

**FUTURE BUSINESS LEADERS
CHAPTER MANAGEMENT HANDBOOK UPDATES
JUNE 2013**

2013-14 New Events (2014 Nashville)

Remember, it is up to each state to implement new and modified national events so check with your state adviser to see what events will be offered for your 2014 SLC.

- One big change for next year—each state may submit three (3) entries in all events for 2014 NLC
- Agribusiness—individual event, objective test
- Insurance and Risk Management—individual event, objective test
- LifeSmarts—is now a new event
- Public Service Announcement—individual or team event, presentation
- Mobile Application Development—individual or team event, prejudged, presentation

2013-14 Modifications (2014 Nashville)

- **Combined** Introduction to Technology Concepts and Technology Concepts for a new event *Introduction to Information Technology*. It is still an individual event for 9th and 10th grade
- **Combined** Word Processing I & II into one event renamed *Word Processing* for all grade levels
- **Renamed** and modified Sports Management to *Sports and Entertainment Management*—team event, collaborative objective test, and a performance component
- Hospitality Management—team event, collaborative objective test, and a performance component
- ~~Business Ethics has been changed. Students will be given an ethical topic in the *Chapter Management Handbook* to research throughout the year, write a synopsis to submit, and then present.~~
- Desktop Publishing is now an individual or team of two. The production topic will be in the *Chapter Management Handbook* for the team to develop throughout the year and submit in May for prejudging. The objective test is still given at the NLC.
- The number of pages for American Enterprise Project, Community Service Project, and Partnership with Business Project is reduced to fifteen (15).
- Reports and Digital Video Production will be submitted online for national competition and judging

2013-14 FBLA TOPICS FOR CHAPTER MANAGEMENT HANDBOOK

~~Business Ethics revised~~

~~Workplace Ethics in Information Technology—Copyright and Fair Use~~

Business Financial Plan

You are planning to open an independent retail store selling personalized clothing and accessories in your hometown. Customers will be able to purchase a variety of shirts, pants, tote bags, cups, and accessories in a variety of colors and, for an additional charge, can have words or images printed onto the items. Customers can purchase one item or if they purchase in bulk they can receive a discount. There are two other suppliers in the local area that offer personalized merchandise, but they only offer bulk orders and they do not offer a store front or popular accessories. You are planning to open your facility in a 10,000 square foot, stand-alone store and warehouse. You will need to purchase inventory for the store and stock the warehouse for bulk orders.

Business Presentation

You have been asked to give a presentation to a group of small business leaders in your community on how the Affordable Care Act's rules, costs, and tax implications will likely impact their businesses.

Computer Game & Simulation Programming

The player is an intern at a large company. He is navigating a six story office building as a career journey. Starting at the bottom level, the player will encounter business related obstacles that require new skills. Fortunately, the player can choose a high school FBLA competitive event to obtain these skills. The event choice will provide a small text segment of information related to the event skills that should lead to the correct answer or action. When the skills have been obtained, the player will level up to the next floor of the office building to take on more difficult obstacles and choices. At the top floor is the goal, a full time job of his dreams. Other engaging gameplay may be incorporated during game navigation. This may include avoiding a distracting coworker, collecting knowledge points, or other creative and entertaining action that fits the theme. Minimum five skill enhancements per level. The Audience is middle school technology students thinking about joining FBLA in high school. Games must conform to an ESRB rating of E for Everyone. (Game theme can be modified to fit financial literacy or other topic of interest.)

Desktop Application Programming

You have been contracted to develop the conference registration program for the 2014 FBLA National Fall Leadership Conferences. Your program will allow chapters to register members, advisers, and guests for one of the three NFLCs. It also will allow each registered participant to preregister for the workshops they will attend during the conference.

You may use any programming language you desire to develop your program, but your program must read from and write to comma separated text files (*.txt). Your program must have a graphical user interface (not run from a command prompt) and must contain sample data. You must submit your code as text files (i.e., paste your code into a Notepad document and save as a *.txt file – place all text files of code in a folder call **TEXTCODE**). You also must supply all necessary supplemental programs/updates/add-ons necessary to run your program (full installs – not links to downloads). The program must run from a standalone executable file and should **not** require installation (i.e., your executable should **not** install the application on a computer—just run the program).

DATA FILES

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

Participants can register for any of the three NFLC conferences. You will create a data file called **CONFERENCES** that contains one record for each of the three conferences. This data file should contain four fields as follows:

- unique code for the conference (abbreviation)
- location of conference
- begin date of conference
- end date of conference

There are three different types of conference participants: members, advisers, and guests. You will create a data file called **TYPE** that contains one record for each of the three participant types. This data file should contain two fields as follows:

- unique code for the participant type (single letter)
- description of participant type

It is necessary to keep track of all the conference participants; therefore, you will need to create a data file called **PARTICIPANTS** that contains one record for each registered participant. This data file should contain six fields as follows:

- unique number for each participant (can be an auto number)
- conference code (must match a code from the CONFERENCES data file)
- participant type (must match a code from the TYPES data file)
- participant first name

- participant last name
- chapter number

In order to allow participants to preregister for workshops, you must keep track of the workshops for each conference. You will create another data file called **WORKSHOPS** that will contain data on every workshop offering at all three NFLCs and will contain one record for each workshop time. This data file should contain six fields as follows:

- unique number for each workshop (can be an auto number)
- conference code (must match a code from the CONFERENCES data file)
- workshop name
- workshop description
- workshop date
- workshop start time

Finally, you must keep track of the workshop registrations. You will create a data file that tracks these registrations called **WKSHP_REGISTRATIONS** with a record for each workshop registration containing two fields as follows:

- workshop ID (populated from the WORKSHOPS data file)
- participant ID (populated from the PARTICIPANTS data file)

REPORTS

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

- All conference participants filtered by conference (i.e., select conference and only see associated records) sorted by each of the following:
 - participant type, last name
 - chapter number, participant type, last name (i.e., generate a chapter registration confirmation – each chapter should begin on a new page)
- Participant list for each workshop sorted by last name (each workshop should begin on a new page)
- Participant schedule showing all preregistered workshops, opening and closing sessions, and other major conference events (suggested formats include grid/matrix or agenda – each participant should begin on a new page)

Desktop Publishing

A renowned publishing firm has hired you to join their executive marketing team for the upcoming release of *White Tiger, Yellow Tiger*—a novel written by the esteemed author, Christopher Li. The firm asks that you design the book jacket (includes the front and back covers), an event flier, and a full-color newspaper advertisement. All documents should be prepared to print in color.

The promotional summary for the novel is as follows:

Two star-crossed lovers meet in the blossoming Southeast Asian landscape during an historic era of great political upheaval. Their romantic circumstance, though secret, drives them to take up refuge in the dark, mysterious Khmer jungle where, according to local folklore, the mythic white and yellow tigers convened to make peace with the world. As a consequence of their generational divide, their recluse reflects the external turmoil, igniting furious tensions over social expectation and meaningful, productive existence. As the climate, both political and emotional, slides from their grip, the space in which they hoped peace would manifest becomes a sight for intense reckoning.

Reviews from major publishers and syndicated news sources include:

“Never have I been so wrenched by a novel. The essence of poetry in the most tumultuous of moments literally stole my breath.” —Mark Golden, *The Associated Print*

“Mr. Li is on to something here. He crafts a political discourse that should be read by every young person confronting the world on a grand scale. Definitely a worthy addition to every high school summer reading list.” —Kathy Murphy, *Harper and Lee Publishing*

“A tale of the ages. A true classic. Mr. Li establishes himself as the foremost voice of his generation. His prose and poised composition of political conflict intertwined with environmental and social dialogues yields a striking narrative comparative to the Transcendentalists of the nineteenth century.” —Kelly Page, *The Literary Scholar*

“Tantalizing. The exotic backdrops and poignant detail tell a terrifying tale of individuals responding to political disintegration in the only way they know they can. You experience pure human emotion in Mr. Li’s work.” —Al Samuels, *University Press and Co.*

“His crafty diction subjects each of his characters to a mysterious, almost sinister representation of human conditions. Every object from the main characters to the architecture of each precipice comments on the astounding nature of our existence. We need more writers like Li who can compose such relevant discourses on art and human nature.” —Pierce Hanson, *News of the Hour* [insert short quote from Pierce Hanson]

Digital Design & Promotion

You, as a designer, will develop a logo design for *Cupcake Genius, a cupcake and specialty bakery*, which gives the company a corporate identity.

You also will create several business documents including (save as appropriate pdf, eps, docx, etc.):

- Labels for the packaging. Cupcake boxes, cake boxes, etc. Approximate size of the label needs to be 4" wide x 3" tall
- Business Cards 3.5" wide x 2" tall – standard size
- Gift Certificates 8.5" wide x 3.5" tall

In addition *Cupcake Genius* needs some promotional items. Please develop the design for:

- Decals for the store front windows, window size is 4' wide x 5' tall-- must be vector-based artwork (acceptable formats: eps, pdf)
- Banner for Special Events – 6' wide x 2' tall—must be vector-based artwork (acceptable formats: eps, pdf)
- One-quarter page (5.14" x 10.5") grayscale newspaper advertisement to appear in the *Bakery News* (acceptable formats: pdf, jpg, tiff, eps)
- Design for the front of an apron – approximate area size is 4" x 4" (acceptable format is pdf or jpg)

Your submission should include everything listed above.

Digital Video Production

Create a video on the importance of green practices; e.g., energy efficiency, hybrid technology, building certifications, etc.

E-business

Create a site for a touring band, speaker, or author. Include event schedules, blog, music/book sales, social media links, individual/group biography, ticket purchasing interface, etc. Information may be fictitious.

Emerging Business Issues

Consumers are shopping at traditional brick and mortar stores, on Web sites, and increasingly through mobile applications. Does the availability of a mobile application provide a business with a stronger consumer base and higher revenue? Argue either the affirmative or negative that having a mobile application increases consumer base and revenue for businesses.

Mobil Application Development

Your FBLA adviser has shared that they are concerned about all of the details related to traveling to the national conference with a large number of students. They are in need of a mobile application that they will be able to use while they are on-site at the national leadership conference that will help them track everything related to the conference and their students.

The App should be able to gather the following information about students:

You are to build an App that combines a game, social media, and the opportunity for academic advancement through social networking and peer support. The App is adopted by schools and it has a reward system attached to it with prizes based on point levels of the school's choosing at the time of adoption.

The App should link to either Facebook or Foursquare to allow check-in functionality with location services.

When completing their individual profile, students must set up their academic expertise in the following subjects:

- | | |
|---------------|-------------------------------|
| • Business | • Mathematics |
| • Marketing | • History |
| • Science | • Economics |
| • Technology | • Family & Consumer Sciences |
| • Engineering | • Automotive Technology |
| • English | • Other (user defined option) |

Students will share their current level of expertise in the given subject area. It includes:

- I'm an expert and I want to help people!
- I'm doing okay and I don't need help – but I'm not confident enough to help others
- I need help
- I need a tutor because—I just can't get the hang of this subject

Students earn points (confirmed by the person who helped and the person who requested help) in the following ways (App Developer to determine points earned for each accomplishment):

- Bravery Points (first time asking for help)
- Help Requested Points
- Help Given Points
- Grade Improved Points
- Tutoring Provided Points
- Teacher Study Session Points
- Additional points as determined by the App Developer

The App should also give students the ability to share tips, tricks, and study resources with fellow App Users. Points could be awarded for tips that are appreciated by other users. The developer is welcome to add additional challenges and point earning opportunities.

Public Service Announcement

Exercising/Eating Right

Website Design

Develop a website for a local Bed and Breakfast in your community. The B&B, Willow Lake, offers honeymoon and anniversary packages, extended stay packages, and general one- or two-night accommodations for travelers. The business also hosts afternoon tea parties for special occasions such as birthdays and wedding/shower parties. The breakfast menu is French oriented with fruit and cheese crepes, various croissants, with gluten free options. The "Tea Party" service includes high-end custom teas and finger sandwiches with an assortment of finger-food sweet options. The B&B is located in a refurbished home that was built in the 1800's featuring a fireplace in each room, authentically furnished living and dining rooms, and an outside patio with formal gardens for entertaining. Highlight (and link to) homepages of local attractions that would entice individuals to stay on property. Highlight local restaurants for other meal functions. All information may be based upon your local community or fictitious information.