

FBLA High School Competitive Event Topics

2018-2019

Business Ethics (FBLA)

Category: Presentation without Equipment

Type: Individual or Team

Topic: Research the ethical issue of gift giving in a business setting. Be prepared to present the following:

- What could or can be accepted without disclosure.
- What should not or cannot be accepted or given.
- What should be recorded.
- How staff can seek further guidance.

Business Financial Plan

Category: Prejudged Reports & Presentation

Type: Individual or Team

Topic: Find a unique opportunity to create a shop/business to open in your local community. The business should specifically be targeted for your community. Research available real estate in your area to help secure a location for your business. The Business Financial Plan should include a name for the business, plans for needed construction and/or renovation to the building, equipment to be purchased, inventory for your launch date, hours of operation, staffing requirements, and a promotional plan.

Coding & Programming

Category: Prejudged Projects & Presentation

Type: Individual

Topic: Develop a computer program to manage the issuance of e-books to a class of students. Give the class and e-book a name. The program must complete a minimum of the following tasks:

- Track student name and grade in school with ability to enter/view/edit.
- Track the redemption codes for each individual copy of the e-book with ability to enter/view/edit codes.
- Track the issuance of e-books for a student--a redemption code may be used only once and paired with the student.
- Generate or print weekly report to show to whom books are assigned.
- Data must be stored persistently. Storage may be in a relational database, a document-oriented NoSQL database, flat text files, flat JSON or XML files.
- The user interface must be a GUI with a minimum of five different control types including such things as drop-down lists, text fields, check boxes, emails, or other relevant control types.

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- All data entry must be validated with appropriate user notifications and error messages including the use of required fields.

Computer Game & Simulation Programming

Category: Prejudged Projects & Presentation

Type: Individual or Team

Topic: You are to create a game designed to test a member's knowledge of FBLA. The game must produce questions to be presented to the user comprising a minimum of five different FBLA related topics. Topics may include competitive events, business skills, national officers and/or running for national office, national sponsors/partners, basic parliamentary procedure, national conference (NFLC and NLC) dates/locations, FBLA history, etc. The game must be winnable. For example, you must implement a system of rewards/penalties such as points, tokens, or levels. Questions should be drawn from a question bank that presents the user a different assortment of questions every run of the game. There must be an increase in difficulty as the levels increase.

- The game must be compatible with a Windows 7 or newer operating system
- The game should be secure and bug free
- The game should utilize two of the following: keyboard, touchscreen, and/or mouse
- The game must be compatible for a maximum ESRB rating of E10+
- The game should have an instructional display
- The game should have credits indicating who completed each portion/component of the development process
- The game should have a menu with an option to quit at any point

Digital Video Production

Category: Prejudged Projects & Presentation

Type: Individual or Team

Topic: Create a video promoting Giving Tuesday donations in order to benefit FBLA. The video should discuss Giving Tuesday as the recognized Tuesday after Thanksgiving event that developed around social media and online donations, how FBLA can benefit from it, how it can impact the organization, and how/where to make a donation.

E-business

Category: Prejudged Projects & Presentation

Type: Individual or Team

Topic: Develop an e-business website for a unique shop or business that could be opened in your local community. The business should be specifically targeted for your community. Give the shop or business a name. Include pictures, descriptions of items,

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and services for sale. The site needs to include purchase and shipping information, a shopping cart, and social media links.

Emerging Business Issues (FBLA)

Category: Presentation without Equipment

Type: Individual or Team

Topic: The idea of companies implanting tiny microchips in the hands of employees is starting to take hold. This raises questions about health and privacy risk. The idea behind these chips are that workers will no longer have to bother with log-ins at their PC or swipe badges to open security doors. Be prepared to argue the affirmative that yes, companies should be allowed to require the insertion of microchips in their employees; or be prepared to argue the negative that no, companies should not be able to require that employees have these microchips embedded.

Graphic Design

Category: Presentation with Equipment

Type: Individual or Team

Topic: Your community is opening a new high school, and you are a member of a committee to develop promotional/branding graphics for the new high school. Give the school a name and decide upon a mascot, school colors, and a school logo. The promotional/branding graphics should include a school t-shirt, one performing arts uniform (band/choir/color guard, etc.), one sport uniform (basketball, football, softball/baseball, cheerleaders, etc.), and a decal or magnet.

Introduction to Business Presentation

Category: Presentation with Equipment

Type: Individual or Team

Topic: Create a business presentation that revolves around how FBLA participates in and benefits from Giving Tuesday. The presentation should discuss Giving Tuesday as the recognized Tuesday after Thanksgiving event that is developed around social media and online donations, how FBLA can benefit from it, how it can impact the organization, and how/where to make a donation.

Mobile Application Development (FBLA)

Category: Prejudged Projects & Presentation

Type: Individual or Team

Topic: Develop an app designed to test a member's knowledge of FBLA. Give the app a name. The app must produce questions to be presented to the user comprising a minimum of five different FBLA-related topics. Topics may include competitive events, business skills, national officers and/or running for national office, national

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sponsors/partners, basic parliamentary procedure, national conference (NFLC and NLC) dates/locations, FBLA history, etc.

- The app must be designed strictly for a tablet or phone
- The operating system must be mobile based such as Android or iOS
- The app should be secure and bug free
- The app should state its licensing and terms of use

Public Service Announcement

Category: Presentation with Equipment

Type: Individual or Team

Topic: Develop a public service announcement that explains why “Soft Skills” in the workplace are important to employers in your community.

Publication Design

Category: Presentation with Equipment

Type: Individual or Team

Topic: Your community is opening a new high school, and you are a member of a committee to develop a publication portfolio for the new high school. Give the school a name and decide upon a mascot, school colors, a school logo, and a mission statement/slogan. The publication portfolio should include a letterhead, a business card for the athletic director, a booster club donor card, and a rack card.

Social Media Campaign

Category: Presentation with Equipment

Type: Individual or Team

Topic: Create a social media marketing campaign to create buzz for and knowledge of FBLA’s participation in Giving Tuesday. The campaign needs to encourage social media users to make donations to the organization. The campaign should encourage individuals to donate to FBLA through the recognized Tuesday after Thanksgiving event that was developed around social media use and online donations. The planned campaign must utilize a minimum of three different social media platforms.

Website Design (FBLA)

Category: Prejudged Projects & Presentation

Type: Individual or Team

Topic: Accuracy is a new accounting firm that specializes in performing accounting responsibilities such as bookkeeping, taxes, audits, annual reports, and more for private and independent entrepreneurial businesses. Accuracy has hired you to create a website and must include the following components:

- Introduction to the website using a Flash or Flash-type animation

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- Company overview to include its mission statement, services it offers, company history, staff information, and one other item generally found on a company's website
- Customer service information
- Interactive calendar to view and schedule appointments and meetings with clients
- Links, site map, FAQs, pricing/rates, and a "contact us" option