

2023-24 Competitive Events Guidelines

Business Management



Business Management provides members with the opportunity to gain knowledge around management themes. This competitive event consists of an objective test and a role play scenario.

Event Overview

Division: High School

Event Type: Team of 1, 2 or 3 members

Event Category: Role Play Event

Event Elements: Objective Test and Role Play

Objective Test Time: 50 minutes

Role Play Time: 20-minute preparation time, 7-minute presentation time

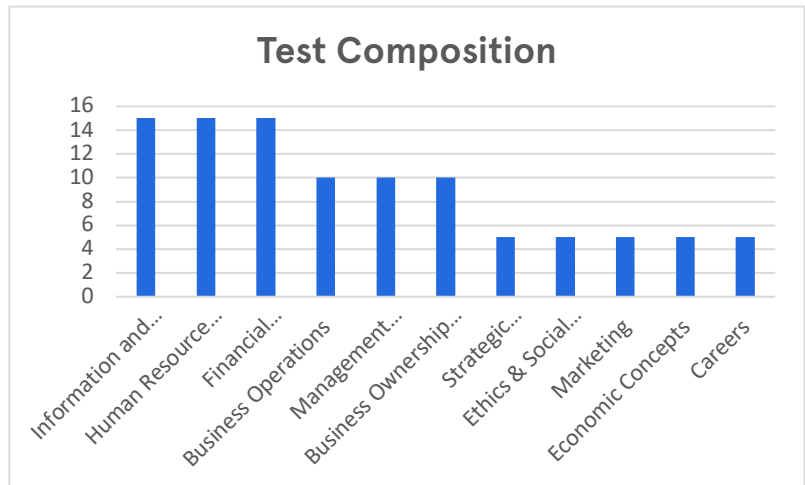
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Equipment Provided by Competitors: Pencil for objective test and State role play

Equipment Provided by FBLA: One piece of scratch paper per competitor for objective test; Two notecards and pencils for each competitor and secret problem/scenario for role play

Objective Test Competencies

- Information and Communication Systems
- Human Resource Management
- Financial Management
- Business Operations
- Management Functions and Environment
- Business Ownership and Law
- Strategic Management
- Ethics and Social Responsibility
- Marketing
- Economic Concepts
- Careers



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Section

- At the section conference, this event consists only of a 50-minute collaborative objective test.
- Each local chapter may enter **one team of one (1), two (2) or three (3) members**.
- A maximum of the **top six (6) places** from each section will represent their section at the State Leadership Conference.

State

- At the State Leadership Conference, there is:
 - a 50-minute collaborative objective test (preliminary round)
 - and an interactive case study (final round) for the top-8 teams.
- Competitors are required to complete both parts for award eligibility.
- Wild cards cannot be used in these events.
- **The top four (4) places in state competition** will represent California at the National Leadership Conference.
- Middle school members who place in the top four **cannot** compete at the National Leadership Conference, per national guidelines.
- **Scoring:**
 - **Objective Test:** The objective test score will be used to determine the top-8 teams and to break ties in the final round.
 - **Role Play:** Only the role play score will be used to determine the final score. A panel of judges will review the role plays. All decisions of the judges are final.
 - Five points will be deducted if competitors do not follow the dress code. If multiple team members are not in dress code, each team member will receive a five (5) point penalty.
 - Five points may be deducted for each instance of not following guidelines.

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California FBLA Guidelines (Section and State)

- **Objective Test Guidelines:**
 - **Objective Test Time:** 50 minutes
 - **Objective Test Questions:** 100 questions
 - 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.
- **Role Play Guidelines:**
 - **Preparation Time:** 20 minutes
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer:** None
 - The top 8 scoring teams will advance to the role play final round.
 - The role play will be a problem or scenario encountered in the business community. The role play will be given to the competitors at the beginning of their assigned preparation time.
 - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
 - No additional reference materials or props or visuals are allowed.
 - If participating as a team, all team members are expected to actively participate in the role play.
 - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
 - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.
 - Finalists may not view other competitors' presentations in their event.
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.
- Bring a pencil to the testing site and the role play final round.

National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

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- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- 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.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- Picture identification (physical or digital driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for an objective test or presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

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 two rounds: objective test and role play
- Objective Test
 - **Objective Test Time:** 50 minutes
 - **Objective Test Questions:** 100 questions
 - This event is an objective test administered online at the NLC.
 - No reference or study materials may be brought to the testing site.
 - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
 - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
 - **Preparation Time:** 20 minutes
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer:** None
 - The top 15 scoring teams will advance to the role play final round.
 - The role play will be a problem or scenario encountered in the business community. The role play will be given to the competitors at the beginning of their assigned preparation time.
 - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
 - No additional reference materials or props or visuals are allowed.

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- If participating as a team, all team members are expected to actively participate in the role play.
- Role plays are interactive presentations; the judges may ask questions throughout the presentation.
- Role play presentations are not open to conference attendees.
- Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role- play round.
- The role play round scores only will be used to determine winners.
- Objective test 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 participants who submit through the conference registration system.

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.

Penalty Points

- Competitors may be disqualified if they are found to violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late for their assigned testing or presentation/role play time.

Electronic Devices

- All electronic devices such as cell phones and smart watches must be turned off and remain out of sight.

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Study Guide: Test Competencies and Tasks

- A. Information and Communication Systems
 - 1. Define communication and discuss its implication for effective management in the manager's role.
 - 2. Apply communication skills (e.g., reading, writing, speaking, listening and viewing) in a courteous, concise, and correct manner.
 - 3. Demonstrate effective communication techniques and skills (e.g., verbal, nonverbal, and technological communications and effective listening skills) in working with individuals, groups, and supervisors.
 - 4. Examine communication barriers and ways to eliminate them.
 - 5. Write internal and external analytical reports (reports that examine a problem/issue and recommend an action).
 - 6. Examine potential communication challenges in international business.
 - 7. Apply appropriate strategies to manage and resolve conflicts in work situations.
 - 8. Plan and facilitate an effective meeting (e.g., agenda, handouts, etc.).
 - 9. Make an oral presentation with appropriate media and aids to an audience.
 - 10. Evaluate the impact of liaisons with community, governmental, and professional organizations on the business environment.
 - 11. Read and comprehend technical and nontechnical reading related to job presentation.
 - 12. Interpret data on graphs, charts, diagrams, and tables commonly used in this industry/occupation.
 - 13. Use correct grammar, punctuation, and terminology, and communication skills to produce and edit clearly written traditional and electronic documents.
 - 14. Select and use word processing software and accompanying features to enhance written business communications.
 - 15. Use database, spreadsheet, presentation, scheduling, and integrated software packages to organize, prepare, manipulate, manage, and present information.
 - 16. Use computer networks (e.g., Internet, online databases, and e-mail) to facilitate collaborative or individual learning and communication.
 - 17. Operate electronic mail applications to communicate within a workplace.
 - 18. Employ collaborative/groupware applications to facilitate group work.
- B. Human Resource Management
 - 1. Identify important human relation skills needed by managers.
 - 2. Develop a staffing plan and prioritize staffing needs to minimize costs while maximizing business contribution.
 - 3. Analyze the impact of outsourcing on businesses.
 - 4. Identify methods/procedures for recruiting employees, publicizing job openings, interviewing, and selecting applicants for employment.
 - 5. Recognize the benefits and challenges in managing a diverse workforce.
 - 6. Discuss factors and outline the procedures used in employee presentation documentation, promotion, and termination including grievance processes.
 - 7. Identify legislation affecting the recruitment and selection process (e.g., affirmative action, right to privacy, and Americans with Disabilities Act).
 - 8. Review legal issues (e.g., harassment, employee rights, privacy, drug testing, labor disputes, discrimination, and substance abuse) and the potential impact to the business.

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9. Investigate and evaluate the elements of an employee compensation package and benefit plan.
 10. Explain the purpose and characteristics of orientation programs for new employees, staff development, and other training and continuing education programs.
 11. Investigate the impact of new technology on the workforce.
 12. Resolve staff issues/problems to enhance productivity and improve employee/employer relationships.
 13. Explain the role of labor unions and management, the collective bargaining process, and advantages and disadvantages of union membership.
 14. Compare various motivation theories and explain their importance for understanding employee behavior including job rotation, job enlargement, and job enrichment.
 15. Explain the concept of authority, delegation, responsibility, and accountability as a requirement of any managerial position.
 16. Develop, interpret, and explain written organizational policies and procedures to help employees perform their jobs according to employer rules and expectations.
 17. Organize work teams and schedule employee work assignments.
 18. Develop company health and safety programs to ensure compliance with regulations and employee protection.
- C. Financial Management
1. Describe methods of obtaining capital and explore differences among various sources of capital.
 2. Discuss investment instruments and the stock market and its impact on business decisions.
 3. Compare the types of financial service providers and describe common banking services.
 4. Analyze cost/profit relationships and other financial data to guide business decision making.
 5. Monitor results of revenue and explain its impact on inventory, personnel, insurance, and promotion.
 6. Manage the cash flow of the business including identifying the cost of operations, the ways that companies can control costs, and sales/production records.
 7. Analyze basic financial statements and reports (e.g., cash flow, income statement, and balance sheet) and apply to business decisions.
 8. Identify and assess business risks, select risk-management strategies, and develop and evaluate a risk-management plan.
 9. Forecast future budgetary needs and prepare a budget to include short- and long-term expenditures.
 10. Describe types of records needed and implement suitable internal accounting controls to ensure the proper recording of financial transactions.
 11. Describe credit plans, credit cards, credit policies, credit ratings, credit agencies, collection procedures, and credit analysis.
 12. Identify reasons for taxes, types of taxes, and the effects taxes have on business decisions.
 13. Describe the purpose of insurance and the types of insurance for business.
 14. Analyze the components of a financial plan.

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D. Business Operations

1. Identify, interpret, analyze, and synthesize information used in decision making in the business environment.
2. Develop and manage quality-control processes to minimize errors, maximize operational effectiveness, and to expedite workflow.
3. Implement personal and jobsite safety rules and regulations to maintain safe and healthful working conditions and environments.
4. Develop and implement security policies/procedures to protect employees and to minimize chance for loss.
5. Identify methods and tools to design or redesign products.
6. Evaluate the effectiveness and efficiency of a production schedule.
7. Identify factors considered when selecting suppliers (e.g., quality, price, and reliable delivery).
8. Define inventory control and evaluate a system for maintaining inventory control.
9. Employ planning and time management skills and tools to monitor, plan, and control day-to-day activities required to enhance results and complete work tasks.
10. Utilize organizational and project management skills to improve workflow, minimize costs, and monitor and evaluate business projects.
11. Maintain property and equipment necessary for ongoing business activities.
12. Manage purchasing activities to obtain the best service/product at the least cost.
13. Use appropriate technology tools and computer-based equipment (containing embedded computers or processors) to control devices and for business applications.
14. Plan physical layout, furnishings, and equipment for a business environment and analyze for maximum efficiency.

E. Management Functions and Environment

1. Describe current and emerging trends in business (e.g., acquisition/downsizing, e-commerce, data mining, labor market, and social issues).
2. Describe the impact of demographic issues on business.
3. Define the four functions of management and describe management roles, functions, skills, and values.
4. Compare and contrast the planning function to other management functions.
5. Explain the importance of organizing in business.
6. Describe how an organization provides accountability by delegating authority and assigning responsibility.
7. Describe the nature of managerial control (e.g., control process, types of control, and what is controlled).
8. Determine the evaluating/controlling strategy for a given business situation.
9. Analyze leadership and management styles and their characteristics, benefits, and limitations in a variety of business situations.
10. Identify stressors in the business environment and employ strategies for dealing with stress.
11. Define forms of global partnering (e.g., licensing, joint ventures, exporting, importing, and franchising) and analyze business situations to determine opportunities for global partnering.

F. Business Ownership and Law

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1. Compare the characteristics, advantages, and disadvantages of different types of business ownership and organization in both service- and product-based businesses.
2. Analyze ownership change transactions (e.g., mergers, acquisitions, hostile takeovers, and restructuring).
3. Identify management levels and describe the interaction between and among management levels.
4. Describe the types of organizational structures and identify the factors that influence an organization's structure.
5. Identify current laws and regulations affecting the establishment and operation of businesses.
6. Explain the purpose, list the parts of a business plan, and develop an effective business plan.
7. List and explain components of a legally enforceable contract.
8. Analyze the impact and relationship of government regulations and community involvement on business management decisions.
9. Analyze the relationships among contract law, law of sales, consumer law, agency law, and environmental law.
10. Describe the role of organized labor and its influences on government and business.

G. Strategic Management

1. Identify examples of strategic plans, tactical plans, and operational plans.
2. Describe the strategic planning process within an organization.
3. Use planning tools (business and action plans, company goals and objectives, SWOT, benchmarks) to guide an organization's activities.
4. Develop business plans to meet company needs (e.g., company vision, goals, objectives, and management plan).
5. Identify major management tasks involved in implementing the work of an organization.
6. Organize business activities related to a company's vision, mission, and values to achieve established action plans.
7. Control an organization's/department's activities to monitor business activities and to make business decisions.
8. Discuss benchmarking and discuss the importance of benchmarking in evaluating company presentation.
9. Adjust growth projections impacting facilities and equipment to foster profitable operations.

H. Ethics and Social Responsibility

1. Display characteristics of an acceptable work ethic (e.g., attendance, and attire).
2. Differentiate social, ethical, and environment issues facing business.
3. Demonstrate knowledge of ethical behavior in a business environment (e.g., confidentiality of information, employee right to know, hiring practices, plagiarism, copyright violations, sexual harassment, mission statement, code of ethics, etc.).
4. Identify the impact of unethical behavior on a business.
5. Identify ethical considerations resulting from various situations (e.g., technological advances, international competition, employer-employee relationships, and consumer relations).

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6. Identify ways in which a business organization demonstrates social responsibility (e.g., providing jobs, paying taxes, and contributing to special community projects).
- I. Marketing
 1. Explain the role of marketing in the economy.
 2. Analyze marketing information/research to make informed decisions.
 3. Explain marketing concepts and identify and apply the components of the marketing mix.
 4. Describe promotional strategies (e.g., telemarketing and e-commerce).
 5. Analyze the impact of e-business on profitability.
 6. Describe different pricing strategies and the importance of price.
 7. Discuss ways to maintain product and service quality and customer satisfaction.
 8. Explain the importance of packaging and branding in relation to customer/sales satisfaction.
 9. Discuss the channels of distribution, distribution transportation, and product handling.
 - J. Economic Concepts
 1. Identify basic micro and macroeconomic concepts (i.e., supply and demand, leading economic indicators, business cycle, and economic cycle).
 2. Compare and contrast basic economic systems, free markets, and economic-political systems.
 3. Describe the current economic environment and its effect on business.
 4. Describe economic indicators impacting financial decision making and use them to detect economic trends and conditions.
 5. Describe the importance of international trade and how global competition has affected how American businesses operate.
 6. Identify various forms of competition (e.g., pure competition, monopolistic competition, oligopoly, and monopoly).
 - K. Careers
 1. Develop a career plan in business management.
 2. Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.
 3. Identify the steps to follow in resigning from a position.
 4. Identify the characteristics of a successful supervisor/manager.
 5. Continue professional development to keep current on relevant trends and information within the industry and for career advancement.

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Business Management Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Information and communication systems, human resource management, financial management, business operations, management functions, business ownership, careers, ethics, marketing, social responsibility, economic concepts, strategic management	<i>No competencies demonstrated</i>	<i>One or two competencies are demonstrated</i>	<i>Three competencies are demonstrated</i>	<i>Four or more competencies are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
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	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					