

2018 FBLA NLC COMPETITIVE EVENTS

BUSINESS ETHICS

Research an ethical case related to the automobile industry and discuss why it happened; how it should be resolved; and what could have prevented it.

BUSINESS FINANCIAL PLAN

You are planning to open a “fresh food” (i.e. prepared meals, ingredients to makes meals, natural foods, etc.) home delivery service in your community of 250,000 residents. Since it is a delivery service, there is room to expand your geographic delivery area. Your service will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.).

You will conduct business via an online ordering system, but you will lease an existing building that is currently zoned for your business venture in order to prepare the meals that will be delivered to customers. You will also need to purchase a delivery vehicle(s).

Develop a financial plan that covers all aspects described. You will need to name your business. You must include plans for needed construction/renovation to the building, equipment that must be purchased, inventory for your launch date, hours of operation, staffing requirements, and an advertising plan. You will also need to clearly identify your target market(s), product availability, and delivery location(s).

CODING AND PROGRAMMING

Develop a database program to manage the issuance of books at a school library. Give the school a name. The program must be able to complete a minimum of the following tasks:

- Track student and teacher names with ability to enter/view/edit names.
- Track the issuance of books for a student or teacher.

- Manage different limits for the number of books that can be issued to a student or teacher.
- Manage the number of days that students and teachers can check out any book. (Hint: Mostly like the number of days will differ for students and teachers).
- Give each book a different ID. Also, each book of same name and same author (but number of copies) will have different ID.
- **Generate/print weekly report** to show books issued to whom and number of days leading to the due date return.
- **Generate/print weekly report** of detail of fines (when book not returned on time).

COMPUTER GAME & SIMULATION PROGRAMMING

A sandbox is a style of game in which minimal character limitations are placed on the gamer, allowing the gamer to roam and change a virtual world at will. In contrast to a progression-style game, a sandbox game emphasizes roaming and allows a gamer to select tasks. Instead of featuring segmented areas or numbered levels, a sandbox game usually occurs in a “world” to which the gamer has full access from start to finish. Create an original sandbox-style game that revolves around a year in the life of a typical FBLA member and the varied activities that he/she can become involved in; such as competitive events, fundraising, community service, national membership programs, and national recognition programs. The game must:

- Run on a PC using Windows 7 or newer
- Be virus and malware free
- Run solely by keyboard stroke
- Qualify for a maximum ESRB rating of E10+

DIGITAL VIDEO PRODUCTION

Create a promotional video that explains why your school board should support starting an FBLA chapter at your school.

E-BUSINESS

Develop an e-business website for your new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service for your community of 250,000 residents. Since it is a delivery service, there is room to expand your geographic delivery area. Give your business a name and a logo. Your service will have a variety of delivery options to meet the needs of

different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The website should clearly identify the target market locations and its product availability. The website should allow customers to check availability of products, place and pay for orders online as a one-time customer, or become a member and set up plans for a calendar year. The site should also contain a contact page.

EMERGING BUSINESS ISSUES

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

GRAPHIC DESIGN

Create a digital magazine spread for the FBLA publication, *Tomorrow's Business Leader*. You must include a cover; a feature article on an FBLA program; an interview with an educator, professional member, or sponsor; and a promotional announcement for the 2018 National Leadership Conference in Baltimore.

Introduction to Business Presentation

Create a business presentation that revolves around the theme, "What is FBLA to me?"

Mobile Application Development

Develop an app to manage the issuance of books and to provide other information at a school library. Give the school a name. The app must be able to do or show the following:

- Allow students and teachers to reserve books.
- Allow students and teachers to check out books.
- Remind students and teachers when books are overdue.
- Show a map of the school library.

Public Service Announcement

Develop a public service announcement that addresses the issue of student safety and protection with regard to cyber bullying.

Publication Design

You have been hired to develop a publication portfolio for a new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service that will open soon in a community of about 250,000 residents. The business will be a delivery service. The business will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The materials developed should clearly identify the target market and its products. Give the business a name. The portfolio should include a logo for the business, a poster to advertise the business, a business card, and three additional promotional products.

Social Media Campaign

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

Website Design

Create a website on how to get a job. You will need to come up with a name and logo for your website. At minimum, the website must include information on the following components

- Where to find information on job openings
- Writing a resume and cover letter
- Completing application forms
- How to present yourself in a job interview
- Tips for a successful job interview