

# E-BUSINESS

One critical element in a business' success in today's global market is the ability to sell products and services to the consumer via the Internet. This event recognizes FBLA members who have developed proficiency in the creation and design of Web commerce sites.

## PROJECT COMPETENCIES

- document addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- appropriate selection of fonts and type sizes
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- required information is effectively communicated
- copyright laws followed

## PERFORMANCE COMPETENCIES

- presentation of project is developed logically and systematically
- design process effectively communicated
- tips, techniques, and tools used are presented
- voice quality and diction are appropriate for the setting
- self-confidence apparent through knowledge of content and articulation of ideas

## NBEA STANDARDS REINFORCED BY EVENT

Communication: technological

Economics and Personal Finance: allocation of resources, markets and prices, buying goods and services

Entrepreneurship: marketing

Information Technology: input technologies, network applications, privacy and ethics

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

## ELIGIBILITY

All local chapters may enter one (1) individual or one (1) team of two (2) or three (3) members. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference nor competed in this event at a prior National Leadership Conference.

1. All team members must be on record in the 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 state association.
3. Participants failing to report on time for the event will not be permitted to compete.
4. The project must not have been submitted for a previous State Business Leadership Conference or National Leadership Conference. No more than one (1) team member may have competed in this event at a prior conference.
5. Entries may be created by an individual or a team of two (2) or three (3) members.
6. 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: a prejudged project and a performance component. Participants are required to complete both parts. A prejudged project should be developed based on the state topic listed.

## 2009 State Business Leadership Conference Topic

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating efficient and marketable E-business sites. The topic to be addressed by the site developed for competition at the 2009 State Business Leadership Conference will be:

**Your FBLA chapter has asked you to design a Web site for a flower and plant sale. Create a Web site where customers can preorder flowers and plants. The site should be designed to generate revenue for the chapter. Included in the site should be a navigation bar to allow customers to view and select for purchase all items for sale. It must also offer a shopping cart, pricing and payment information—including payment options, delivery options, and security/service information.**

**COPYRIGHT AND FAIR USE INFORMATION.** It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>

U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

Marketing: consumers and their behavior, the marketing mix

## **PROJECT GUIDELINES**

### Prejudged Project

1. Entries will be judged according to the rating sheet.
2. Student members, not advisers, must prepare projects.
3. Each chapter must enter its URL during the online registration process by March 10.
4. The product or service may be real or fictional.
5. The Web site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the official entry date (March 10). Judging of the E-business site will take place before the State Business Leadership Conference.
6. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
7. The use of templates must be identified at the bottom of the home page.
8. E-business sites should be designed to allow for viewing by as many different platforms as possible.

## **PERFORMANCE GUIDELINES**

1. Based on the highest prejudged project scores, a maximum of fifteen (15) individuals or teams will be selected to make an oral presentation at the State Business Leadership Conference.
2. The presentation is an explanation of the E-business Web site, and the Web site may be shown to the judges when explaining the site. The teams or individuals will be able to access their URL. The explanation should include, but not be limited to: development of the topic; development and design process; use and implementation of innovative technology; use and development of media elements; and copyright issues with pictures, music, and other items.
3. Presentation of the entry must be conducted by participants who authored the event. No replacement or substitutes will be allowed.
4. Competitors must provide their own computers and projection device for the oral presentation. A screen will be provided along with an Internet connection.
5. Use of a USB drive, jumpdrives, CDs, and DVDs are allowed.
6. The individual or team has five (5) minutes to present.
7. A timekeeper will stand at four (4) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.
8. Following each presentation, judges will conduct a three-minute (3) question-and-answer period during which the presenters should be prepared to defend all aspects of their presentation.
9. Oral presentations are open to conference attendees, except performing participants of this event.
10. Scores from the prejudged E-business site as well as the oral presentation will determine the final rank.

## **JUDGING**

The prejudged project and presentations will be evaluated by a panel of judges. All decisions of the judges are final.

## **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 submit two (2) entries for national competition.



# E-BUSINESS

## Performance Rating Sheet

| Evaluation Item   | Not Demonstrated | Does Not Meet Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|------------------|----------------------------|--------------------|----------------------|---------------|
| <b>Explanation</b>  |                  |                            |                    |                      |               |
| Development of the topic  | 0                | 1-7                        | 8-14               | 15-20                |               |
| Use and the implementation of innovative technology                                       | 0                | 1-7                        | 8-14               | 15-20                |               |
| Development and design process  | 0                | 1-7                        | 8-14               | 15-20                |               |
| Proper documentation of pictures, audio, etc.   | 0                | 1-3                        | 4-7                | 8-10                 |               |
| Demonstration of ability to effectively answer questions                                  | 0                | 1-3                        | 4-7                | 8-10                 |               |
| <b>Delivery</b>   |                  |                            |                    |                      |               |
| Organization of oral presentation   | 0                | 1-3                        | 4-7                | 8-10                 |               |
| Oral presentation delivery, including voice and self-confidence                           | 0                | 1-3                        | 4-7                | 8-10                 |               |
| <b>Subtotal</b>   | <b>/100 max.</b> |                            |                    |                      |               |
| <b>Time Penalty</b> Deduct five (5) points for presentations over five (5) minutes. Time: |                  |                            |                    |                      |               |
| <b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.         |                  |                            |                    |                      |               |
| <b>Total Points</b>   | <b>/100 max.</b> |                            |                    |                      |               |
| <b>Prejudged Score</b>  | <b>/200 max.</b> |                            |                    |                      |               |
| <b>Final Score</b> (add total points and prejudged score)                                 | <b>/300 max.</b> |                            |                    |                      |               |

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

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# E-BUSINESS

## Production Rating Sheet

| Evaluation Item   | Not Demonstrated | Does Not Meet Expectations | Meets Expectations | Exceeds Expectations | Points Earned    |
|---|------------------|----------------------------|--------------------|----------------------|------------------|
| <b>Page Layout and Design</b>   |                  |                            |                    |                      |                  |
| Fonts, colors, and graphics enhance aesthetic appeal  | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Format is consistent and appropriate  | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Graphic design shows creativity, originality, and supports topic  | 0                | 1-5                        | 6-10               | 11-15                |                  |
| Site uses innovative technology tools and enhancements effectively  | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| <b>Site Navigation</b>  |                  |                            |                    |                      |                  |
| All links are functional  | 0                | 1-7                        | 8-14               | 15-20                |                  |
| Links show consistent format  | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Navigational path allows customers to make purchasing decisions easily  | 0                | 1-7                        | 8-14               | 15-20                |                  |
| Navigational scheme logical and effective   | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| <b>Content</b>  |                  |                            |                    |                      |                  |
| Effectiveness of site   | 0                | 1-8                        | 9-18               | 19-25                |                  |
| Solution adequately addresses assigned topic  | 0                | 1-5                        | 6-10               | 11-15                |                  |
| <b>Application Design</b>   |                  |                            |                    |                      |                  |
| Form fields are validated   | 0                | 1-5                        | 6-10               | 11-15                |                  |
| Transaction data is appropriately prepared for payment gateway on secured site  | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| <b>Technical</b>  |                  |                            |                    |                      |                  |
| Proper use of grammar, spelling, etc.   | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Site is compatible with multiple browsers   | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the home page | 0                | 1-3                        | 4-7                | 8-10                 |                  |
| <b>Total Points</b>   |                  |                            |                    |                      | <b>/200 max.</b> |

|                    |  |        |  |
|--------------------|--|--------|--|
| Student Name(s):   |  |        |  |
| School:            |  | State: |  |
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