

North Carolina FBLA 2024-25 Competitive Events



This document serves as the main resource for members and advisers to understand Competitive Events in North Carolina. In most cases, the FBLA National Guidelines will be followed explicitly at both the Regional and State Leadership Conferences.

[High School Competitive Events](#) and [Middle School Competitive Events](#)

Questions about Regional Leadership Conferences should be directed to the current Regional Adviser and/or Regional Board Member for your respective Region.

Questions about the State Leadership Conference should be directed to your respective Board Member and/or the State Adviser.

When starting to guide your students in selecting an event in which to compete, this is an excellent place to start:

[Choose Your Event \(High School\)](#)

[Choose Your Event \(Middle School\)](#)

North Carolina FBLA 2024-25 Competitive Events



High Level Changes for the 2025 National Leadership Conference

- Updates to the number of devices that can be used during a preliminary and finals round. Competitors can present with up to two devices.
- External speakers are not allowed for preliminary presentation rounds.
- Links and QR codes are restricted items in pre-judge reports; links and QR codes during presentations are for display purposes only.
- Production events will happen on-site during the National Leadership Conference.

Business Ethics

- Objective test has increased to 100 questions

Database Design & Applications

- Event has been retired

Digital Animation

- Video length has been reduced to 2 minutes

Financial Math

- Formerly named Business Calculations
- Individual Event, Objective Test
- Event not eligible for those that placed in the top ten at previous NLCs in Business Calculations

Future Business Educator

- Clarification on event topic
- Lesson plan is not brought to the presentation round

Future Business Leader

- Cover letter/resume is not brought to the presentation/interview round

Job Interview

- Cover letter/resume is not brought to the presentation/interview round

2024-2025 Topics

- **Broadcast Journalism**
- **Business Ethics**
- **Coding & Programming**
- **Computer Game & Simulation Programming**
- **Data Analysis**
- **Digital Animation**
- **Digital Video Production**
- **Financial Statement Analysis**
- **Future Business Educator**
- **Graphic Design**
- **Introduction to Business Presentation**
- **Introduction to Programming**
- **Introduction to Public Speaking**
- **Introduction to Social Media Strategy**
- **Mobile Application Development**
- **Public Service Announcement**
- **Public Speaking**
- **Social Media Strategies**
- **Visual Design**
- **Website Coding & Development**
- **Website Design**

North Carolina FBLA 2024-25 Competitive Events



Regional Leadership Conference Events

| High School | Middle School |
|---|---------------------------|
| Accounting I | Career Exploration |
| Financial Math | FBLA Mission & Pledge |
| Business Communication | Financial Literacy |
| Computer Applications | Exploring Public Speaking |
| Future Business Leader | Spirit Events |
| Introduction to Business Procedures | |
| Introduction to Information Technology | |
| Introduction to Parliamentary Procedure | |
| Introduction to Public Speaking | |
| Job Interview | |
| Networking Infrastructures | |
| Public Speaking | |
| Spirit Events | |
| Spreadsheet Applications | |
| Word Processing | |

Competitive Event Definitions

| Components | Description |
|-----------------|---|
| Interview | The employer (judge) interviews the applicant (competitor) by asking typical job interview questions. |
| Objective Test | A timed objective online test. Non-graphing calculators may be used. |
| Prejudged | Content is judged before the conference. The presentation of a report or project is judged during the conference. |
| Presentation | The presentation of an individual or team's project, or campaign on a specific topic provided on the National Website. This topic changes each year. |
| Production Test | A timed computer production test administered and proctored at the home school prior to the RLC and/or SLC. |
| Role Play Team | Competitors receive a role play scenario prior to their time in front of judges. Judges receive a copy of the role play, along with suggested questions to ask during each performance. |
| Speech | A speech is prepared based on the given topic or topic of choice. |

North Carolina FBLA 2024-25 Competitive Events



North Carolina Scholarship Events

| Scholarship Name | Eligibility |
|--|--|
| Alsup Business Scholarship | Only high school seniors taking an active part in the SLC are eligible. All applicants should plan to work toward a degree in business. |
| Barton College | Participants must be high school seniors planning to attend Barton College. |
| FBLA Professional Division Scholarship Award | See NCFBLA Website for details. |
| James L. White Scholarship | Only high school seniors taking an active part in the SLC are eligible. All applicants should plan to work toward a degree in business. |
| NC ACTE-BE Broyhill Scholarship | Applicants must be classified below the senior grade level in high school. |
| UNC-G Bryan School of Business Scholarship | Participants must be high school seniors planning to attend UNC-G in the year following the award and to select a major in the Bryan School of Business and Economics. |

North Carolina Awards

| Title | Eligibility |
|-------------------------------|--|
| Adviser of the Year Award | Nomination forms must be submitted to the respective Regional Board Member and State Adviser via email by December 15 . Advisers should have 4 or more years of experience as an adviser for FBLA with a current active chapter. They will complete a packet describing their commitment to their students and the organization. A committee will review submitted packets and the adviser with the highest score will be named Adviser of the Year. |
| New Adviser of the Year Award | Nomination forms must be submitted to the respective Regional Board Member and State Adviser via email by December 15 . Advisers should be in their first, second or third year as an FBLA adviser with an active chapter. They will complete a packet describing their commitment to their students and the organization. A committee will review submitted packets and the adviser with the highest score will be named New Adviser of the Year. |
| Businessperson of the Year | Each region will submit their respective region's choice for Businessperson of the Year. From there, selection will be made by the NCFBLA Board to award the statewide title of Businessperson of the Year. |
| Largest Local Chapter Award | Official membership numbers from FBLA Connect on January 22 will determine the Largest Local Chapter Award. |
| NC FBLA Honorary Life Member | Any active member or adviser can nominate a person for Honorary Life Membership. Nominations should be sent to the State Adviser via email by January 22. |
| NCBEA Outstanding Student | Participants may not enter the Who's Who in FBLA event. |
| Who's Who in FBLA | Participants must be in their senior year of high school. Candidates must have completed the Future level of the Business Achievement Award. |

North Carolina FBLA 2024-25 Competitive Events

General Rules and Regulations

- Only paid, active members are allowed to compete at RLC, SLC, and NLC. Please refer to the annual calendar for membership deadlines.
- Members may participate in one chapter event and one individual or team event. Exceptions are made for these events:
 - o Students applying for a state office are permitted to compete in a team or individual event.
 - o A member nominated for "Who's Who in FBLA or other scholarship event may also compete in another event.
 - o Members participating in events with grade level restrictions or maximum-training limits, must submit a current transcript as proof of their eligibility.
- NO electronic equipment will be provided at NC SLC. This includes:
 - o Projectors
 - o Projection screens
 - o Drop cords, surge protectors, or other sources of electricity
- 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.
- Registration must be completed by the chapter adviser via Blue Panda
- Failure to report on time to competitive events may result in disqualification.
- If a member places in the top 10 at a previous NLC, they are not allowed to compete in that event at any RLC or SLC.
- Throughout the conference, all members are expected to be in FBLA Dress Code.
- Participants should bring a copy of the prejudged material if they want to include it in their presentation.
- No audiences are allowed for preliminary or final events.
- Materials due prior to the conference must be submitted on time, according to the posted date. Late submissions may be disqualified.

Participation Limits

- Team Events can consist of 1, 2, or 3 members.
- Chapter Events can consist of 1, 2, or 3 members.
- All Objective Test Only events have a limit of **4 members per chapter**.
- Some events have limited entries per chapter:
 - o Business Plan
 - o Coding & Programming
 - o Computer Applications
 - o Computer Game & Simulation Programming
 - o Data Analysis
 - o Digital Video Production
 - o Financial Statement Analysis
 - o Future Business Educator
 - o Graphic Design
 - o Introduction to Business Presentation
 - o Introduction to Programming
 - o Introduction to Social Media Strategy
 - o Mobile Application Development
 - o Public Service Announcement
 - o Sales Presentation
 - o Social Media Strategies
 - o Spreadsheet Applications
 - o Visual Design
 - o Website Coding & Development
 - o Website Design
 - o Word Processing

North Carolina FBLA 2024-25 Competitive Events



| Middle School Events | | | | |
|--|--------------------------|------------|----------------------|--|
| Comp Link Guidelines and Rubric | Participants | Type | Category | Competition Information |
| Annual Chapter Activities Presentation | Team of 1,2 or 3 Members | Chapter | Presentation | 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time |
| Business Etiquette | Individual | Individual | Objective Test | Objective Test, 50-multiple choice questions, 30 minutes to test |
| Career Exploration | Individual | Individual | Objective Test | Objective Test, 50-multiple choice questions, 30 minutes to test |
| Career Research | Individual | Individual | Presentation | 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time |
| Community Service Presentation | Team of 1,2 or 3 Members | Chapter | Presentation | 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time |
| Critical Thinking | Team of 1,2 or 3 Members | Team | Role Play | 15-minute preparation time, 7-minute presentation time |
| Digital Citizenship | Individual | Individual | Objective Test | Objective Test, 50 multiple choice questions, 30 minutes to test |
| Exploring Business Ethics | Individual | Individual | Objective Test | Objective Test, 50 multiple choice questions, 30 minutes to test |
| Exploring Business Issues | Team of 1,2 or 3 Members | Team | Presentation | 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time |
| Exploring Computer Applications | Individual | Individual | Production/Objective | Production and Objective Test, 50 multiple choice questions, 30 minutes to test, Production is 2 hours |
| Exploring Computer Science | Individual | Individual | Objective Test | Objective Test, 50 multiple choice questions, 30 minutes to test |
| Exploring Economics | Individual | Individual | Objective Test | Objective Test, 50 multiple choice questions, 30 minutes to test |
| Exploring Leadership | Individual | Individual | Objective Test | Objective Test, 50 multiple choice questions, 30 minutes to test |
| Exploring Parliamentary Procedure | Individual | Individual | Objective Test | Objective Test, 50 multiple choice questions, 30 minutes to test |

2024-25 North Carolina High School Competitive Events
 Visit the Competitive Event guidelines for event specifics

North Carolina FBLA 2024-25 Competitive Events



| | | | | |
|---|--------------------------|------------|---------------------------|---|
| Exploring Public Speaking | Individual | Individual | Presentation | Speech with a Topic, 3 minute presentation time |
| Exploring Technology | Individual | Individual | Objective Test | Objective Test, 50 multiple choice questions, 30 minutes to test |
| Exploring Website Design | Individual | Individual | Presentation | 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time |
| FBLA Concepts | Individual | Individual | Objective Test | Objective Test, 50 multiple choice questions, 30 minutes to test |
| FBLA Mission & Pledge | Individual | Individual | Speech | 3 minute presentation time |
| Financial Literacy | Individual | Individual | Objective Test | Objective Test, 50 multiple choice questions, 30 minutes to test |
| Interpersonal Communication | Individual | Individual | Objective Test | Objective Test, 50 multiple choice questions, 30 minutes to test |
| Learning Strategies | Individual | Individual | Objective Test | Objective Test, 50 multiple choice questions, 30 minutes to test |
| Marketing Mix Challenge | Team of 1,2 or 3 Members | Team | Presentation | 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time |
| Video Game Challenge | Team of 1,2 or 3 Members | Team | Presentation with a topic | 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time |
| | | | | |
| Resource Links: | | | | |
| MBA Crosswalks | | | | |
| Event Topics | | | | |
| Events at a Glance (more information) | | | | |
| Event Descriptions | | | | |

North Carolina FBLA 2024-25 Competitive Events



High School Events At-A-Glance

| Competitive Event | Team Size | Eligible Grades | Category | Event Elements | | | | | | | | Test Info | | Timing Info | | | |
|---|----------------|-----------------|-------------------------|----------------|-----------|--------------|--------------|--------------|--------|-----------|--------------|----------------|-----------|---------------------|---------------|--------------|--------------|
| | | | | Objective | Productio | Pre-judge | Presentati | Topic | Speech | Interview | Role Play | # of Questions | Test Time | Set up Time | Prep Time | Present | Q&A |
| Accounting I | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Accounting II | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Advertising | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Agribusiness | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| American Enterprise Project | 1-3 | 9-12 | Chapter Event | | | X | X | | | | | | | 3 | | 7 | 3 |
| Banking & Financial Systems | 1-3 | 9-12 | Role Play | X | | | X | | | | X | 100 | 50 | | 20 | 7 | |
| Broadcast Journalism | 1-3 | 9-12 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Business Communication | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Business Ethics | 1-3 | 9-12 | Presentation | X | | X | X | X | | | | 100 | 50 | 3 | | 7 | 3 |
| Business Law | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Business Management | 1-3 | 9-12 | Role Play | X | | | X | | | | X | 100 | 50 | | 20 | 7 | |
| Business Plan | 1-3 | 9-12 | Presentation | | | X | X | | | | | | | 3 | | 7 | 3 |
| Client Service | 1 | 9-12 | Role Play | | | | X | | | | X | | | | 10 | 5 | |
| Coding & Programming | 1-3 | 9-12 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Community Service Project | 1-3 | 9-12 | Chapter Event | | | X | X | | | | | | | 3 | | 7 | 3 |
| Computer Applications | 1 | 9-12 | Production | X | X | | | | | | | 100 | 50 | Production: 2 hours | | | |
| Computer Game & Simulation Programming | 1-3 | 9-12 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Computer Problem Solving | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Cybersecurity | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Data Analysis | 1-3 | 9-12 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Digital Animation | 1-3 | 9-12 | Presentation | | | X | X | X | | | | | | 3 | | 7 | 3 |
| Digital Video Production | 1-3 | 9-12 | Presentation | | | X | X | X | | | | | | 3 | | 7 | 3 |
| Economics | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Electronic Career Portfolio | 1 | 9-12 | Presentation | | | | X | | | | | | | 3 | | 7 | 3 |
| Entrepreneurship | 1-3 | 9-12 | Role Play | X | | | X | | | | X | 100 | 50 | | 20 | 7 | |
| Financial Math | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Financial Statement Analysis | 1-3 | 9-12 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |

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| Competitive Event | Team Size | Eligible Grades | Category | Event Elements | | | | | | | | Test Info | | Timing Info | | | |
|---|-----------|-----------------|----------------|----------------|------------|-----------|--------------|-------|--------|-----------|-----------|----------------|-----------|-------------|-----------|--------------|-----|
| | | | | Objective Test | Production | Pre-judge | Presentation | Topic | Speech | Interview | Role Play | # of Questions | Test Time | Set up Time | Prep Time | Present Time | Q&A |
| Future Business Educator | 1 | 9-12 | Presentation | | | X | X | | | | | | | 3 | | 7 | 3 |
| Future Business Leader | 1 | 9-12 | Presentation | X | | X | X | | | X | | 100 | 50 | | | 10 | |
| Graphic Design | 1-3 | 9-12 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Healthcare Administration | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Help Desk | 1 | 9-12 | Role Play | X | | | X | | | | X | 100 | 50 | | 10 | 5 | |
| Hospitality & Event Management | 1-3 | 9-12 | Role Play | X | | | X | | | | X | 100 | 50 | | 20 | 7 | |
| Human Resource Management | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Impromptu Speaking | 1 | 9-12 | Presentation | | | | X | | X | | | | | | 10 | 5 | |
| Insurance & Risk Management | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| International Business | 1-3 | 9-12 | Role Play | X | | | X | | | | X | 100 | 50 | | 20 | 7 | |
| Introduction to Business Communication | 1 | 9-10 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Introduction to Business Concepts | 1 | 9-10 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Introduction to Business Presentation | 1-3 | 9-10 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Introduction to Business Procedures | 1 | 9-10 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Introduction to Event Planning | 1-3 | 9-10 | Role Play | X | | | X | | | | X | 100 | 50 | | 20 | 7 | |
| Introduction to FBLA | 1 | 9-10 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Introduction to Financial Math | 1 | 9-10 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Introduction to Information Technology | 1 | 9-10 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Introduction to Marketing Concepts | 1 | 9-10 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Introduction to Parliamentary Procedure | 1 | 9-10 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Introduction to Programming | 1-3 | 9-10 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Introduction to Public Speaking | 1 | 9-10 | Presentation | | | | X | X | X | | | | | | | 5 | |
| Introduction to Social Media Strategy | 1-3 | 9-10 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Job Interview | 1 | 9-12 | Presentation | | | X | X | | | X | | | | | | 10 | |
| Journalism | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Local Chapter Annual Business Report | 1-3 | 9-12 | Chapter Event | | | X | X | | | | | | | 3 | | 7 | 3 |
| Management Information Systems | 1-3 | 9-12 | Role Play | X | | | X | | | | X | 100 | 50 | | 20 | 7 | |
| | | | | | | | | | | | | | | | | | |

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| Competitive Event | Team Size | Eligible Grades | Category | Event Elements | | | | | | | | Test Info | | Timing Info | | | |
|-----------------------------------|-----------|-----------------|----------------|----------------|------------|-----------|--------------|-------|--------|-----------|-----------|----------------|------|--------------------|------|---------|-----|
| | | | | Test | Production | Pre-judge | Presentation | Topic | Speech | Interview | Role Play | # of Questions | Time | Set up Time | Prep | Present | Q&A |
| Marketing | 1-3 | 9-12 | Role Play | X | | | X | | | | X | 100 | 50 | | 20 | 7 | |
| Mobile Application Development | 1-3 | 9-12 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Network Design | 1-3 | 9-12 | Role Play | X | | | X | | | | X | 100 | 50 | | 20 | 7 | |
| Networking Infrastructures | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Organizational Leadership | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Parliamentary Procedure | 4-5 | 9-12 | Role Play | X | | | X | | | | X | 100 | 50 | | 20 | 11 | |
| Partnership with Business Project | 1-3 | 9-12 | Chapter Event | | | X | X | | | | | | | 3 | | 7 | 3 |
| Personal Finance | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Public Policy & Advocacy | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Public Service Announcement | 1-3 | 9-12 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Public Speaking | 1 | 9-12 | Presentation | | | | X | X | X | | | | | | | 5 | |
| Sales Presentation | 1-3 | 9-12 | Presentation | | | | X | | | | | | | 3 | | 7 | 3 |
| Securities & Investments | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Social Media Strategies | 1-3 | 9-12 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Sports & Entertainment Management | 1-3 | 9-12 | Role Play | X | | | X | | | | X | 100 | 50 | | 20 | 7 | |
| Spreadsheet Applications | 1 | 9-12 | Production | X | X | | | | | | | 100 | 50 | Production: 1 hour | | | |
| Supply Chain Management | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| UX Design | 1 | 9-12 | Objective Test | X | | | | | | | | 100 | 50 | | | | |
| Visual Design | 1-3 | 9-12 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Website Coding & Development | 1-3 | 9-12 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Website Design | 1-3 | 9-12 | Presentation | | | | X | X | | | | | | 3 | | 7 | 3 |
| Word Processing | 1 | 9-12 | Production | X | X | | | | | | | 100 | 50 | Production: 1 hour | | | |

Events with strikeout are NOT offered at NC's State Leadership Conference