. Explain how multi-store retailers allocate merchandise to stores.
  10. Justify the importance of a collaborative supply chain relationship.
- J. Human Resource Management in Retailing
1. Describe the process of recruiting and selecting salespeople.
  2. Determine what activities retail employees undertake, and how they are typically organized.
  3. Explain what legal and ethical issues store managers must consider in managing their employees.
  4. Describe the importance of employee motivation and employee relations.
  5. Evaluate retail employees.
  6. Communicate the rights and responsibilities of employees.
  7. Describe the fundamentals of training, compensating, and motivating salespeople.
  8. Explain the management of human resources and how they play a vital role in a retailer's performance.
- K. Pricing in Retailing
1. Describe the role of pricing in a retail strategy and how pricing decisions must be made in an integrated and adaptive manner.
  2. Discuss the impact of consumers, government, manufacturers, wholesalers and other suppliers, and current and potential competitors on pricing decisions.
  3. Develop a framework for developing a retail price strategy: objectives, broad policy, basic strategy, implementation, and adjustments.
  4. Explain why some retailers have frequent sales while others attempt to maintain an everyday-low-price strategy.
  5. Determine what pricing strategies retailers use to influence consumer purchases, demonstrate value to the customer and capture value for the business.
  6. Determine under what circumstances retailers' pricing practices can get them into legal difficulties.
  7. Describe and apply pricing strategies to determine prices.
  8. Assess pricing strategies to identify needed changes and to improve profitability.
  9. Identify the factors that influence the price of an item.
  10. Determine the selling price of a product – calculate mark-up, mark-down, sales tax, discounts.
- L. Customer Service in Retailing
1. Develop customer service strategies.
  2. Define what customer service is and the concept of customer satisfaction.
  3. Discuss techniques for dealing with customer concerns, challenges and objections.

# 2024-25 Competitive Events Guidelines

## Retail Management



4. Discuss presentation and customer contact skills in a variety of situations.
  5. Describe how a retail store image is related to the atmosphere it creates.
  6. Explain the elements of retail promotion: advertising, public relations, personal selling and sales promotion.
  7. Describe customer relationship management.
  8. Explain how customer service can build a competitive advantage.
  9. Explain how customers evaluate a retailer's service.
  10. Explain what activities and services a retailer undertakes to provide high-quality customer service.
  11. Explain how retailers can recover from a service failure.
- M. Laws and Ethics
1. Define and give examples of the prohibitions concerning advertising, pricing and price fixing, product safety, product liability, financing and warranties of goods and services.
  2. Discuss the range of laws governing human resources including the areas of discrimination, sexual harassment, working conditions and OSHA, employment law and government oversight.
  3. Explain the global rights and privileges of consumers and the role of consumer protection agencies.
  4. Explain the purpose of a code of ethics, develop a code of ethics and apply the code to various issues confronted by business.
  5. Analyze factors influencing ethical decisions in business and apply ethical principles in specific business situations.
  6. Describe the impact of government on business activities – taxes, supply and demand, effect of fiscal and monetary policies.
  7. Define conflict of interest.
  8. Identify how the legal system works.
- N. Diversity and Trends
1. Differentiate between theories of retail institutional change.
  2. Discuss ways in which retail strategy mixes are evolving.
  3. Describe the trends that are shaping today's retailers and their impact.
  4. Describe what factors will affect the growth of electronic retailing.
  5. Explain how technology might affect the future shopping experience.
  6. Determine how and why retailers manage diversity among their employees.

# 2024-25 Competitive Events Guidelines

## Sports Management & Marketing



Sports Management & Marketing provides members with the opportunity to demonstrate knowledge around competencies in sports management and marketing. This competitive event consists of an objective test.

### Event Overview

**Division:** Collegiate

**Event Type:** Individual

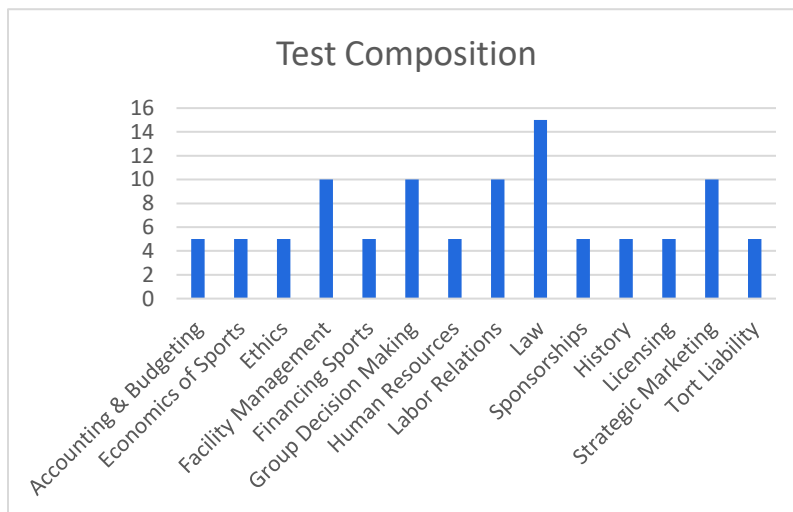
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

**Objective Test Time:** 50 minutes

**NACE Connections:** Career & Self-Development

### Competencies

- Accounting & Budgeting
- Economics of Sports
- Ethics
- Facility Management
- Financing Sports
- Group Decision Making and Problem Solving
- Human Resource Management in Sports
- Labor Relations in Professional Sports
- Law & Sports Application
- Sponsorships
- Sports Management History
- Sports Licensing
- Strategic Marketing
- Tort Liability & Risk Management



### State

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items ND FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

# 2024-25 Competitive Events Guidelines

## Sports Management & Marketing



### *Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries
  - Chapter Membership 50-74                   5 entries
  - Chapter Membership 75+                     6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

# 2024-25 Competitive Events Guidelines

## Sports Management & Marketing



### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

## National

### Required Competition Items

<b>Items Competitor Must Provide</b>	<b>Items FBLA Provides</b>
<ul style="list-style-type: none"><li>• Sharpened pencil</li><li>• Fully powered <a href="#">device for online testing</a></li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• One piece of scratch paper per competitor</li><li>• Internet access</li><li>• Test login information (link &amp; password)</li></ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

# 2024-25 Competitive Events Guidelines

## Sports Management & Marketing



### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

# 2024-25 Competitive Events Guidelines

## Sports Management & Marketing



### Study Guide: Competencies and Tasks

- A. Accounting & Budgeting
  - 1. Define basic financial terms such as revenues, expenses, income statement, balance sheet, assets, liabilities, bonds, owners' equity, return on investment (ROI), and how they may be unique within the sports industry and in connection with sport organizations/properties.
  - 2. Explain the significance of budgeting.
  - 3. Identify sources of revenue and expenditures of sports and entertainment.
  - 4. Identify the steps in planning, implementing, and evaluating the budgetary process.
  - 5. Describe the importance of business and financial plans.
  - 6. Analyze basic financial documents: budgets, income statements, balance sheets, and breakeven point analysis.
  - 7. Identify types of budgeting techniques used in local, collegiate, and professional sports.
  - 8. Discuss profit and loss as they relate to the sports and entertainment marketing industry.
- B. Economics of Sports
  - 1. Explain the topic of monopolies and the application to and implications for the sport industry.
  - 2. Discuss the importance and describe the economic impact of sports and entertainment events in various areas: locally, regionally, nationally, and internationally.
  - 3. Apply the basic economic principles of scarcity, cost/benefit analysis, opportunity cost, and supply and demand to the production and consumption of professional and intercollegiate sports.
  - 4. Identify the basic principles of a free enterprise system.
  - 5. Discuss the forms of business ownership related to sports and identify the advantages and disadvantages of each.
  - 6. Examine the economics of sports objectively and scientifically as an economist would rather than as a fan.
  - 7. Be aware of the various antitrust exemptions professional team sports enjoy and understand their impact on team revenues and costs.
- C. Ethics
  - 1. Define ethics and ethical dilemmas in the sports industry.
  - 2. Define morality and moral reasoning in the sports industry.
  - 3. Explain the importance of ethics and morality and create strategies that can be incorporated into the workplace by codes of conduct, self-examination, and allowing for moral discourse.
  - 4. Explain the importance of ethical issues such as gender equity and providing opportunities for handicapped participants.
  - 5. Analyze the ethical implications of various management practices.
  - 6. Describe ethical issues in sports (e.g., impact of performance enhancing drugs and gambling).
  - 7. Evaluate social responsibility in sports and entertainment industry.

# 2024-25 Competitive Events Guidelines

## Sports Management & Marketing



### D. Facility Management

1. List the facility financing mechanisms including the various methods and their associated benefits.
2. Describe some of the safety and liability concerns that a facility manager must address.
3. Discuss the business and legal issues associated with facility financing, facility construction, event planning, event booking, and event management.
4. Discuss how certain laws, rules, and regulations directly impact business decisions in the event and facility management context.
5. Evaluate data regarding facility design and equipment specifications.
6. Determine policies and practices for maintenance, scheduling, use, and supervision of sport facilities.
7. Develop a business plan for a sport facility.
8. Plan, design, and formulate construction needs for a specific sport facility.
9. Demonstrate an understanding of the responsibilities of facility managers.
10. Demonstrate an understanding of risk management and its importance in facility management, request for proposals, booking and scheduling events, and the importance of managing ancillary services in public assembly facilities.
11. Determine the requirements in choosing a location and/or building and operating a facility.
12. Examine concessions sales policies/strategies in sports and entertainment.

### E. Financing Sports

1. Explain the significance of fund-raising.
2. Explain various types of financing for different sports activities.
3. Illustrate how an organization generates the funds that flow into an organization and how these funds get allocated and spent once they are in the organization.
4. Describe the scope and scale of revenues generated through the sale of sporting goods and licensed products.
5. Discuss financial strategies for debt service, ticket and concession sales, corporate sponsorships, licensing sport merchandise, fundraising, and franchising.
6. Discuss the impact of revenue sharing and its effect on small market teams in major league sports, specifically baseball.

### F. Group Decision Making and Problem Solving

1. Define the role of decision making and problem solving.
2. Identify critical planning and decision-making functions of the sports manager.
3. Compare advantages and disadvantages of group versus individual decision making.
4. Use information management techniques, data analysis, and strategies to guide business decision-making (describe current business trends, monitor internal records for business information, and interpret statistical findings).
5. Discuss the importance of teams and utilize new approaches for systemically involving others in team communication, team visioning, and decision making.
6. Identify the characteristics of effectively functioning teams and how the supervisor encourages their development.
7. Describe the principles of managing group conflict and difficult team behaviors.



# 2024-25 Competitive Events Guidelines

## Sports Management & Marketing



### G. Human Resource Management in Sports

1. Identify strategies for effectively managing employee diversity and the benefits of costs involved in employment diversity programs.
2. Identify the strategic position human resources plays in sport management.
3. Describe essential human resource concepts related to sport management including employment relations, discrimination law, employer liability, working conditions and labor relations through discussions, case studies, guest speakers, and video.
4. Describe the importance of sound personnel practices.
5. Describe the importance of job descriptions and the separation of responsibilities in a large organization.
6. Describe the roles of scouts, agents, and managers and their benefits.
7. Establish criteria, policies, and procedures to be used to determine compensation, benefits, and promotion.
8. Discuss the importance of human relations skills and communication for an effective leader/manager.
9. Discuss effective motivation techniques and effective work teams.

### H. Labor Relations in Professional Sports

1. Illustrate the storied labor management struggles of the professional sport industry and their impact on the various leagues involved in them.
2. List the factors which influence the wages paid to professional athletes.
3. Describe the role of organized labor and its influences on the sports industry business.
4. Compare and contrast the various adversarial and cooperative approaches to labor relations.
5. Discuss the effect of current legislation regarding labor-management relations, such as Wagner and Taft-Hartley Acts.
6. Examine the negotiation process and arbitration including binding and nonbinding arbitration.
7. Examine the role of the National Labor Relations Board in labor management dispute.
8. Describe the steps and components of the collective-bargaining process.
9. Define what is meant by the term unions, mediation, and arbitration.
10. Summarize the contract negotiation process.
11. Analyze the impact of labor unions on sports and entertainment, including pricing and strikes.

### I. Law & Sports Application

1. Identify state and federal laws enacted to address specific issues within the sports industry.
2. Describe the impact of sport law on the issue of sport operation management.
3. Describe some basic tenants of the law as they relate to the business of sport.
4. Understand the court system and how legal issues are decided.
5. Provide examples of how constitutional law impacts sport management decisions.
6. Discuss contract law and describe how it is utilized in sports.
7. Define the principles of tort liability, especially in the area of negligence.
8. Be informed and sensitive to sex discrimination issues.

# 2024-25 Competitive Events Guidelines

## Sports Management & Marketing



9. Determine how antitrust laws protect the business sector through regulation to control private economic power.
  10. Define collective bargaining agreements as a component of labor law pertinent to sport.
  11. Describe the impact of the Americans with Disabilities Act on sports and entertainment events and facilities.
  12. Discuss the impact of Title IX on management of college athletics.
  13. Examine environmental issues/laws as they relate to sports and entertainment industries.
  14. Explain the purpose and benefits of copyright protection.
- J. Sponsorships
1. Explain the broad range of sales promotion tactics companies use to leverage their sponsorship.
  2. Discuss the use and importance of sponsorships and endorsements.
  3. Discuss reasons and types of sponsorships.
  4. Define the basic theories and terminology pertinent to sport sponsorship.
  5. Evaluate the impact of sponsorship in sports and entertainment.
- K. Sports Management History
1. Explain the historical roots of contemporary sports management extending to eighteenth-century England.
  2. Articulate the structures developed in the late twentieth and early twenty-first century to promote honesty in sport.
  3. Illustrate the historic tension in American sport between democratic ideals and race and class and gender segregation.
  4. Identify significant people and events in the history of the sports and entertainment industry.
  5. Examine the evolution of sports and entertainment marketing/management.
  6. Discuss the importance of historical influences on the development and sustainability of successful sport organizations.
  7. Provide examples of how sports have changed over the years.
- L. Sports Licensing
1. List the various steps in the licensing process and the role licensing plays in generating revenue for licensors and licensees.
  2. Describe the prevailing use of endorsements in selling products.
  3. State the legal implications of product liability and the authenticity of licensed memorabilia and collectibles.
  4. Explain the concept of branding and identify the components of branding within the sports and entertainment industry.
  5. Consider the advantages and disadvantages of licensing and the impact of licensing on consumers.
  6. Explain royalties and licensed products.
  7. Evaluate the forms of product licensing and the product licensing process.
- M. Strategic Marketing
1. Define how marketing sport differs from the marketing of traditional products and services.

# 2024-25 Competitive Events Guidelines

## Sports Management & Marketing



2. Explain the concept of marketing and demonstrate how the four Ps of marketing apply to sport marketing given the unique aspects of the sport industry.
  3. Explain the importance of fostering fan identification and utilizing relationship marketing strategies.
  4. Discuss the concept of market identification (target and segment marketing).
  5. Explain the function of promotion in sports and entertainment marketing – promotional mix, purposes for promotion, etc.
  6. Describe the use of technology in promotion (e-Commerce, e-mail, etc.).
  7. Develop a sport marketing plan.
  8. Describe the steps in developing a market research project.
  9. Identify the challenges, obstacles, and limitations associated with sports marketing.
  10. Analyze the various pricing strategies and factors that affect pricing sports and entertainment products.
  11. Examine ticket sales policies/strategies in sports and entertainment.
  12. Evaluate the advertising forms (print, broadcast, specialty, and social media) suitable in the sports and entertainment industry.
- N. Tort Liability & Risk Management
1. Discuss the concept of risk management including the types of risk.
  2. List strategies to recognize and avoid legal liability as a sport manager.
  3. Describe the legal implications of risk management in supervising events and contests.
  4. List potential security risks and take necessary precautions in order to be prepared for and prevent possible security problems.
  5. Define safety and security and discuss the considerations for safety and security.
  6. Discuss the types of insurance necessary for the sports and entertainment industry.
  7. Define negligence, tort, and product liability and its importance in the sport setting.

# 2024-25 Competitive Events Guidelines

## State of Chapter Presentation



State of Chapter Presentation provides chapter members with the opportunity to share their chapter’s Program of Work and activities for the year. This competitive event consists of a presentation component.

### Event Overview

**Division:** Collegiate

**Event Type:** Team of 1, 2 or 3 members present the chapter project

**Event Category:** Chapter Event

**Event Elements:** Presentation

**Presentation Time:** 3-minute set-up, 7-minute presentation time, 3-minute question & answer time

**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

### State

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items ND FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Technology and presentation items</li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit one entry.
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver’s license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

# 2024-25 Competitive Events Guidelines

## State of Chapter Presentation



### *Recognition*

- The number of competitors/teams will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event has a preliminary and final presentation round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided

# 2024-25 Competitive Events Guidelines

## State of Chapter Presentation

- An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
- Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### *Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- If only one section, the final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

# 2024-25 Competitive Events Guidelines

## State of Chapter Presentation



### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

### National

#### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"><li>• Technology and presentation items</li><li>• Conference-provided nametag</li><li>• <a href="#">Photo identification</a></li><li>• Attire that meets the <a href="#">FBLA Dress Code</a></li></ul>	<ul style="list-style-type: none"><li>• Table</li></ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### Recognition

- The number of competitors/teams will determine the number of winners. The maximum number of winners for each competitive event is 10.

# 2024-25 Competitive Events Guidelines

## State of Chapter Presentation

### *Event Administration*

- This event has a preliminary and final presentation round. If there are less than 15 competitors/teams registered, the presentation component will proceed directly to the final presentation round.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.



# 2024-25 Competitive Events Guidelines

## State of Chapter Presentation

- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
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- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### *Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- If only one section, the final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

# 2024-25 Competitive Events Guidelines

## State of Chapter Presentation



### State of Chapter Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describe chapter's program of work and summary of year's activities	<i>No evidence of chapter's program of work and summary of year's activities presented</i>	<i>Chapter's program of work and summary of year's activities explained briefly</i>	<i>Chapter's program of work and summary of year's activities clearly outlined</i>	<i>Chapter's program of work and summary of year's activities clearly outlined. Activities are chronological and clearly explained.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describe activities to benefit chapter and its members: <ul style="list-style-type: none"> <li>• Recruitment</li> <li>• Leadership Development</li> <li>• Career Exploration &amp; Preparation</li> <li>• Business Partnerships</li> <li>• Chapter Fundraising</li> <li>• Public Relations &amp; Chapter Publicity</li> </ul>	<i>No evidence of activities</i>	<i>There is at least one activity described in two of the components listed</i>	<i>There is at least one activity described in four of the components listed</i>	<i>There is at least one activity described in all components listed</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describe activities to benefit other individuals and organizations: <ul style="list-style-type: none"> <li>• State Projects &amp; Programs</li> <li>• National Projects &amp; Programs</li> <li>• Other community service projects</li> </ul>	<i>No evidence of activities</i>	<i>There is at least one activity described in one of the components listed</i>	<i>There is at least one activity described in each component listed</i>	<i>Multiple activities are described in all components listed</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describe conferences attended and recognition received: <ul style="list-style-type: none"> <li>• Participation in FBLA conferences</li> <li>• Other chapter and individual recognition earned</li> <li>• Competitive event winners and participation</li> </ul>	<i>No evidence of conferences attended, and recognition received</i>	<i>Described at least two activities in relation to conferences attended, and recognition received</i>	<i>Described at least three activities in relation to conferences attended, and recognition received</i>	<i>Described four or more activities in relation to conferences attended, and recognition received</i>	
	0 points	1-9 points	10-16 points	17-20 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

# 2024-25 Competitive Events Guidelines

## Supply Chain Management (Collegiate)



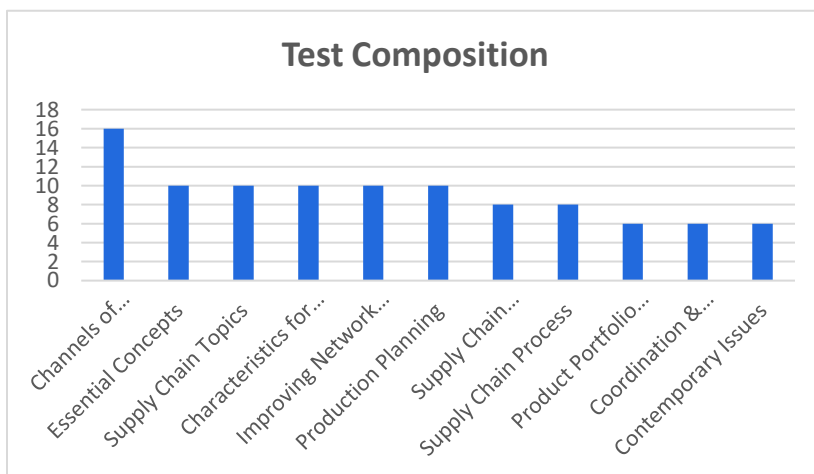
Supply Chain Management provides members with the opportunity to demonstrate knowledge around competencies supply chain management. This competitive event consists of an objective test. It aims to inspire members to learn about the management of the flow of goods, data, and finances related to a product or service.

### Event Overview

**Division:** Collegiate  
**Event Type:** Individual  
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)  
**Objective Test Time:** 50 minutes  
**NACE Connections:** Career & Self-Development

### Objective Test Competencies

- Essential Supply Chain Management Concepts
- Supply Chain Topics
- Characteristics for Successful Supply Chain Managers
- Supply Chain Planning and Design
- Supply Chain Process
- Product Portfolio Management
- Improving Supply Chain Network Performance
- Production Planning and Control
- Supply Chain Coordination and Decision Making for the Flow of Products, Services, and Information
- Supply Chain Management Contemporary Issues
- Channels of Distribution



### State

#### Required Competition Items

Items Competitor Must Provide	Items ND FBLA Provides
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

# 2024-25 Competitive Events Guidelines

## Supply Chain Management (Collegiate)



### *Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24                      3 entries
  - Chapter Membership 25-49                    4 entries
  - Chapter Membership 50-74                   5 entries
  - Chapter Membership 75+                     6 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

# 2024-25 Competitive Events Guidelines

## Supply Chain Management (Collegiate)



### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Event Guidelines.

## National

### Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"> <li>• Sharpened pencil</li> <li>• Fully powered <a href="#">device for online testing</a></li> <li>• Conference-provided nametag</li> <li>• <a href="#">Photo identification</a></li> <li>• Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>• One piece of scratch paper per competitor</li> <li>• Internet access</li> <li>• Test login information (link &amp; password)</li> </ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Picture identification (physical or digital: driver’s license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

# 2024-25 Competitive Events Guidelines

## Supply Chain Management (Collegiate)



### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## **Study Guide: Competencies and Tasks**

### A. Essential Supply Chain Management Concepts

1. Define supply chain management.
2. Define the entire supply chain.
3. Define logistics.
4. Explain how logistics impacts supply chain management.
5. Describe how E-commerce, logistics, import taxes, risk, tariffs, customs, and other legal aspects impact global trading.

# 2024-25 Competitive Events Guidelines

## Supply Chain Management (Collegiate)



6. Analyze the creation of new value in the supply chain for customers, society, and the environment.
7. Explain how supply chain management is practiced in a wide array of industries.
8. Explain demand forecasting,
9. Define logistics management.
10. Define physical and information flows.
11. Define strategic orientation for saving money within an organization.
12. Describe the global impact on supply chain management.
13. Explain the importance of understanding importing, exporting, trade agreements, and customs regulations for supply chain management.
14. Explain the reasons for growth of supply chain management (information revolution, increased competition in globalized markets, relationship management)

### B. Supply Chain Topics

1. Define analytics.
2. Explain customer relationship management.
3. Describe the role of forecasting.
4. Explain the growth of global distribution.
5. Explain supply chain management for healthcare industry.
6. Explain the logistics of inventory management.
7. Define procurement.
8. Describe sales and operations planning.
9. Define supply market intelligence.
10. Define sustainability for supply chain management.
11. Explain the relationship between supply chain management and transportation planning.
12. Describe careers associated with supply chain management.

### C. Characteristics for Successful Supply Chain Managers

1. 5. Describe leadership opportunities for supply chain management.
2. 7. Describe effective communication skills for supply chain managers.
3. 8. Explain responsibility ethics for supply chain management.
4. 9. Describe language skills possessed by successful chain managers.
5. 10. Explain the importance of flexible thinking in supply chain management.
13. Understand freight terminology.
14. Explain the importance of people and problem-solving skills among successful supply chain managers.
15. Explain the importance of technology skills among supply chain managers.
16. Explain the sense of urgency associated with supply chain management.
17. Describe the importance of Excel knowledge for supply chain management.
18. Describe the temperament required for successful supply chain management.

### D. Supply Chain Planning and Design

1. Explain the relationship between purchasing and supply chain management.
2. Explain how a company will provide value to supply chain management.
3. Explain how suppliers, subcontractors, transportation providers, and product distribution is determined by a company.
4. Define supply chain integration.
5. Describe management of supply and demand for supply chain management.
6. Describe the efficient facility network design for supply chain management.
7. Explain the importance of expense management for supply chain management.

# 2024-25 Competitive Events Guidelines

## Supply Chain Management (Collegiate)



### E. Supply Chain Process

1. Describe the role of manufacturing in a supply chain context.
2. Define inventory management's important relationship with supply chain management.
3. Explain transportation management in a supply chain.
4. Explain the role and cost of warehouses in supply chain management.
5. Explain the process for product returns.
6. Describe the importance of customer service in a supply chain.

### F. Product Portfolio Management

1. Determine what products to sell.
2. Explain how a company determines what products are used and sold by a business.
3. Define a product portfolio.
4. Explain the Pareto principle.
5. Identify slow-moving products headed toward obsolescence.
6. Explain the importance of minimizing inventory during all stages of supply chain management.

### I. Improving supply chain network performance

1. Explain the importance of synchronizing material flow.
2. Define inventory maximization.
3. Define decoupling points for inventory maximization.
4. Explain how algorithms are used to maximize capital costs associated with supply chain management.
5. Explain how proximity to the customer relates to supply chain efficiency.
  
6. Describe how product sourcing decisions are made.
7. Describe evaluation processes for supply chain management.
8. Define how supply chain management meets consumer needs.
9. Explain how market signal and consumer demand impact supply chain management.
10. Explain how to meet and improve customer needs for supply chain management.
11. Describe how supply chain management meets and improves the logistic needs of different customer segments.

### J. Production Planning and Control

1. Describe different types of supply chain management planning.
2. Define Static vs. Dynamic Planning.
3. Explain how a master production schedule is determined.
4. Define Bill of Material (BOM).
5. Describe raw materials required for supply chain management.
6. Describe work-in-process for supply chain management.
7. Define finished goods and the goal to move those goods.

### L. Supply Chain Coordination and Decision Making for the Flow of Products, Services, and Information

1. Explain the importance of cooperation and coordination in a supply chain.
2. Describe the role of outsourcing in a supply chain.
3. Describe measurement of supply chain performance.
4. Explain the role of the team in supply chain management.
5. Describe the channels of distribution for supply chain management.

### M. Supply Chain Management Contemporary Issues

1. Describe the impact of information technology in supply chain management.
2. Explain how E-business has impacted supply chain management.
3. Describe the financial flow in supply chain management.



# 2024-25 Competitive Events Guidelines

## Supply Chain Management (Collegiate)



4. Explain how e-commerce has impacted channels of distribution.
5. Describe political and economic events that impact supply chain management.
6. Explain how competition impact supply chain management decisions.

### N. Channels of Distribution

1. List the functions of distribution channels.
2. Explain time, place, and ownership utility.
3. Explain the role of marketing channels for assembly, storage, sorting, and transportation of goods from manufacturers to customers.
4. Define facilitation in supply chain management.
5. Explain how channels of distribution provide pre-sale and post-purchase services like financing, maintenance, information dissemination, and channel coordination.
6. Explain how supply chain management creates efficiencies.
7. Describe how supply chain management involves sharing risks since most of the channels buy the products beforehand, they also share the risk with the manufacturers and do everything possible to sell it.
8. Define indirect channels of distribution.
9. Define the role of intermediaries in selling products.
10. Define one-level channel of distribution (manufacturer to retailer to customer)
11. Define two-level channel (manufacturer to wholesaler to retailer to customer)
12. Define three-level channel (manufacturer to agent to wholesaler to retailer to customer)
13. Describe dual distribution (showroom and internet selling)
  
14. Explain how services use intermediaries to reach the final customers.
15. Define the on-demand business model.
16. Describe how market, product, competition, and company impact the choice of product distribution.
17. Explain how product characteristics (perishability, cost, and technicality) impact supply chain management.

# 2024-25 Competitive Events Guidelines

## Technology & Computer Science Case Competition



The Technology & Computer Science Case Competition provides members with the opportunity to review a case study and present their findings to a panel of judges. The case study will incorporate many aspects of technology and computer science such as cyber security, help desk, information management, networking and programming concepts, network design, website design, etc.

### Event Overview

**Division:** Collegiate

**Event Type:** Team – 1, 2, 3 or 4 members to a team

**Event Category:** Case Competition

**Event Elements:** Presentation

**Presentation Time:** 3-minute set-up time, 10-minute presentation time, 5-minute question & answer time

**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Professionalism, Teamwork

### 2024-25 Case Competition

The case competition and rating sheet will be released in these guidelines January 2025. Students should access the case when it is released and prepare a presentation of their findings for the judges.

### State

#### Required Competition Items

	Items Competitor Must Provide	Items ND FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"> <li>Technology and presentation items</li> <li><a href="#">Photo identification</a></li> <li>Conference-provided nametag</li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Table</li> <li>Internet access</li> </ul>
<b>Final Round</b>	<ul style="list-style-type: none"> <li>Technology and presentation items</li> <li><a href="#">Photo identification</a></li> <li>Conference-provided nametag</li> <li>Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>Table</li> <li>Internet access</li> </ul>

#### Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 14 of the current program year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit the following number of entries for this event:
  - Chapter Membership 1-24 2 entries
  - Chapter Membership 25-49 3 entries
  - Chapter Membership 50-74 4 entries
  - Chapter Membership 75+ 5 entries
- Each member can compete in up to three individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.

# 2024-25 Competitive Events Guidelines

## Technology & Computer Science Case Competition



- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

### *Event Administration*

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round.
- The event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.

# 2024-25 Competitive Events Guidelines

## Technology & Computer Science Case Competition



- Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, 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.

# 2024-25 Competitive Events Guidelines

## Technology & Computer Science Case Competition



- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### Scoring

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final.

### Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Penalty Points

- Competitors may be disqualified if they violate the ND FBLA Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

### Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
<b>Preliminary Round</b>	<ul style="list-style-type: none"> <li>● Technology and presentation items</li> <li>● <a href="#">Photo identification</a></li> <li>● Conference-provided nametag</li> <li>● Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>● Table</li> <li>● Internet access</li> </ul>
<b>Final Round</b>	<ul style="list-style-type: none"> <li>● Technology and presentation items</li> <li>● <a href="#">Photo identification</a></li> <li>● Conference-provided nametag</li> <li>● Attire that meets the <a href="#">FBLA Dress Code</a></li> </ul>	<ul style="list-style-type: none"> <li>● Table</li> <li>● Internet access</li> <li>● Power</li> <li>● Projector screen</li> <li>● Projector with HDMI cord</li> </ul>

### Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

# 2024-25 Competitive Events Guidelines

## Technology & Computer Science Case Competition



### *Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will proceed directly to the final presentation round.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).

# 2024-25 Competitive Events Guidelines

## Technology & Computer Science Case Competition



- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 10 minutes (one-minute warning)
  - **Question & Answer Time:** 5 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event until after their completed presentation.
  - Research: Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop

# 2024-25 Competitive Events Guidelines

## Technology & Computer Science Case Competition



- screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
- The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
- Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- It is up to final-round competitors to determine if they wish to use the technology provided.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Materials, notecards, 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.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

### *Scoring*

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.



North Dakota



**FBLA**

Collegiate

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**RECOGNITION EVENTS  
GUIDELINES**

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## **ALUMNI OF THE YEAR**

Category: Recognition

Type: Individual

### **OVERVIEW**

*This event recognizes outstanding leaders who are alumni of FBLA Collegiate or PBL and continue to contribute to the success of FBLA Collegiate on the local, state, and/or national levels.*

### **ELIGIBILITY**

- Each chapter may nominate one person for Alumni of the Year.
- The nominees must be a former member of FBLA Collegiate or PBL.
- Nominees must not have been named to this recognition at a previous State Leadership Conference.
- The entry form must be completed by the local chapter and received with each nominee's biographical sketch in the state office postmarked by the deadline date.

### **CRITERIA FOR SELECTION**

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

- Years of participation in FBLA Collegiate/PBL activities
- Achievements attained while a member of FBLA Collegiate/PBL
- Promotion of FBLA Collegiate through presentations and seminars
- Contribution to local or state chapter projects and activities

The biographical sketch of each nominee should particularly address the above areas. It should also include a direct quotation of the nominee referencing the impact FBLA Collegiate/PBL has had on their life.

### **JUDGING**

The executive committee will select the Alumni of the Year and notify the local chapter and alumni. The alumni and nominating chapter will be recognized at the State Leadership Conference.

Former nominations that were unsuccessful may be resubmitted the following year.

***If a candidate was not selected as State Alumni of the Year, the chapter may still recognize the alumni at the chapter level/local banquet.***

## **BRIDGING THE GAP AWARD**

Category: Recognition

Type: Chapter

### **OVERVIEW**

*The North Dakota FBLA Collegiate Bridging the Gap Award is designed to recognize local chapters who aid in narrowing the gap between FBLA High School or FBLA Middle School and FBLA Collegiate.*

### **ELIGIBILITY**

All local chapters are eligible.

### **PROCEDURES**

Member(s) from an ND FBLA Collegiate chapter must visit (in person or virtually) a local FBLA High School or FBLA Middle School chapter meeting. The visit shall take place following the previous State Leadership Conference and March 1 of the current year. At this meeting:

- FBLA Collegiate members shall inform the FBLA Middle or High School chapter about what FBLA Collegiate is,
- Name the colleges and universities within the state that have an FBLA Collegiate chapter and explain that Direct membership is available if attending a college/university without FBLA Collegiate,
- Invite FBLA Middle or High School members to like and follow their local FBLA Collegiate chapter social media page(s) (*if applicable*) and like the ND FBLA Collegiate Facebook and Instagram pages, and
- Answer any questions the students have about FBLA Collegiate.

### **DOCUMENTATION**

To be eligible to receive the Bridging the Gap Award, your chapter must submit an entry form - <https://ndfblapbl.wufoo.com/forms/bridging-the-gap-award/>. The form includes a typed summary (200-word minimum) describing which FBLA chapter was visited, when the visit took place, what was discussed, and any questions the FBLA members asked. Chapters will need to provide a picture of the FBLA Collegiate members with the FBLA members at the meeting and the names of at least three FBLA members who liked/followed ND FBLA Collegiate on Facebook and/or Instagram. All items submitted become the property of the ND State Chapter of FBLA and will not be returned.

### **AWARD**

All chapters submitting proper documentation will receive the following recognition items for their accomplishments

- Recognition certificate
- A ribbon for the chapter's members to wear at the North Dakota State Leadership Conference

## **BUSINESSPERSON OF THE YEAR**

Category: Recognition

Type: Individual

*This event recognizes outstanding leaders from the business sector who have contributed to the success of FBLA Collegiate on the local, state, and/or national levels.*

### **OVERVIEW**

- The nominees must be members of the business community. Persons who are students or full-time employees of educational institutions or departments of education are not eligible for this award; such nominees will be disqualified.
- Nominees must not have been named to this recognition at a previous State Leadership Conference.
- The entry form must be completed by the local chapter and received with each nominee's biographical sketch in the state office postmarked by the deadline date.

### **ELIGIBILITY**

Each chapter may nominate one person for the Businessperson of the Year. Nominees must be members of the business sector, not students or educators.

### **PROCEDURES**

Criteria for selection of nominees at the state level shall include, but are not limited to,

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

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

### **JUDGING**

The executive committee will select the Businessperson of the Year and notify the local chapter and person. They will be recognized at the State Leadership Conference.

***You will be notified if the candidate is selected. If you are not notified, the person was not selected as State Businessperson of the Year, and if you wish, you may give this person an award from your chapter.***

## COLLEGIATE PERKS

Category: Recognition

Type: Chapter

*Collegiate Perks is a project designed to recognize active local FBLA Collegiate chapters and their advisers for going above and beyond. Chapters who complete one of the four levels of recognition (platinum, gold, silver, or bronze), and who submit an entry form with documentation, will be recognized.*

### OVERVIEW

**Documentation must accompany the entry form.** Only entries received by the designated date will be considered for judging.

- **Platinum Level**—complete seven (7) Level I activities and sixteen (16) Level II activities. Platinum-level chapters will receive priority seating, a ribbon, 50 points towards the Dorothy L. Travis Award, and recognition at the State Leadership Conference.
- **Gold Level**—complete four (4) Level I activities and eight (8) Level II activities. Gold-level chapters will receive priority seating, a ribbon, 30 points towards the Dorothy L. Travis Award, and recognition at the State Leadership Conference.
- **Silver Level**—complete three (3) Level I activities and six (6) Level II activities. Silver-level chapters will receive, a ribbon, 20 points towards the Dorothy L. Travis Award, and recognition at the State Leadership Conference.
- **Bronze Level**—complete two (2) Level I activities and four (4) Level II activities. Bronze-level chapters will receive, a ribbon, 10 points towards the Dorothy L. Travis Award, and recognition at the State Leadership Conference.

### ELIGIBILITY

All active local chapters are eligible.

### PROCEDURES

All activities must be completed from the end of the previous State Leadership Conference until March 1 of the current year. **Documentation must accompany the entry form.** All items submitted become the property of the ND State Chapter of FBLA Collegiate and will not be returned.

#### Level I Activities

1. Have at least 80% of local membership register for the State Leadership Conference.
2. Hold an FBLA Collegiate recruitment booth during your college's involvement fair.
3. Submit a chapter spotlight report for a chapter activity for publication on North Dakota FBLA Collegiate social media.
4. At least 20% of members complete a level of the FBLA Collegiate Excellence Awards.
5. Secure a competitive event sponsor.
6. Have a candidate run for state or national office.
7. Create a chapter program of work/activity calendar.

#### Level II Activities

8. Pay initial state and national dues of \$20 by October 20.
9. Submit Community Service Project for state competition.
10. Hold a March of Dimes or American Heart Association Fundraiser.

11. Include a local businessperson in a chapter activity or go on a local business tour.
12. Include a professor/school official in a chapter activity (excludes adviser).
13. Have a state or national officer attend a chapter meeting in person or virtually. (State officers may not visit their own chapter)
14. Increase local chapter membership by 10%.
15. Submit a report of a chapter activity to local media and to the state office for publication.
16. Have at least one member attend the National Leadership Conference.
17. Have at least one member attend FBLA Collegiate Career Connections Conference.
18. Visit with a local FBLA High School chapter about the benefits of joining FBLA Collegiate.
19. Hold an event to promote FBLA Week.
20. Conduct a local officer installation ceremony.
21. Hold a chapter/member recognition event.
22. Nominate a chapter member for the Member of the Semester recognition.

### **PROCEDURE**

Complete the online entry form at: <http://ndfblapbl.wufoo/forms/collegiate-perks/>. Documentation must accompany entry and needs to be numbered and typed. All entries must be received by the designated date. Completing extra Level II activities is recommended if an activity selected is not able to be verified.

### **JUDGING**

Entries will be reviewed by a screening committee to determine if chapters have complied with event eligibility and regulations.

***NOTE: This is a North Dakota only FBLA Collegiate event. It is similar in nature to some of the national chapter and member recognition activities, including FBLA Collegiate Outstanding.***

## **HONORARY MEMBERSHIP IN NORTH DAKOTA FBLA COLLEGIATE**

Category: Recognition

Type: Individual

*This event recognizes persons who have contributed to the success of Future Business Leaders of America on the local, state, and national levels.*

### **OVERVIEW**

- The nominees must be persons from the business or educational community who have contributed to the success of FBLA Collegiate.
- The entry form must be completed by the local chapter and received with each nominee's biographical sketch in the state office postmarked by the deadline date.

### **ELIGIBILITY**

Each chapter may nominate one or two persons as candidate(s) for an Honorary Member in North Dakota FBLA Collegiate.

### **REGULATIONS**

- Honorary Members may be nominated from those who are employed in government, local teachers, school administrators, employees of local educational agencies, or other interested people in the community.
- Nominees must not have been named to this event at a previous State Leadership Conference.
- The entry form must be completed by the local chapter and received with each nominee's biographical sketch in the state office postmarked by the deadline date.

### **PROCEDURES**

The biographical sketch of each nominee should address the following areas:

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

### **JUDGING**

The executive committee will select honorary members and notify the local chapter and person(s). They will be recognized at the State Leadership Conference.

***You will be notified if your candidate is selected. If you are not notified, the person was not selected as an honorary member, and if you wish, you may give this person an award from your chapter.***

## **LARGEST LOCAL CHAPTER MEMBERSHIP**

Category: Recognition

Type: Chapter

*Effective state and national programs depend upon membership support and growth. Increased membership provides resources for the expansion of services to local chapters. Membership recruitment offers a worthwhile experience in public relations and leadership. Recognition is given to those local chapters that have attained the largest membership in FBLA Collegiate.*

### **ELIGIBILITY**

All active local chapters are eligible.

### **PROCEDURES**

- Official membership records are audited in the state office; therefore, no entry form is required for this event.
- Winners in this event are determined by the state office after the audit of membership records. The figures used in determining the winners will be the number of paid FBLA Collegiate members on record in the FBLA state office on the cut-off date of the current school year.

### **STATE AWARDS**

An award is presented at the State Leadership Conference to the largest FBLA Collegiate chapter in North Dakota.



## **LARGEST PERCENTAGE OF INCREASE IN LOCAL CHAPTER MEMBERSHIP**

Category: Recognition

Type: Chapter

*Effective state and national programs depend upon membership support and growth. Increased membership provides resources for the expansion of services to local chapters. Membership recruitment offers a worthwhile experience in public relations and leadership. Recognition is given to local chapters that have attained the largest percentage of increase in local chapter membership in FBLA Collegiate.*

### **ELIGIBILITY**

All active local chapters are eligible.

### **PROCEDURES**

- Official membership records are audited in the state office; therefore, no entry form is required for this event.
- Winners in this event are determined by the state office after the audit of membership records. The figures used in determining the winners will be the number of paid members on record in the FBLA state office at the cut-off date established for the previous and current school years.

### **STATE AWARDS**

An award is presented at the State Leadership Conference to the top local chapter that attained the highest percentage of membership increase in FBLA Collegiate.

## **LARGEST PERCENTAGE OF RETENTION IN LOCAL CHAPTER MEMBERSHIP**

(North Dakota Only Event)

Category: Recognition

Type: Chapter

*Effective state and national programs depend on membership support and growth. Retaining members from year to year provide resources for experienced members to serve local chapters and new members. Membership retention offers a worthwhile experience in public relations and leadership. Recognition is given to local chapters in North Dakota that have retained the largest percentage of members from the previous year.*

### **ELIGIBILITY**

All active local chapters are eligible.

### **PROCEDURES**

- Official membership records are maintained at the state office; however, to enter this event the entry form must be completed. The form can be found in the "Forms" section of this handbook. Only entries received by the designated date will be considered.
- The figures used in determining the winner will be the number of paid, retained members on record in the state office on June 30 of the previous year and by the designated dues deadline for participation at the State Leadership Conference.

### **STATE AWARDS**

An award is presented at the State Leadership Conference to the local chapter that attained the highest percentage of membership retention in FBLA Collegiate.

## **MEMBER OF THE SEMESTER**

Category: Recognition

Type: Individual

*The Member of the Semester award is designed to recognize excellence and active involvement by local chapter members in North Dakota FBLA Collegiate. Each semester advisers are encouraged to nominate a local chapter member for this recognition via the online nomination form found at <https://nd-fbla.org/collegiate/> or <https://ndfblapbl.wufoo.com/forms/nd-fbla-collegiate-member-of-the-semester/> Fall semester nominations are due on November 1. Spring nominations are due on March 1. Nomination forms will be reviewed by the State Executive Committee, and one North Dakota FBLA Collegiate member will be recognized as the Member of the Semester. State officers are not eligible for this recognition.*

### **RECOGNITION**

All members who are selected as the Member of the Semester during the current membership year will be recognized at the State Leadership Conference.

## **WHO'S WHO IN FBLA**

Category: Recognition

Type: Individual

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

### **OVERVIEW**

The nomination must be completed by the chapter adviser and submitted with State Leadership Conference registration to the state office by the designated date.

Nominees must be selected in accordance with the regulations of the state chapter and the national association.

### **ELIGIBILITY**

- Each chapter may enter one (1) or more participants who are members of an active local chapter, on record as having paid dues for the current school year.
- State officers automatically earn recognition in this event; therefore, chapters should not select state officers for this honor.

### **GUIDELINES**

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

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

### **STATE AWARDS**

One (1) or more members from each chapter nominated by their adviser and all state officers will be recognized as recipients of the national Who's Who in FBLA award at the SLC.

### **NATIONAL COMPETITION**

One (1) member from North Dakota will be selected to receive national Who's Who recognition.

North Dakota



**FBLA**

Collegiate

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# FORMS

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## ND FBLA Collegiate Adviser Length of Service Award Application

In order to continue the Chapter Adviser Years of Service Award at the state and national level, we need information from each adviser regarding total (broken or continuous) years of service as an FBLA Collegiate adviser. Advisers will be recognized at the State Leadership Conference for 5, 10, 15, 20, and 25 years of service.

If you are eligible for an award this year **and wish to receive the award**, you must complete this form and return it to the state FBLA office by the date indicated.

If you are not eligible for an award this year, you don't need to complete this form.

Name	School
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I have a total of \_\_\_\_\_ years of service (including this year) as an FBLA Collegiate chapter adviser as follows:

From (month/year)	To (month/year)	School Name
From (month/year)	To (month/year)	School Name
From (month/year)	To (month/year)	School Name

**Postmark or email this form by the designated date to:**

**Jessica DeVaal**  
**Career and Technical Education**  
**600 E. Boulevard Ave., Dept. 270**  
**Bismarck, ND 58505-0610**  
[jdevaal@nd.gov](mailto:jdevaal@nd.gov)



## FBLA Collegiate Alumni of the Year Nomination

No pictures, be brief. State reasons on this form only.

Name of Nominee	
Complete Mailing Address of Nominee	Telephone
E-mail Address of Nominee	
Years of Participation in FBLA Collegiate:	
Statement of why the nominee should receive the award:	
Quote from nominee about FBLA Collegiate's impact on their life/career:	
Submitted by	Chapter
<p><i>NOTE: You will be notified if candidate is selected. If you do not receive notification, the person was not selected as FBLA Collegiate Alumni of the Year. You may give this person an award from your chapter if you wish.</i></p>	

**Postmark or email this form by designated date to:**

**Jessica DeVaal**  
**Career and Technical Education**  
**600 E. Boulevard Ave., Dept. 270**  
**Bismarck, ND 58505-0610**  
[jdevaal@nd.gov](mailto:jdevaal@nd.gov)



## Businessperson of the Year or Honorary Membership Nomination

No pictures, be brief. State reasons on this form only.

Name of Nominee	
Complete Mailing Address of Nominee	Telephone
E-mail Address of Nominee	
Nominated for: <input type="checkbox"/> Honorary Membership <input type="checkbox"/> Businessperson of the Year	
Statement of why the nominee should receive the award:	
Submitted by	Chapter
<p><i>NOTE: You will be notified if candidate is selected. If you do not receive notification, the person was not selected as State Businessperson of the Year or Honorary Member. You may give this person an award from your chapter if you wish.</i></p>	

**Postmark or email this form by designated date to:**

**Jessica DeVaal**  
**Career and Technical Education**  
**600 E. Boulevard Ave., Dept. 270**  
**Bismarck, ND 58505-0610**  
[jdevaal@nd.gov](mailto:jdevaal@nd.gov)





## Competitive Event Sponsorship Form

Name of Company Representative:		Name of Business:	
Address:		City, State:	ZIP:
Phone:		Fax:	
E-mail Address:			
Name of Competitive Event Sponsored:		Amount:	
1 <sup>st</sup> Choice:		\$	
2 <sup>nd</sup> Choice:		Make check payable to North Dakota FBLA	

Will a representative of this business be present at the State Leadership Conference to present the award?

Yes                     
  No                     
 If yes, please list name:

Each business will be identified as an event sponsor in the program booklet and acknowledged during the general awards session.

Signatures:

Representative of Business:	Date:
North Dakota FBLA Representative:	Date:

**Postmark, along with check, by February 1<sup>st</sup> to:**

**Jessica DeVaal**  
**Dept. of Career and Technical Education**  
**600 East Boulevard Ave., Dept. 270**  
**Bismarck, ND 58505-0610**  
[jdevaal@nd.gov](mailto:jdevaal@nd.gov)



# ND FBLA Collegiate State Leadership Conference Hotel Reservation

Conference Dates March 23-24, 2025	Reservation Cut-Off Date February 18, 2025
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**PLEASE NOTE: This is the official conference hotel for this conference and reservations should be made here using the conference rate.**

1. A block of rooms has been reserved at the conference hotel (rooms will be released on February 20). Reservation requests and rooming lists must be emailed to Chelsey at [chelsey@ganglhospitality.com](mailto:chelsey@ganglhospitality.com).
2. Schools requesting direct bills must contact Chelsey ([chelsey@ganglhospitality.com](mailto:chelsey@ganglhospitality.com)) to setup in advance.
3. Any reservation changes after February 20 must be made with Chelsey.
4. Check-in time will be 3 pm.
5. Check-out time will be 11 am.
6. Be sure to indicate how many nights your chapter will be staying (1 or 2)
7. Room rates (excluding tax) for a standard room per night are at the prevailing state rate (currently \$96.30 single, \$107 double)
8. Please bring tax exempt ID number, if applicable, to receive a tax-free room rate. You can also provide this to Chelsey in advance.

Name of School, City:		Number of rooms to reserve:
Arrival Date:	Departure Date:	
Payment Method: <input type="checkbox"/> Credit Card <input type="checkbox"/> Direct Bill		

	NAME	TYPE ROOM	SEX	FOR HOTEL USE ONLY
Room A	1.	<input type="checkbox"/> Single	<input type="checkbox"/> Male	
	2.	<input type="checkbox"/> Double		<input type="checkbox"/> Female
	3.	<input type="checkbox"/> Triple		
	4.	<input type="checkbox"/> Quad		

	NAME	TYPE ROOM	SEX	FOR HOTEL USE ONLY
Room B	1.	<input type="checkbox"/> Single	<input type="checkbox"/> Male	
	2.	<input type="checkbox"/> Double		<input type="checkbox"/> Female
	3.	<input type="checkbox"/> Triple		
	4.	<input type="checkbox"/> Quad		

**SEND CONFIRMATION TO:**

Name		Phone
Address		Email:
City	State	Zip

NAME		TYPE ROOM	SEX	FOR HOTEL USE ONLY
Room C	1.	<input type="checkbox"/> Single	<input type="checkbox"/> Male <input type="checkbox"/> Female	
	2.	<input type="checkbox"/> Double		
	3.	<input type="checkbox"/> Triple		
	4.	<input type="checkbox"/> Quad		

NAME		TYPE ROOM	SEX	FOR HOTEL USE ONLY
Room D	1.	<input type="checkbox"/> Single	<input type="checkbox"/> Male <input type="checkbox"/> Female	
	2.	<input type="checkbox"/> Double		
	3.	<input type="checkbox"/> Triple		
	4.	<input type="checkbox"/> Quad		

NAME		TYPE ROOM	SEX	FOR HOTEL USE ONLY
Room E	1.	<input type="checkbox"/> Single	<input type="checkbox"/> Male <input type="checkbox"/> Female	
	2.	<input type="checkbox"/> Double		
	3.	<input type="checkbox"/> Triple		
	4.	<input type="checkbox"/> Quad		

NAME		TYPE ROOM	SEX	FOR HOTEL USE ONLY
Room F	1.	<input type="checkbox"/> Single	<input type="checkbox"/> Male <input type="checkbox"/> Female	
	2.	<input type="checkbox"/> Double		
	3.	<input type="checkbox"/> Triple		
	4.	<input type="checkbox"/> Quad		



## Largest Percentage of Retention in Local Chapter Membership (North Dakota Only Event)

School Name and City:
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Please fill out the information below. Membership retention will be verified using the National membership records.

Number of Members Retained from 2023-2024 to 2024-2025:
Percentage of Retention:

(To calculate the percentage of retention, divide the number of members retained by the current number of members.)

List names of members retained from 2023-2024 to 2024-2025:  
(Attach additional sheet if necessary)

1.	10.
2.	11.
3.	12.
4.	13.
5.	14.
6.	15.
7.	16.
8.	17.
9.	18.

Signature of Chapter President:	Signature of Chapter Adviser:
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**Postmark or email this form by designated date to:**

**Jessica DeVaal**  
**Career and Technical Education**  
**600 E. Boulevard Ave., Dept. 270**  
**Bismarck, ND 58505-0610**  
[jdevaal@nd.gov](mailto:jdevaal@nd.gov)



# Outstanding North Dakota FBLA Collegiate Local Chapter Adviser Nomination

No pictures, be brief. State reasons on this form only.

Name of Nominee	
Complete Mailing Address of Nominee	Telephone
E-mail Address of Nominee	
Statement of why the nominee should receive the award:	
Submitted by	Chapter

Postmark or email this form by designated date to:

**Jessica DeVaal**  
**Career and Technical Education**  
**600 E. Boulevard Ave., Dept. 270**  
**Bismarck, ND 58505-0610**  
**[jdevaal@nd.gov](mailto:jdevaal@nd.gov)**



# ND FBLA Collegiate State Officer Application\*

**Please key this form.**

*\*All information requested is purely voluntary on the part of the applicant and will not be used for determining the applicant's qualifications for a North Dakota FBLA State Chapter office.*

School attending in 2025-26		Office sought <input type="checkbox"/> President <input type="checkbox"/> Vice President	
Class next year <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input type="checkbox"/> Senior <input type="checkbox"/> Graduate Student			
Name		Current mailing address	
City	State	Zip	Phone
E-mail			
Summer mailing address			Phone
Person to contact in an emergency		Relationship	
Address	City	State	Zip      Phone
FBLA Collegiate activities			
College Major	College Minor	Have you completed or are you enrolled in at least one business course? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Are you willing to attend all meetings of the State Executive Council: <input type="checkbox"/> Yes <input type="checkbox"/> No			
Are you employed in a part-time job while attending college? <input type="checkbox"/> Yes <input type="checkbox"/> No	Number of hours you usually work per week		Name of employer
If you are employed, will your employer allow you time off to attend state planning meetings? <input type="checkbox"/> Yes <input type="checkbox"/> No			
Candidate's signature		Adviser's signature	

**Postmark or email this form by the designated date to:**

**Jessica DeVaal**  
**Career and Technical Education**  
**600 E. Boulevard Ave., Dept. 270**  
**Bismarck, ND 58505-0610**  
**[jdevaal@nd.gov](mailto:jdevaal@nd.gov)**

## **APPENDIX**

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**FBLA Collegiate Constitution and Bylaws  
NLC Information**

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# UNIFORM STATE CHAPTER CONSTITUTION

## FUTURE BUSINESS LEADERS OF AMERICA—PHI BETA LAMBDA, INC.

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### Article I—Name

The name of this organization shall be the North Dakota State Chapter of the Future Business Leaders of America-Phi Beta Lambda, Incorporated, hereinafter referred to as "the Chapter."

### Article II—Purpose

The purpose of this FBLA Chapter shall be to further the goals of FBLA within the state of North Dakota. The Chapter shall provide as an integral part of the instructional program additional opportunities for secondary students (grades 7-12) in business and office education to develop vocational and career supportive competencies and to promote civic and personal responsibilities.

The purpose of this PBL Chapter shall be to further the goals of PBL within the state of North Dakota. The Chapter shall provide opportunities for postsecondary and college students to develop vocational competencies for business and office occupations and business teacher education. PBL is an integral part of the instructional program and, in addition, promotes a sense of civic and personal responsibility.

The specific goals of FBLA-PBL and the Chapter are to:

- a. Develop competent, aggressive business leadership
- b. Strengthen the confidence of students in themselves and their work
- c. Create more interest and understanding of American business enterprise
- d. Encourage members in the development of individual projects which contribute to the improvement of home, business, and community
- e. Develop character, prepare for useful citizenship, and foster patriotism
- f. Encourage and practice efficient money management

- g. Encourage scholarship and promote school loyalty
- h. Assist students in the establishment of occupational goals
- i. Facilitate the transition from school to work.

The Chapter shall not have any purpose nor engage in any activity inconsistent with the status of an educational and charitable organization as defined in Section 501 (c) (3) of the Internal Revenue Code of 1954 or any successor provision thereto, and none of these goals shall at any time be deemed or construed to be other than the public benefit purposes and objectives consistent with such educational and charitable status, nor shall the Chapter adopt goals or engage in any activity inconsistent with the goals and policies of FBLA-PBL, Incorporated.

### Article III—Membership

The membership of the Chapter shall consist of FBLA or PBL members residing within the state of North Dakota. Classes of membership identical to those established by FBLA-PBL, Inc., shall be established by the Chapter. Such classes, together with the voting and other rights of each, may be more specifically set forth in the Bylaws.

### Article IV—Dues and Finance

#### Section 1

The Chapter may assess dues from the members in addition to dues assessed by FBLA-PBL, Incorporated.

#### Section 2

No part of the net earnings of the Chapter shall inure to the benefit of any member, sponsor, donor, creator, director, officer, employee, or any other private individual or to the benefit of any corporation or organization, any part of the net earnings of which inure to the benefit of any private individual; provided, this shall not prevent payment of reasonable compensation for services

actually rendered the Chapter in effecting its goals.

The Chapter shall not divert any part of its income or corpus to any member, sponsor, donor, creator, director, officer, or employee; by lending any part of its income or corpus without receipt of adequate security and a reasonable rate of interest; by paying any compensation in excess of reasonable allowance for personal services actually rendered; by making any purchase of money or money's worth; by selling any substantial parts of its securities or other property for less than adequate consideration for money or money's worth; or by engaging in any other transaction which, either directly or indirectly, results in such diversion of its income or corpus.

The Chapter shall not make any accumulation of its income unreasonable in amount or duration.

The Chapter shall not use any income for purposes other than the objects in this Constitution set forth, or invest any income in any manner which might jeopardize the fulfillment or carrying out of its objects. The Chapter shall not devote a substantial portion of its activities to carry on propaganda or otherwise attempting to influence legislation, and in no event shall the Chapter engage in any legislative activities other than those in direct furtherance of the Chapter's stated objectives. The Chapter shall not participate in or intervene in any political campaign on behalf of any candidate for public office. In general, the Chapter shall not act in any way or engage in any activity which might effect its right or the right of FBLA-PBL, Inc., and the Chapter shall be so operated as to be entitled to and receive all tax exemptions, federal or local, which may be granted to charitable, scientific, or educational associations or foundations.



## **Article V—Organization**

### **Section 1**

The Chapter is a subsidiary of the Future Business Leaders of America--Phi Beta Lambda, Inc. As an integral part of FBLA-PBL Inc., the chapter shall have goals and engage in activities consistent with the organization's status as a charitable and educational organization as defined in Section 501 (c) (3) of the Internal Revenue Code of 1954. Reports shall be submitted to FBLA-PBL, Inc., as requested.

### **Section 2**

The Chapter shall be governed by a Board of Directors, which shall serve as the policy making body for the Chapter, and which shall be subject to this Constitution, the FBLA or PBL Bylaws, and the Board of Directors of FBLA-PBL, Inc.

### **Section 3**

The Chapter shall adopt a set of Bylaws consistent with this Constitution, which shall include the powers and duties of the Board of Directors, officers and elections, meetings of the Chapter, and any other provisions necessary for the orderly administration of the Chapter.

### **Section 4**

The Chapter shall maintain such relationship with FBLA or PBL local chapters within the state of North Dakota as shall be approved by the Board of Directors. The Chapter may apply to the Internal Revenue Service for a group tax exemption ruling on behalf of the local chapters within the state.

### **Section 5**

Upon dissolution, all the assets of the Chapter shall be and remain the assets of FBLA-PBL, Inc.

## **Article VI—Emblems and**

### **Insignia**

The Chapter emblems shall be the emblems of the national organization. Only members in good standing may use official emblems and insignia.

## **Article VII—Amendment**

This Constitution is a mandatory Constitution drafted by FBLA-PBL, Inc., for the adoption by its state chapters and shall be unamendable

without the written consent of FBLA-PBL, Inc. Should amendments be required for the purpose of qualifying or retaining qualification under Section 501 (c) (3) of the Internal Revenue Code of 1954 or any successor provision thereto, such amendments, as approved by the Board of Directors of FBLA-PBL, shall become a part of this Constitution with or without the consent of the Chapter.

Revised by National FBLA-PBL December 5, 1975.

Revised by North Dakota State Chapter of FBLA-PBL Inc. September 20, 1991.

Revised by North Dakota State Chapter of FBLA-PBL, Inc., April 4, 2004.

#### **National Office Address:**

FBLA, Inc.  
12100 Sunset Hills Drive,  
Suite 200  
Reston, VA 20190  
703-860-3334 OR  
1-800-325-2946

#### **North Dakota Address:**

North Dakota State Chapter  
FBLA, Inc.  
State Capitol, 15th Floor  
600 East Boulevard Ave.  
Dept. 270  
Bismarck, ND 58505-0610  
701-328-2286

# FUTURE BUSINESS LEADERS OF AMERICA, INC.

## North Dakota Chapter

### FUTURE BUSINESS LEADERS OF AMERICA COLLEGIATE BYLAWS

#### Article I—Name

##### Section 1

The name of this chapter of FBLA, Inc. shall be the "North Dakota Chapter of Future Business Leaders of America College" and may be referred to as "North Dakota FBLA Collegiate" or "FBLA Collegiate."

#### Article II—Purpose

##### Section 1

The purpose of FBLA Collegiate is to provide opportunities for postsecondary students to develop business-related career competencies. FBLA Collegiate is an integral part of the instructional program and in addition, promotes a sense of civic personal responsibility.

##### Section 2

The specific goals of FBLA Collegiate are to:

- a. develop competent, aggressive business leadership,
- b. strengthen the confidence of students in themselves and their work,
- c. create more interest in and understanding of American business enterprise,
- d. encourage members in the development of individual projects which contribute to the improvement of home, business, and community,
- e. develop character, prepare for useful citizenship, and foster patriotism,
- f. encourage and practice efficient money management,
- g. encourage scholarship and promote school loyalty
- h. assist students in the establishment of occupational goals, and
- i. facilitate the transition from school to work.

#### Article III—Membership

##### Section 1

FBLA Collegiate membership shall consist of members of nationally chartered local chapters. These members shall hold membership in their local, state, and national chapters. Membership shall consist of these classes of members:

FBLA Collegiate Active Members—shall be students enrolled in a postsecondary program who accept the purpose of FBLA Collegiate and subscribe to its creed. Active members shall pay dues as established by local, state, and national FBLA Collegiate and may participate in all events, in accordance with the guidelines of the awards program, serve as voting delegates to leadership conferences, hold office, and otherwise participate in local, state, and national activities in accordance with established guidelines, rules and regulations.

#### Article IV—Dues and Finance

##### Section 1

State dues shall be determined by a majority vote of the local voting delegates at the State Leadership Conference. State dues of members shall be forwarded directly to the office of the state chairman or other designated agent. National dues shall be forwarded directly to the national office by the local chapter.

##### Section 2

Annual North Dakota FBLA Collegiate dues shall be \$10 per active member.

##### Section 3

The affairs and property of FBLA, Inc. shall be managed by the National Board of Directors which shall have all powers and duties of a board of directors, according to D. C. Code 29-1080 (1967 ed.).

##### Section 4

The fiscal year of the Future Business Leaders of America shall be July 1 through June 30.

#### Article V—Organization

##### Section 1

Future Business Leaders of America Collegiate shall be an association of local chapters, each operating in accordance with the charter granted by FBLA, Inc. Only chapters which have received

charters and numbers issued by FBLA, Inc. and which are in good standing, shall be referred to as chapters of "Future Business Leaders of America" or "FBLA Collegiate."

##### Section 2

A chapter of FBLA Collegiate shall be considered in good standing with the national and state organization when the following conditions are met:

- a. State and national membership dues have been paid.
- b. All reports have been submitted to the national office and state chairman as requested.
- c. The local chapter constitution and bylaws are not in conflict with the state and national constitutions and bylaws in any of the provisions.

##### Section 3

FBLA Collegiate members shall be considered in good standing when they:

- a. attend local chapter meetings with reasonable regularity,
- b. show an interest in, and take part in, the affairs of the chapter, and
- c. pay their local, state, and national dues.

##### Section 4

The State Executive Board shall serve as the policy-making body of North Dakota FBLA Collegiate.

##### Section 5

The State Executive Board shall consist of state officers and members of the state committee, (state chairman and state advisers). Each member of the State Executive Board will have one vote. The state president chairs the State Executive Board meetings.

##### Section 6

The state Chapter shall hold at least one annual state leadership conference to elect state officers and conduct business.

##### Section 7

The position of state chairman shall be filled by recommendation of the National Board of Directors of FBLA, Inc.

##### Section 8

Each group wishing to become a chapter of FBLA shall make a formal written application to the North Dakota

state chairman who will submit the application to the national FBLA office for approval, and the national FBLA, Inc. office will issue the local chapter charter.

#### **Section 9**

Each local chapter shall have at least one adviser. A local chapter may have as many special--emphasis groups under the chapter charter as it deems necessary to meet the interests of all students. The local chapter of FBLA Collegiate shall assume full responsibility for coordinating the program for these interest groups.

#### **Section 10**

The State Executive Board may appoint up to three state advisers to serve unlimited, renewable one-year terms. State advisers may consist of, but not be limited to, industry representatives, local chapter advisers, and other individuals with a passion for career & technical education, leadership development, and student organizations.

### **Article VI—Officers and Elections**

#### **Section 1**

The state elected officers of the North Dakota State Chapter of Future Business Leaders of America Collegiate shall be a president and four vice presidents. All officers stated above will be elected, appointed, and installed at the State Leadership Conference and will serve as voting members of the State Executive Board.

#### **Section 2**

Qualifications for Elected State Officers

- a. Only active FBLA Collegiate members are eligible to hold office.
- b. Only those applicants who are present at the State Leadership Conference shall be eligible for nomination.
- c. To be considered for an elected office in the North Dakota State Chapter of Future Business Leaders of America Collegiate, a candidate shall:
  - (1) have at least one full year remaining in their post-secondary or college program of study,
  - (2) be recommended by the local chapter and endorsed by their local chapter adviser, and
  - (3) file an official application for office by the established filing date.

#### **Section 3**

Nominations for Elected Officers

- a. Nominees who have filed an official application for a specific office and who are present at the general session of the North Dakota FBLA Collegiate Leadership Conference when the election is held shall be eligible for election to office. Any change in the application for a specific office must be filed with the State chairman prior to the beginning of the First General Session at the State Leadership Conference.
- b. In the event there are no candidates for an office, applications for the vacant office will be accepted by the newly elected State Executive Board following the conference by an established date. The newly elected State Executive Board will appoint an officer from applications for the vacant office following the conference.

#### **Section 4**

Elections

- a. The president and vice presidents shall be elected annually by the local voting delegates at a business meeting at the annual North Dakota State FBLA Collegiate Leadership Conference. These officers shall be elected by a majority of the local voting delegates present and registered at the conference. No proxy voting will be permitted.
- b. No more than three members may be candidates for elected office from the same local FBLA Collegiate chapter.

#### **Section 5**

Term of Office

- a. State officers shall be elected for one year, and their term of office shall begin at the close of the State Leadership Conference.
- b. Officers may succeed themselves in the same office for two consecutive years if elected for a second term.

#### **Section 6**

Vacancy in Office

- a. A vacancy in office, other than that of president, shall be filled or remain vacant, as determined by the State Executive Board.
- b. The State Executive Board shall delegate one of the vice presidents to assume the role of president if that office shall become vacant. This delegate would be selected by a majority vote of the State Executive Board.

- c. Should the office of president become vacant, the chosen vice president shall assume the office of president.

### **Article VII—Duties of FBLA Collegiate State Officers**

#### **Section 1**

The president shall:

- a. serve as chairman of the State Executive Board,
- b. preside over the Executive Board meetings and business meetings of FBLA Collegiate,
- c. appoint appropriate committees and committee chairmen,
- d. serve as an ex-officio member of all committees,
- e. perform other duties for the promotion and development of local, state, and national FBLA, Inc., and
- f. maintain a close and continuing relationship with the state chairman and state advisers of FBLA.
- g. prepare an agenda for the executive board meetings with input from the State Executive Board.

#### **Section 2**

The vice presidents shall:

- (1) Each taking on assigned responsibility below, but not limited to:
  - a. assist the president and state chair in any activity,
  - b. serve as a liaison for local North Dakota FBLA Collegiate chapters for the North Dakota FBLA Collegiate state officer team and State Executive Board,
  - c. serve as a representative of the North Dakota FBLA Collegiate state officer team for new and re-activating chapters,
  - d. serve as chairman of appointed committees, and
  - e. assist in the promotion and development of FBLA.
  - f. present financial reports to members at State Executive Board meetings and the State Leadership Conference,
  - g. serve as a primary liaison between potential and current corporate partners and North Dakota FBLA Collegiate,
  - h. be responsible for developing and/or updating a corporate partner program for the current membership year,
  - i. keep an accurate record of all business of the State Leadership Conference and the State Executive Board,

- j. supply at least one copy of the minutes and substantiating report to the State Executive Board promptly,
- k. publish and update the official North Dakota FBLA Collegiate website and social media pages,
- l. submit appropriate items to the publisher of national FBLA publications,
- m. advise the president on the orderly conduct of business in accordance with FBLA Collegiate Bylaws and the current edition of Roberts Rules of Order, Newly Revised,
- n. complete an annual review of the organization's bylaws.

**Section 3**

These officers shall serve on the State Executive Board, perform the duties prescribed in the Bylaws, and perform such other duties as directed by the president and the state chairman which are consistent with these Bylaws or other rules adopted by FBLA.

**Section 4**

Any intellectual property or digital works, including but not limited to logos, themes, slogans, phrases, guides, and other works created by a member or officer of North Dakota Future Business Leaders of America Collegiate for or on behalf of North Dakota Future Business Leaders of America Collegiate shall be the property of North Dakota Future Business Leaders of America Collegiate and the member or officer is deemed to have waived all rights in favor of North Dakota Future Business Leaders of America Collegiate.

**Section 5**

Any state officer failing to perform assigned duties as stated in Article VII, may be dismissed from office by a two-thirds vote of the State Executive Board. The office shall be filled following the guidelines in Article VI, Section 6, of the North Dakota Future Business Leaders of America Collegiate Bylaws.

**Article VIII—State Leadership Conference and Meetings**

**Section 1**

A North Dakota State Leadership Conference shall be held each year.

**Section 2**

Each local chapter in good standing shall be entitled to send two to six local voting delegates from its active membership to the State Leadership Conference in accordance with the following:

- a. 1-19 members—two voting delegates
- b. 20-39 members—three voting delegates
- c. 40-59 members—four voting delegates
- d. 60-89 members—five voting delegates
- e. 90 and above—six voting delegates

**Section 3**

All voting delegates and competitive event participants of local chapters shall be officially registered by their respective advisers and their names submitted by a deadline set by the State Executive Board for the State Leadership Conference. Changes may be made in the names of voting delegates or participants of competitive events at registration prior to the beginning of the State Leadership Conference First General Session.

**Section 4**

Only those voting delegates recognized as registered and present during the initial role call at the First General Session of the State Leadership Conference will be allowed to vote. No proxy voting will be permitted.

**Section 5**

The quorum for all business meetings at the State Leadership Conference shall be a majority of the currently registered voting delegates eligible to vote and in attendance at that meeting.

**Section 6**

Leadership development conferences and meetings may be held as determined by the State Executive Board.

**Article IX—State Executive Board**

**Section 1**

The state officers of North Dakota FBLA Collegiate shall, with the state chairman and state advisers, constitute the State Executive Board.

**Section 2**

- The State Executive Board shall:
- a. adopt policies of operation for FBLA Collegiate as deemed necessary,
  - b. approve committee appointments and the creation of new committees by the president,
  - c. review all proposed amendments to the Bylaws,
  - d. present to the FBLA Collegiate active members at the State Leadership Conference those proposed amendments which have been approved by the State Executive Board, and

- e. perform such other duties as are prescribed by these Bylaws.

**Section 3**

Special meetings of the State Executive Board shall be called upon at the written request of three voting members of the State Executive Board. At least one State Executive Board meeting will be held annually.

**Section 4**

Business of the State Executive Board may be conducted by mail, teleconference or other appropriate means at the discretion of the president and approval of the state chairman and the state advisers. All business completed in a non-traditional format, and results of this business, shall be recorded in the minutes of the next regular State Executive Board meeting.

**Article X—Committees**

**Section 1**

Advisory and other committees to assist in the growth and development of FBLA Collegiate may be appointed as deemed necessary by the State Executive Board.

**Section 2**

The president of FBLA Collegiate shall, with the approval of the State Executive Board, establish committees, and appoint their members for a period not to exceed the president's term of office, and assist in their activities.

**Section 3**

Committee business may be conducted by mail, teleconference, or other appropriate means at the discretion of the president and approval of the state chairman and the state advisers. For adoption, action take by the committee in a non-traditional meeting shall require a plurality vote of the members eligible to vote and shall be reported to the committee members no later than the next regular committee meeting.

**Article XI—Emblems and Colors**

**Section 1**

The official emblem and insignia item designs are described and protected from infringement by registration, in the U. S. Patent Office, under the Trademark Act of 1946. The manufacturing, reproduction, wearing, or displaying of the emblem shall be governed by the National Board of Directors of FBLA, Inc.

**Section 2**

Emblems and insignia shall be uniform in all local and state chapters and within special-emphasis groups; they shall be those of FBLA. Only members in good standing may use official emblems and insignia.

### **Section 3**

The official colors of North Dakota FBLA shall be blue and gold.

## **Article XII—Parliamentary**

### **Authority**

#### **Section 1**

The rules contained in *Robert's Rules of order Newly Revised—current edition* shall govern the North Dakota State Chapter of FBLA in all cases to which they are applicable and in which they are not inconsistent with the rules of FBLA, Inc., these Bylaws, or any special rules of order which the North Dakota FBLA Collegiate may adopt.

#### **Section 2**

The use of the word chairman to identify one who chairs a committee or meeting is seen by a growing number of educators and students as perpetuating linguistic sexism. Many advisers and members of FBLA wish to free their language from this unconscious semantic bias. However, because *Robert's Rules of Order Newly Revised—current edition* takes the position that the word "CHAIRMAN suffices for both sexes," it will be used in the Constitution and Bylaws and in other FBLA state and national publications.

## **Article XIII—Amendment of the Bylaws**

### **Section 1**

Proposed amendments to these Bylaws shall be submitted in writing not later than sixty days prior to the North Dakota FBLA Collegiate State Leadership Conference to the state chairman by local chapters or by a state officer. Notice of proposed amendments shall be sent to local chapters within thirty days of the State Leadership Conference.

### **Section 2**

Proposed amendments shall be reviewed by the State Executive Board and must be approved by the State Executive Board before they can be submitted to the voting delegates at the State Leadership Conference. The State Executive Board shall present approved amendments, with recommendations, to

voting delegates at the State Leadership Conference.

### **Section 3**

A two-thirds vote of the voting delegates registered at the State Leadership Conference and in attendance at the business meeting is required for adoption of amendment.

*Revised March 24, 2018*

*Revised April 9, 2022*

*Revised March 27, 2023*

*Revised April 8, 2024*

# ***FBLA COLLEGIATE NATIONAL LEADERSHIP CONFERENCE PARTICIPANT'S INFORMATION***

The FBLA Collegiate National Leadership Conference (NLC) will be held in Dallas, TX, May 31-June 2, 2025. The NLC offers motivational and informational sessions for both members and advisers. Delegates will be involved in workshops to help develop leadership skills and make important career decisions. Qualified competitive event winners can compete in the FBLA Collegiate National Awards Program.

If you are an eligible competitive event winner, you must complete the Competitive Event Information form and email it to Jessica DeVaal at the FBLA Collegiate State Office no later than April 1. If you fail to do so, you will **forfeit your right** to compete at the NLC.

On April 3, a notice will be emailed to all chapters of the competitive events that have not been entered. Any FBLA Collegiate member may enter any "open" competitive event at the NLC upon notification of the North Dakota FBLA Collegiate State Office.

**No competitive events at the NLC can be entered after April 7!**

The National FBLA Collegiate office will publish NLC conference information on its website at [www.fbla.org](http://www.fbla.org). Registration will be done online using the chapter membership login. Contact the national office for information at 800-325-2946 or by e-mail: [conference@fbla.org](mailto:conference@fbla.org).



## ND FBLA Collegiate NLC Competitive Event Information

**People who wish to compete in FBLA Collegiate competitive events representing North Dakota should submit the following information by April 1, 2025.**

School Name	Event(s) Entering
Participant's Name	Mailing Address on May 15
Day Phone	
Evening Phone	E-mail Address

Person to be contacted in case of emergency while attending NLC:

Name	Mailing Address
Phone	

**NOTE: Completion of this form does not register you for the conference or hotel. It only makes it possible to enter a competitive event!**

If you are not competing, but are attending the 2025 National Leadership Conference, it would be appreciated if you would complete and return this form to the state office so we can share this information with all attending from North Dakota.

**If you send in this form indicating your intent to register for and compete at the conference, but change your mind, please notify the state office as soon as possible. This information is needed in order to complete event confirmation prior to arrival at the NLC.**

**Email this form by the designated date to:**

**Jessica DeVaal**  
**Career and Technical Education**  
**600 E. Boulevard Ave., Dept. 270**  
**Bismarck, ND 58505-0610**  
[jdevaal@nd.gov](mailto:jdevaal@nd.gov)

**North Dakota State Board for  
Career and Technical Education**

*State Capitol, 15<sup>th</sup> Floor -- 600 E Boulevard Ave, Dept. 270  
Bismarck ND 58505-0610  
701-328-3180*

*EMAIL: [cte@nd.gov](mailto:cte@nd.gov)*

*WEBSITE: [www.cte.nd.gov](http://www.cte.nd.gov)*

***Ms. Sonia Meehl - Oakes, Chair***

***Mr. Mike McHugh - Mandan, Vice-Chair***

***Mr. Levi Bachmieier – West Fargo***

***Ms. Kirsten Baesler – Bismarck***

***Mr. Pat Bertagnolli – Bismarck***

***Ms. Lyndsi Engstrom – Westhope***

***Dr. Mark Hagerott – Bismarck***

***Mr. Eric Nelson - Williston***



North Dakota FBLA Collegiate is sponsored as part of the  
Department of Career and Technical Education  
Wayde Sick, State Director, and Executive Officer  
Jessica DeVaal, FBLA Collegiate State Chairperson  
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