

# SPORTS MANAGEMENT

The sports industry is rapidly growing in this country and the world. For an individual to be successful and effective in this type of work, a core understanding of business and a comprehensive awareness of sports is necessary to succeed in sports management. This event provides recognition for FBLA members who possess the basic principles of sports management.

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

- sports marketing/strategic marketing
- facility and event management
- human resource management (labor relations)
- financing and economic input
- management and leadership in sports
- sports law
- overview of sports industry
- communications in sports
- ethics
- licensing
- management information technology
- sport governance
- career

## **NBEA STANDARDS REINFORCED BY EVENT**

Management: business organization, ethics, human resource management, financial decision making, marketing

**CAREER CLUSTER(S):** *Business Management and Administration; Marketing*

## **ELIGIBILITY**

The top five winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant.

1. All participants must be members of the active local chapter and on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event 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**

A one-hour objective test will be administered based on the listed competencies. Nongraphing calculators may be used.

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, cell phones, or other memory storage devices will be allowed.

## **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.

## **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 three (3) winners for national competition.