

ENTREPRENEURSHIP

Owning and managing a business is the goal of many Americans. This event recognizes FBLA members who demonstrate the knowledge and skills needed to establish and manage a business. This event is based on team rather than individual participation. In addition to learning and applying business decision-making skills, team participants develop speaking ability and poise through oral presentations.

OBJECTIVE TEST COMPETENCIES (may include, but not limited to)

- business plans
- community/business relations
- legal issues
- initial capital and credit
- personnel management
- financial management
- marketing management
- taxes
- government regulations
- ethics

PERFORMANCE COMPETENCIES

- topic presented in a logical manner
- communication skills evident through voice projection and diction
- critical thinking/problem solving used to resolve case
- presentation includes positive and negative aspects of implementation
- all team members contribute to presentation
- answer questions effectively

NBEA STANDARDS REINFORCED BY EVENT

Accounting: the accounting process, special applications

Communication: foundations, organizational

Entrepreneurship: marketing, economics, finance, accounting, global market, legal, business plans

Management: management functions, human resource management

Marketing: foundations of marketing, the marketing mix, the marketing plan

CAREER CLUSTER(S): Business, Management & Administration; Finance; Marketing, Sales, & Service

ELIGIBILITY

The top five (5) teams composed of two (2) or three (3) members from the winter regional conferences may enter this event. If a chapter has no winners in the top five (5), it may enter one team in this event.

1. Team members must be on record in the FBLA state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. No more than one (1) team member may have won first place at a State Business Leadership Conference nor have competed at a prior National Leadership Conference.
4. Participants failing to report on time will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

OVERVIEW

This event consists of two (2) parts: an objective test and a performance component. A one (1) hour objective test will be administered based on the competencies listed. Team members will take one objective test collaboratively. Nongraphing calculators will be provided.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers; they may use their own cordless calculators. No graphing calculators, Palm Pilots, or other memory storage devices may be used.

CASE STUDY

A maximum number of fifteen (15) teams will be selected to present the decision-making problem.

The case study will consist of a decision-making problem encountered by entrepreneurs in one or more of the following areas: business planning, human relations, financial management, and marketing. All the questions raised in the case must be addressed during the presentation.

GUIDELINES

1. The fifteen (15) teams with the highest scores on the objective test will be scheduled for a performance. The order of performance will be drawn at random by an impartial person in the event office. Final ranking will be determined by the performance scores. If a tie exists, the team's average objective test scores will be used to break the tie.
2. Members of the fifteen (15) participating finalist teams will report to the preparation room twenty (20) minutes before their performance time. Each team will receive an envelope containing the case study. Teams will report to the performance room at the end of twenty (20) minutes.
3. Two (2) 4" x 6" note cards will be provided for each team member and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation. Only these note cards may be used.
4. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
5. Teams have seven (7) minutes to present the case.
6. Teams should introduce themselves, describe the situation, make their recommendations, and summarize (or describe) their case. All team members must participate in the presentation.
7. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over seven (7) minutes.
8. Following each presentation, the judges will conduct a three (3) minute question-and-answer period.
9. Performances are open to conference attendees who are not performing participants of this event.

JUDGING

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

The performance portion of this event will be evaluated by a panel of judges. All decisions of the judges are final. In the event of a tie, the objective test score will be included to determine the final rank.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

NATIONAL ENTRIES

Washington State may enter two (2) winning teams for national competition.



ENTREPRENEURSHIP

Performance Rating Sheet

| Evaluation Item | Not Demonstrated | Does Not Meet Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|--|------------------|----------------------------|--------------------|----------------------|---------------|
| Content | | | | | |
| Problem is understood and well-defined | 0 | 1-5 | 6-10 | 11-15 | |
| Alternatives are recognized with pros and cons stated and evaluated | 0 | 1-5 | 6-10 | 11-15 | |
| Logical solution is selected with positive and negative aspects of its implementation given | 0 | 1-5 | 6-10 | 11-15 | |
| Anticipated results are based on correct reasoning | 0 | 1-5 | 6-10 | 11-15 | |
| Explanation | | | | | |
| Thoughts and statements are well organized and clearly stated; appropriate business language is used | 0 | 1-5 | 6-10 | 11-15 | |
| Team members demonstrated self-confidence, poise, and good voice projection | 0 | 1-3 | 4-7 | 8-10 | |
| All team members participated actively during the presentation | 0 | 1-2 | 3-4 | 5 | |
| Demonstrated ability to effectively answer questions | 0 | 1-3 | 4-7 | 8-10 | |
| Subtotal | /100 max. | | | | |
| Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time: | | | | | |
| Penalty Deduct five (5) points for failure to follow guidelines. | | | | | |
| Dress Code Penalty Deduct five (5) points when dress code is not followed. | | | | | |
| Final Score | /100 max. | | | | |
| Objective Test Score (To be used in the event of a tie.) | | | | | |

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|--------------------|--|-------|--|
| Student Name(s): | | | |
| School: | | | |
| Judge's Signature: | | Date: | |

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator