

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
- 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
- Web site functions without error

PERFORMANCE COMPETENCIES

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate good decision-making and problem-solving skills
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

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

Marketing: consumers and their behavior, the marketing mix

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

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 or have competed in this event at a prior NLC.

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. Participants failing to submit materials for receipt in the State Office by March 5 will be disqualified.
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: 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.

2012 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 2012 State Business Leadership Conference will be:

Your FBLA chapter has been approached by the school's administration to boost participation at school events by creating an on-line ticketing system for all school events: sports, music, drama, etc. The site may be real or fictional. Included in the site should be a navigation bar to allow participants to view event venues (auditoriums, stadiums, gymnasiums, etc.), view upcoming events, view open seats for each event, select seats, and purchase seats for all events. It also must offer a shopping cart, pricing, and payment information (including payment options), mailing options (including local pickup), and security/service information. You are not expected to have a live payment link.

This topic will be used for competitions at the national level.

COPYRIGHT AND FAIR USE INFORMATION

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.

PROJECT GUIDELINES

Prejudged Project

1. Student members, not advisers, must prepare projects.
2. If using a shopping cart, it doesn't need to be active.
3. A Statement of Assurance entry form must be completed and submitted by the registration deadline of March 5.
4. Each chapter must enter its URL during the online registration process by March 5.
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 5). 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.
7. The use of templates must be identified.
8. E-business sites should be designed to allow for viewing by as many different platforms as possible.

Performance

1. Based on the highest prejudged project scores, fifteen (15) individuals or teams will be selected to make an oral presentation at the State Business Leadership Conference. The Web site score will be used to break a tie.
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. In the case of a team event, at least one author must give the presentation at the SBLC; however, all team members who wish to be recognized as national winners must register for the SBLC.
4. Visual aids and samples related to the project may be used; however, no items may be left with the judges.
5. Competitors must provide their own computers and projection device for the oral presentation. A screen will be provided along with an Internet connection.
6. Students are allowed to bring a flash drive.
7. Five (5) minutes will be allowed to setup and remove equipment and/or presentation items. The chapter must provide all equipment for the presentation.
8. The individual or team has five (5) minutes to present.
9. A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the timekeeper will announce the time used. Judges will note a deduction of five (5) points for any time over five (5) minutes.
10. Following each presentation, judges will conduct a three (3) minute question-and-answer period.
11. Performances are open to conference attendees who are not performing participants of this event.
12. Scores from the prejudged E-business site as well as the oral presentation will determine the final rank.

JUDGING

Projects will be reviewed by a panel of judges to determine if chapters have complied with event eligibility and regulations. The judges will then select the winners. A panel of judges will evaluate the oral presentations. Final rank is determined by totaling the written project scores and the oral presentation scores. The project score will be used to break a tie. 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
Content					
Describe development of the topic	0	1-7	8-14	15-20	
Explain the use and implementation of technology	0	1-7	8-14	15-20	
Explain the development and design process	0	1-7	8-14	15-20	
Reference proper documentation of pictures, audio, etc.	0	1-3	4-7	8-10	
Delivery					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over five (5) 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.					
Total Points					/100 max.
Prejudged Score					/200 max.
Final Score (add total points and prejudged score)					/300 max.

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

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator



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Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Format is consistent and appropriate projecting a good image of the company while maintaining a balance between design and functionality	0	1-3	4-7	8-10	
Graphic design shows creativity, originality, and supports topic	0	1-3	4-7	8-10	
Screen elements such as animations and ticker tapes are effective without being distracting	0	1-3	4-7	8-10	
Shopping Experience					
Catalog information is organized in a logical and meaningful manner. Navigation path allows customers to make purchasing decision easily	0	1-7	8-14	15-20	
Product information is useful, informative, and adequate. If product images are used, they download quickly	0	1-3	4-7	8-10	
Site clearly explains shipping and handling procedures, return policies, and product or service guarantees	0	1-3	4-7	8-10	
Customer experience is quick and easy enough to bring the customer back and keep the customer from going to competitors	0	1-3	4-7	8-10	
Site allows customer to provide feedback/comments	0	1-3	4-7	8-10	
Shopping Cart Implementation					
Shopping cart is easy to use and understandable and features are clearly explained	0	1-3	4-7	8-10	
Customer can easily add items to and delete items from the shopping cart		1-3	4-7	8-10	
Obvious navigation path to the cash register		1-3	4-7	8-10	
Customer can get back to shopping easily from shopping cart		1-3	4-7	8-10	
Order form is easy to understand and complete		1-3	4-7	8-10	
Adequate information is provided for confirmation of a successful transaction	0	1-3	4-7	8-10	
Technical					
Proper use of grammar, spelling, punctuation, etc.	0	1-3	4-7	8-10	
Site is free of broken links and error messages		1-3	4-7	8-10	
Site is compatible with leading browsers		1-3	4-7	8-10	
Site is compatible with multiple platforms	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	
Subtotal					/200 max.
Penalty Points: Deduct five (5) points for not following guidelines.					
Penalty Points: Deduct five (5) points for not submitting Statement of Assurance.					
Total Points					/200 max.

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

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator