Georgia FBLA Competitive Event Changes

Competitive Event Changes

Accounting II
The skills test has been eliminated. This event will only consist of an online test and will only be offered at RLC.

Client Service
Competitors will no longer be sequestered at RLC. This event will not be open to spectators at RLC.

Future Business Leader
Application materials will be prejudged at SLC online and count towards 20% of the preliminary SLC score.

Graphic Design
The event formerly known as Digital Design & Promotion has been renamed as Graphic Design.

Impromptu Speaking
Competitors will no longer be sequestered at RLC. This event will not be open to spectators at RLC.

Introduction to Business Presentation
The event formerly known as Business Presentation will now be limited only to students in grades 9 & 10.

Introduction to Business Procedures
The event formerly known as Business Procedures will now be limited only to students in grades 9 & 10.

Introduction to Financial Math
The event formerly known as Business Math has been renamed as Introduction to Financial Math.

Job Interview
Application materials will be prejudged at RLC and SLC and count towards 1/3 of the RLC score and preliminary SLC score.

Publication Design
The event formerly known as Desktop Publishing will no longer be classified as a Skills event. The top 12 entries statewide from RLC will present their entries before a panel of judges at SLC. There is no longer an objective test with this event.

All Events that Include a Case Study
At RLC, Client Service and Impromptu Speaking will be closed to audiences and competitors will not be sequestered. However, for all events involving a case study at SLC, we will still sequester competitors prior to their prep time.

All Events
The top four in all events will now be eligible to advance to SLC.

Competitive Event Topics

For complete event regulations and the Desktop Application Programming topic, please refer to the 2015-2016 Georgia FBLA Competitive Event Guidelines, available in September.

3-D Animation
You are an employee for the Code County School System and have been assigned to participate on the Marketing Team to promote the School System's dress code in the workplace for all employees including administrators, teachers, assistants, aides, etc.

Your school system has struggled for the last 18 months to enforce the Code County School System's dress code. Your Marketing Team has been assigned the task of designing a promotional video clip using 3-D animation to stress the required dress code. Design a 3-D animated video clip keeping in mind the audience to be sure that the dress code will be followed throughout the rest of the school year. The focus of the clip should be following the dress code versus the actual code itself. Present the video clip to the panel of judges, your superintendent, and his/her administrators.

Business Ethics
Research an ethical topic related to animal testing on products for safety and human use of those products.

Business Financial Plan
You just recently graduated from your university with a degree in Health and Physical Fitness. You played two sports at your university and continue to remain healthy by working out and eating well. Your dream has been to open your own athletic club with high-end equipment, structured class exercise rooms, cardio exercise equipment, weight machines, and free weights. You want to offer 30- and 60-minute massages and personalized fitness plans. You will have locker rooms and operate 24 hours/7 days a week. There is an opportunity to grow and hire other employees who could be personal trainers working with you in the same school of philosophy.

You have thousands of dollars of debt and no disposable income because you have not been hired for your first job since graduating. You really want to open this athletic club. You are planning to open your own facility in a 15,000 square foot, stand-alone building. You will need equipment, inventory, software for schedules, and more to open your doors.

You did your research and you found a great opportunity to present your idea including a business financial plan to a major Angel Investor who may want to invest in your plan.

Prepare a well-written business financial plan following the parameters and FBLA Performance Indicators as assigned. You will need to submit your report and then give a seven-minute presentation to the Angel Investor (judges).

Computer Game & Simulation Programming
Create a computer game that includes the following features/capabilities:
- Has at least three levels
- Keeps score
- Must run on a PC using Windows 7 or newer
- Must be a standalone executable program
- Virus and malware free
- Must have some type of celebratory conclusion if the game is conquered. Must have some type of encouragement for those who cannot conquer the game. Can replay.
- At least two lives or chances
- Game features should be compatible with a maximum ESRB rating of E10+.

Desktop Application Programming
You have been hired by the national office of Future Business Leaders of America-Phi Beta Lambda.

Create a program to keep current membership data, allowing the addition and change of records. Each record in the master file should contain the membership number, first name, last name, school, state, email, year joined, code for active/non-active, and amount owed.

Create a report that will produce a list of members by state from the master file that has the member number, member name, year joined, grade in school, and amount owed. Include only the members owing a balance. The report footer should include the total number of non-active members, total number of active members, total number of members owing, and the amount owed. Have an option to view or print the report, allowing for 50 detail lines per page and at the end of the report, with the footer information described above.

Create a report that lists all seniors and their email addresses, sorted by state. Have an option to view, print, or export to an .xls file.
The design concepts of the master file, update program, membership report, and email report are left to the competitors. Usability and functionality should be the prime objectives.

Digital Video Production
Using a popular cover song as a starting point, create a parody music video that will promote FBLA. It should incorporate music, acting, singing, and multiple production elements.

E-Business

Create a website for a banquet hall (to be used for wedding receptions, engagement parties, and any type of celebrations or business presentation meetings). Develop a company identity including a name and logo that has a cohesive design structure to be used throughout the website. The site should have elements typical of a banquet hall, including but not limited to:

- Interactive calendar with availability
- Interactive photo gallery
- Interactive contact information page
- Ability to reserve date online and pay deposit
- Ability to order and pay for two different features
- Ability to request digital sales kit

Emerging Business Issues

In the last several years, the entertainment industry has undergone a substantial number of changes. In the original days of television, there was nothing more than antenna. This was followed by cable, satellite, digital cable, digital antennas, and now, online streaming.

Unlocked and jailbroken devices have become increasingly available and popular. It is your responsibility to research the following:

- Legal implications of unlocked or jailbroken devices
- Ethical implications of unlocked or jailbroken devices
- Potential penalties for using unlocked or jailbroken devices
- Availability of software/hardware/services to unlock or jailbreak a device

Competitors should be ready to argue both the pro (there is nothing wrong with using unlocked or jailbroken devices) and the con (legally and ethically, unlocked or jailbroken devices are wrong) and present the arguments for both sides of the scenario to a panel of judges. Competitors should be ready to answer questions.

Graphic Design

Create a digital sales kit for a banquet hall (to be used for wedding receptions, engagement parties, and any type of celebrations or business presentation meetings). Develop a company identity including a name and logo that has a cohesive design structure to be used throughout the digital sales kit. All files should be shown in the presentation. The kit should include:

- Floor plans
- Catering menus
- Special packages with upscale features
- Special services such as linens, decorations, china, seating, etc.

Introduction to Business Presentation

You have just taken first place in Introduction to Business Presentation at your FBLA State Leadership Conference, and you are now faced with the need to raise over $2,000 per person on your team to attend the FBLA National Leadership Conference in Atlanta. Prepare a seven-minute presentation that can be used in front of a variety of potential sponsors that may include community service groups, local small businesses, the school board, etc.

Mobile Application Development

An App is to be created that allows FBLA members to interact and share their opinions on style, fashion, and attire.

Users can snap a picture with their phone. They can share what they want to know—things like (a) Is this outfit stylish?, (b) Is this outfit professional?, (c) Is this outfit within the FBLA-PBL dress code?, (d) What should I change to make this outfit better?, and other important details.

It should allow users to post outfits and interact with anyone else who has posted outfits.

Public Service Announcement

In light of current events with professional sports teams, franchises, and professional sports players the image of these companies has been tarnished. Produce a PSA demonstrating the positive impact of sports.

Publication Design

You have been hired by a new restaurant owner who is offering both a bakery and restaurant for gluten-free products. Being gluten- and wheat-free is considered the norm in today's society. The owner, who is gluten-free, decided to get funding to open a business. The entrepreneur specializes in making baked goods from breads to muffins and pastries, as well as simple lunch or dinner menu items for the casual diner who is gluten- and/or wheat-free. The owner has hired one of the top pastry and restaurant chefs in the area with experience in gluten- and wheat-free foods. To attract new customers and let people know about the restaurant, the owner has asked you to develop a series of print items suitable for a new bakery and restaurant marketing campaign. This will include the design of a brochure, 1/4 page newspaper ad, magazine coupon, and campaign poster not to exceed 18" x 24".

Before you begin, design a logo for the company. This logo should communicate the company name, incorporate graphic elements, and include a tagline/slogan that you create. The logo should be used on all promotional items. The marketing campaign should be cohesive. Create contact information including a URL.

Social Media Campaign

Create a social media campaign to market your new business: a banquet hall to be used for wedding receptions, engagement parties, and any type of celebrations or business presentation meetings. You must use at least three sources of social media (e.g., Twitter, Facebook, Instagram, Pinterest, etc.).

Website Design

You have been hired by a new restaurant owner who is offering both a bakery and restaurant for gluten-free products. Being gluten- and wheat-free is considered the norm in today's society. The owner, who is gluten-free, decided to get funding to open a business. The entrepreneur specializes in making baked goods from breads to muffins and pastries, as well as simple lunch or dinner menu items for the casual diner who is gluten- and/or wheat-free. The owner has hired one of the top pastry and restaurant chefs in the area with experience in gluten- and wheat-free foods. Develop a company identity including a name and logo that has a cohesive design structure to be used throughout the website. The site should have elements typical of a restaurant, including but not limited to:

- Menus
- Contact information and hours of operation
- Make a reservation online
- About Us
- Preferred customer loyalty program
- Reviews