

## **Advanced Interview Skills (520)**

### **Description**

Assess advanced proficiency in job search, interview situations, and portfolio development.

### **Eligibility**

Contestant may *not* enter both Interview Skills and Advanced Interview Skills in the same year. Advanced Interview Skills may be repeated. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging. Contestants must participate in both parts of the competition in order to be ranked.

### **Contestant must supply**

One copy of résumé and cover letter for both Preliminary and Final judges.

One copy of portfolio, hardcopy or digital.

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate interpersonal skills
- Demonstrate knowledge of employability search
- Apply technical writing skills to produce cover letter and résumé
- Demonstrate effective communication skills
- Create and effectively use an employment portfolio
- Apply research to determine qualifications for jobs
- Complete job application form
- Demonstrate quality grooming through proper dress
- Discuss understanding of work ethics and work environments
- Describe knowledge of job advancement
- Apply research to determine qualifications for jobs

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- Contestant will indicate on his/her résumé the position for which he/she is applying. There are openings in all departments of Professional Business Associates shown on the Organizational Chart found in the [\*Style & Reference Manual\*](#).
- Contestant may interview for any position listed on the organizational chart for which he/she is qualified.
- Information in the cover letter and résumé must be authentic; however, contestants may choose to use a fictitious personal address and telephone number. The use of references on the résumé is optional.
- The application must be submitted by 11:59 p.m. Eastern Time on April 1, 2017, to the National Center at <http://www.bpa.org/submit>. The [\*Individual Entry Form\*](#), résumé and cover letter must be uploaded as three separate PDF files at the time of application. Cover letters and résumés cannot be submitted by e-mail, fax or mail.
- Contestants must provide their contestant number (10-digit member number) at the time of application.

- Contestants may apply only once and must complete their application in a single attempt (**they cannot save their application mid-way, return to complete it later or apply with revised information after the original application is submitted**).
- Contestants must provide an e-mail address at the time of application in order to receive a confirmation e-mail after the application is submitted.
- Contestants must be registered for national level competition prior to submission of the application. Due to the nature of the pre-submitted materials, no late registrations/move-ups for Advanced Interview Skills can be accepted after April 1, 2017.
- Materials from non-registered contestants, those missing contestant number and/or projects received after the deadline cannot be accepted.
- No changes can be made after the date of submission.
- The application letter must be addressed as follows:  
     Ms. Julie Smith, Manager  
     Human Resources Department  
     Professional Business Associates  
     5454 Cleveland Avenue  
     Columbus, OH 43231-4021
- When completing the application, put N/A in each section where a statement is not applicable.
- List all paid and non-paid work experiences on the application.
- Only examples of work that are pertinent to this position may be used.
- Contestant may choose to use a paper portfolio or an electronic portfolio.
  - Paper portfolios may not be larger than 8 ½" x 11"
  - Paper portfolio pages must be placed in plastic sheet protectors
  - Electronic portfolios may be displayed on a notebook/laptop computer or tablet.
- Portfolio will *not* be submitted; the contestant will take the portfolio into the interview to be used to demonstrate job competence. **Portfolios must not be left with judges.**
- No Internet access will be provided on-site at the NLC; however, contestants/teams may provide their own access to be used only for access to and their presentation of their portfolio.
- No time will be given for set-up of equipment. If notebook/laptop or tablet is used it can only be set up by contestant.
- Contestants may *not* use any type of projection device. (Table-top projection screens, TVs, or other types of displays will not be allowed.)
- One copy of the résumé may be used for reference by the contestant during the interview.
- Materials previously submitted to the website will *not* be available at the time of interview.
- An additional copy of the résumé, cover letter and [Individual Entry Form](#), including signatures, must be presented at the time of the interview at the NLC at both Preliminary and Final Competition.
- No other materials will be allowed (i.e., business cards, thank-you notes, etc.) during the remainder of the Advanced Interview Skills contest.

### **Method of evaluation**

Technical Scoring Rubric

Interview Scoring Rubric

### **Length of event**

No more than 15 minutes for interview

Finals may be required at state and national levels

### **Entries**

Each state is allowed three (3) entries

**Contestants in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

**Materials submitted for technical judging cannot be returned and will *not* be available at NLC.**

## **Advanced Interview Skills (520)**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### **Technical Scoring Rubric**

	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"><li>• <a href="#">Individual Entry Form</a> - .pdf form (must be keyed but does not have to be signed for pre-submission)</li><li>• Cover Letter - .pdf format</li><li>• Resume - .pdf format</li><li>• Application – must complete online application</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
<b>Cover Letter (Does not need to follow the <a href="#">Style &amp; Reference Manual</a>, but should be business letter format)</b>					
Introduction and addressed correctly	1-5	6-10	11-15	16-20	
Skills relevant to position	1-5	6-10	11-15	16-20	
Closing	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
<b>Resume</b>					
Position applying for listed	1-5	6-10	11-15	16-20	
Layout	1-5	6-10	11-15	16-20	
Reverse chronological order of work history (all paid and unpaid work experiences)	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
<b>Application Form</b>					
Completeness	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
Followed directions	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (230 points maximum)</b>					

## **Advanced Interview Skills (520)**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### **Interview Scoring Rubric**

	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
<b>Applicant's Greeting:</b> Proper introduction Positive first impression	1-5	6-10	11-15	16-20	
<b>Applicant's Appearance:</b> Neat, well-groomed and appropriately attired	1-5	6-10	11-15	16-20	
<b>Personality and Poise:</b> Positive, courteous, sincere, and confident Good posture, gestures, and eye contact	1-5	6-10	11-15	16-20	
<b>Communication Skills:</b> Proper grammar Good pronunciation and enunciation Pleasant voice and tone	1-5	6-10	11-15	16-20	
<b>Responses:</b> Responded with appropriate answers Showed knowledge of potential position Indicated knowledge of company Volunteered information Demonstrated initiative and enthusiasm Asked appropriate questions	1-5 1-5 1-5 1-5 1-5 1-5	6-10 6-10 6-10 6-10 6-10 6-10	11-15 11-15 11-15 11-15 11-15 11-15	16-20 16-20 16-20 16-20 16-20 16-20	
<b>Showed evidence of the following skills:</b> Required job skills Good work habits Problem-solving abilities	1-5	6-10	11-15	16-20	
<b>Portfolio:</b> Information included relates to position Presentation demonstrates job competence Effective use of portfolio	1-5	6-10	11-15	16-20	
<b>Close of Interview:</b> Expressed a thank you Concluded interview effectively	1-5	6-10	11-15	16-20	
<b>TOTAL INTERVIEW POINTS (260 points maximum)</b>					

## **Advanced Interview Skills (520)**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, not per judge.		<b>Points Awarded</b>
Documentation submitted at time of check-in: Keyed and signed <a href="#">Individual Entry Form</a> (1 copy), Cover Letter (1 copy) and Resume (1 copy) <i>Must have copies for preliminaries and finals</i>	10	
<b>TOTAL SPECIFICATION POINTS (10 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 500**

## **Business Meeting Management Concepts – Open Event (590)**

### **Description**

To provide a general competitive event addressing business meeting management which incorporates fundamental concepts accepted as good practices in any business unit including business planning and strategy, organization and execution, trust and transparency.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). **Contestants who violate this rule will be disqualified.**

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

The competencies assessed relate to the *Meeting and Business Event Competency Standards* produced by Meeting Professionals International.

- **Manage all aspects of project for success of event**
  - Plan meeting or event project
  - Manage event finances and budget
  - Manage monetary transactions
  - Perform administrative tasks
  - Acquire staff and volunteers
  - Train staff and volunteers
  - Create meeting or event design
  - Engage speakers and performers
  - Coordinate food and beverage services
- **Develop plan for managing movement of attendees**
  - Manage site
  - Select site and design site layout
- **Manage on-site communications**
  - Manage marketing materials
  - Manage meeting or event merchandise
- **Exhibit professional behavior**
- **Conduct business communication**

### **Method of evaluation**

Objective Test

### **Length of event**

No more than sixty (60) minutes testing time allowed

### **Entries**

Unlimited

### **Reference materials may *not* be used for any Open Event**

## **Entrepreneurship (505)**

### **Description**

Develop an operating plan and organizational structure to initiate a small business. Competitors are to assume they are presenting their business plan to potential investors at a bank with the objective of securing financing for their business venture.

### **Eligibility**

Any student member may enter this event. This business plan must reflect a new business, not an expansion of a current business, subsidiary business, or franchise. If a contestant repeats this event, he/she may **not** submit any previously used business plan. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging. Contestants must participate in both parts of the competition in order to be ranked.

### **Contestant must supply**

Contestant may use a computer, projection equipment, product displays and props (product samples and promotional items), prepared posters, flip charts, easel or graphs in their presentation.

Carry-in and set-up of equipment must be done solely by the contestants and take place within the allotted time.

No Internet access will be provided on-site at the NLC; however, contestants/teams may provide their own access to be used only for their presentation to the judges.

Contestant must bring all supporting devices (e.g., extension cords, power supply, etc.).

**Business Professionals of America assumes no responsibility for hardware/software provided by the contestant. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate knowledge and understanding of entrepreneurship
- Communicate research in a clear and concise manner both orally and in writing
- Demonstrate effective persuasive and informative communication and presentation skills
- Identify and utilize internal and external resources
- Develop a written business plan for a start-up business
- Identify customer base including consumer and organizational markets and demographics
- Identify customer relations or markets
- Demonstrate successful price selection including the reasoning and methods used in determining the price
- Competitors will provide the reasoning and justification for the loan amount being requested to establish their business.
- In addition, an analysis of the necessary financial data required to establish their business

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- The contestant will develop a business plan for a start-up (not existing or expanded) business in his/her community or local area.
- Information in the business plan must be authentic; however, contestants may choose to use a fictitious address and telephone number.
- The contestant will demonstrate oral communication skills.



- Entries outlining the purchase of a franchise or existing business do not satisfy the topic and are subject to disqualification.
- The business plan must not exceed fifteen (15) pages, single-sided (excluding the Title page, Table of Contents, and supporting documentation) and must follow the Business Plan format in the [Style & Reference Manual](#).
- Any business plan submitted beyond the maximum number of pages will be disqualified.

The completed plan must include, but is not limited to, the following:

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>○ Title Page and Table of Contents<br/><b>(excluded from 15 page maximum)</b></li> <li>○ Executive Summary</li> <li>○ Description of proposed business</li> <li>○ Objectives of the business</li> <li>○ Proposed business strategies</li> <li>○ Product(s) and/or service(s) to be provided</li> <li>○ Management and ownership of the business</li> <li>○ Marketing analysis</li> </ul> | <ul style="list-style-type: none"> <li>○ Financial analysis</li> <li>○ Supporting documentation <b>(excluded from 15 page maximum)</b> <ul style="list-style-type: none"> <li>○ Financial analysis (include requested loan amount, income statement, balance sheet, cash flow statement, and other analyses)</li> <li>○ Supporting documents (research, charts, brochures, résumés, etc.)</li> </ul> </li> </ul> |
|---|--|
- 
- An [Individual Entry Form](#) signed by the contestant and advisor.
  - The completed plan **only** (do **not** submit supporting documentation as listed above) and [Individual Entry Form](#), as a PDF, must be submitted to the National Center at <http://www.bpa.org/submit> no later than 11:59 p.m. Eastern Time on April 1, 2017.
  - Contestants will receive an automated response confirmation at the time of submission.
  - Individual confirmation of receipt cannot be provided by the National Center.
  - No fax or mailed copies will be accepted.
  - No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
  - Multiple submissions cannot be accepted.
  - The limit for file size is five (5) MB.
  - Contestants must be registered for national level competition prior to submission of materials. The contestant number must be included as indicated. Materials from non-registered contestants and/or those missing contestant numbers cannot be accepted.
  - No changes can be made to the project after the date of submission.
  - An additional copy of the plan and the [Individual Entry Form](#), including signatures, must be provided at the time of the presentation at the NLC at both Preliminary and Final Competition.
  - Contestant will present before a panel of judges and timekeeper. No audience will be allowed.
  - The length of set-up will be no more than three (3) minutes.
  - Set-up will be stopped at three (3) minutes to begin the presentation.
  - The length of the presentation will be no more than ten (10) minutes and followed by judges' questions.
  - Presentation will be stopped at ten (10) minutes.
  - No materials (props, displays, samples, gifts, etc.), other than the required submission, may be left with judges.
  - It is the policy of Business Professionals of America to comply with state and Federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <http://www.copyright.gov/title17/circ92.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be DISQUALIFIED for violations of the guidelines.
  - National Business Professionals of America *grants permission* for the use of the copyrighted logo and tagline.

**Method of evaluation**

Technical Scoring Rubric

Presentation Scoring Rubric

**Length of event**

No more than three (3) minutes set-up

No more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

**Equipment provided**

Projection surface at national competition only

**Entries**

Each state is allowed three (3) entries

**Contestants in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

**Materials submitted for technical judging cannot be returned and will *not* be available at NLC.**

## **Entrepreneurship (505)**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### **Technical Scoring Rubric**

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Contestant followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Written Business Plan Evaluation	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"><li><a href="#">Individual Entry Form</a> - .pdf format (must be keyed but does not have to be signed for pre-submission)</li><li>Business Plan - .pdf format</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
Executive summary for business	1-5	6-10	11-15	16-20	
Description of proposed business	1-5	6-10	11-15	16-20	
Objectives of business	1-5	6-10	11-15	16-20	
Proposed business strategies	1-5	6-10	11-15	16-20	
Product(s) and/or service(s) description	1-5	6-10	11-15	16-20	
Management and ownership of the business	1-5	6-10	11-15	16-20	
Marketing analysis	1-5	6-10	11-15	16-20	
Financial Analysis Included requested loan amount, income statement, balance sheet, cash flow statement, and other analyses	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (190 points maximum)					

**ANY BUSINESS PLAN SUBMITTED BEYOND THE MAXIMUM  
NUMBER OF PAGES (15) WILL BE DISQUALIFIED**

## **Entrepreneurship (505)**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### **Presentation Scoring Rubric**

<b>Oral Presentation Evaluation</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Supporting documentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (100 points maximum)</b>					

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, not per judge.		<b>Points Awarded</b>
Set-up lasted no longer than three (3) minutes - 5 points Presentation lasted no longer than ten (10) minutes - 5 points	10	
Plan used the correct format for Title Page, Table of Contents, and Business Plan according to the <a href="#"><i>Style &amp; Reference Manual</i></a>	10	
Documentation submitted at time of check-in: Keyed and signed <a href="#"><i>Individual Entry Form</i></a> (1 copy) and Business Plan including Title Page and Table of Contents (1 copy) <i>Must have copies for preliminaries and finals</i>	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 320**

**PRESENTATION WILL BE STOPPED AT 10 MINUTES**

## **Extemporaneous Speech (S) (525)**

### **Description**

Demonstrate communication skills in arranging, organizing, and effectively presenting information orally without prior knowledge of the topic.

### **Eligibility**

Any secondary student member may enter this contest. The event may be repeated. Contestant may *not* enter both Extemporaneous Speech and Human Resource Management in the same year.

### **Contestant must supply**

Pencils or pens

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- Utilize nonverbal gestures as needed

### **Specifications**

- The contestant will draw two (2) different business topics and will select either one. The topics may deal with Business Professionals of America, office situations, the business world, etc.
- The contestant will be provided ten (10) minutes to develop the topic. Three (3) note cards will be provided by the event proctor. Notes can only be made on the note cards provided. No advisor contact will be allowed between the time of receiving the topic and the delivery.
- No materials or previously prepared notes will be allowed into the preparation or presentation room with the contestant.
- Cell phones may not be used in the preparation room.
- The contestant will speak before a panel of judges and a timekeeper. No audience will be allowed.
- The length of the speech will be no less than two (2) minutes and no more than four (4) minutes.
- The contestant will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.
- **The speech will be stopped at four (4) minutes.**

### **Method of evaluation**

Judge's Scoring Rubric

### **Length of event**

No more than ten (10) minutes preparation

No less than two (2) and no more than four (4) minutes oral presentation

No time is allotted for judges' questions

Finals may be included at state and national levels

**Equipment/Supplies provided**

Three (3) note cards for preparation of presentation

**Entries**

Each state is allowed three (3) entries

**Contestants in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

## **Extemporaneous Speech (S) (525)**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### **Presentation Scoring Rubric**

<b>Evaluation of Speech</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
<b>Introduction</b>	1–5	6–10	11–15	16–20	
<b>Voice:</b> Pitch, tempo, volume, enthusiasm	1–5	6–10	11–15	16–20	
<b>Platform Deportment:</b> Gestures, poise, eye contact, mannerisms, appearance	1–5	6–10	11–15	16–20	
<b>Organization:</b> Logical, clearly understood, suitable to topic, coherent	1–5	6–10	11–15	16–20	
<b>Mechanics:</b> Diction, grammar, word pictures, pronunciation	1–5	6–10	11–15	16–20	
<b>Closing:</b> Summary and conclusion	1–5	6–10	11–15	16–20	
<b>Effectiveness:</b> Was purpose achieved? (to decide, to impress, to inform, to persuade)	1–5	6–10	11–15	16–20	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, not per judge.		<b>Points Awarded</b>
Presentation lasted no less than two (2) and no more than four (4) minutes	10	
Did not use any materials other than those specified for the event	10	
<b>TOTAL SPECIFICATION POINTS (20 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 160**

**SPEECH WILL BE STOPPED AT 4 MINUTES**

## **Global Marketing Team (S) (500)**

### **Description**

Develop a marketing plan, following the guidelines outlined in the [Style & Reference Manual](#), that details pricing strategies and promotional plans for a business.

The completed plan should include, but is not limited to, the following:

- Title Page and Table of Contents
- Synopsis or mini-plan
- Company goals
- Description of customers and their needs
- Description of pricing strategy
- Competition
- Marketing mix
- Economic, social, legal, and technological trends
- Human resource requirements
- Marketing timeline
- Methods of measuring success
- Supporting documentation (research, charts, brochures, etc.)
- [Team Entry Form](#)

### **Eligibility**

Any secondary student member may enter this event. A team will consist of 2-4 members. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition in order to be ranked.

### **Team must supply**

Team may use a presentation device, projection equipment, product displays and props (product samples and promotional item), prepared posters, flip charts, easels or graphs in presentation.

Carry-in and set-up of equipment must be done solely by the teams and take place within the time allotted for orientation/warm-up.

Team must bring all supporting devices (e.g., extension cords, power supply, etc.).

No Internet access will be provided on-site at the NLC; however, contestants/teams may provide their own access to be used only for their presentation to the judges.

**Business Professionals of America assumes no responsibility for hardware/software provided by the team. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate knowledge and understanding of management and international business concepts
- Communicate research in a clear and concise manner both orally and in writing
- Demonstrate teamwork skills needed to function in a global marketing environment
- Demonstrate successful price selection methods
- Demonstrate effective persuasive and informative communication and presentation skills
- Develop a written marketing plan
- Identify customer base including consumer and organizational markets
- Identify customer relations or markets
- Illustrate fundamentals of consumer behavior in different cultures
- Explore and expand customer base including demographics
- Develop promotional mix



- Demonstrate successful price selection methods, including the reasoning and method(s) used in determining the price
- Identify and utilize internal and external resources

### Specifications

- This is a pre-submitted event. See instructions for submissions.
- The team will develop a marketing plan and demonstrate oral communication skills.
- The marketing plan must not exceed ten (10) pages single-sided (excluding the Title Page, Table of Contents, supporting documentation, Works Cited, and signed [Team Entry Form](#)) The marketing plan must follow the Marketing Plan format in the [Style & Reference Manual](#).
- Any marketing plan submitted beyond the maximum number of pages will be disqualified.
- The completed plan **only** (do **not** submit supporting documentation as listed above) and [Team Entry Form](#) must be submitted to the National Center at <http://www.bpa.org/submit> in .pdf format no later than 11:59 p.m. Eastern Time on April 1, 2017.
- Teams will receive an automated response confirmation at the time of submission.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Teams must be registered for national level competition prior to submission of materials. The chapter number must be included as indicated. Materials from non-registered teams and/or those missing a chapter number cannot be accepted.
- No changes can be made to the project after the date of submission.
- One additional copy of the plan and a [Team Entry Form](#), including signatures, must be presented at the time of the presentation at the NLC at both Preliminary and Final Competition.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- **Presentation will be stopped at ten (10) minutes to begin Judges' questions.**
- It is the policy of Business Professionals of America to comply with state and Federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <http://www.copyright.gov/title17/circ92.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be DISQUALIFIED for violations of the guidelines.
- National Business Professionals of America *grants permission* for the use of the copyrighted logo and tagline.

### Topic

Over the past 20 years, ethanol production has grown from less than one percent of the U.S. fuel supply to over ten percent. A U.S. based ethanol production company, TJC Alternatives, wants to expand globally. Your marketing team has been hired to determine a new location outside of North America to expand operations. You will develop a marketing plan and present your proposal to the TJC Alternatives Board of Directors (judges).

Use the Marketing Plan format in the [Style & Reference Manual](#) and the rubric as your guide.

**Teams who do not submit an entry that follows this topic will be disqualified.**

**Any marketing plan submitted beyond the maximum number of pages will be disqualified.**

### Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

**Length of event**

No more than three (3) minutes set-up

No more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

**Equipment provided**

Projection surface at national competition only

**Entries**

Each state is allowed two (2) entries

**Teams in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

**Materials submitted for technical judging cannot be returned and will *not* be available at NLC.**

## **Global Marketing Team (S) (500)**

**Judge Number** \_\_\_\_\_

**Team Number** \_\_\_\_\_

### **Technical Scoring Rubric**

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Evaluation of written marketing plan	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"><li><a href="#">Team Entry Form</a> - .pdf format (must be keyed but does not have to be signed for pre-submission)</li><li>Marketing Plan - .pdf format</li></ul> <i>All points or none are awarded by the technical judge.</i>				10	
Synopsis or mini-plan for business	1-5	6-10	11-15	16-20	
Company goals	1-5	6-10	11-15	16-20	
Description of customer needs	1-5	6-10	11-15	16-20	
Description of pricing strategy	1-5	6-10	11-15	16-20	
Competition	1-5	6-10	11-15	16-20	
Marketing mix	1-5	6-10	11-15	16-20	
Economic, social, legal, technological trends	1-5	6-10	11-15	16-20	
Human resources requirements	1-5	6-10	11-15	16-20	
Marketing timeline	1-5	6-10	11-15	16-20	
Methods of measuring success	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (230 points maximum)					

**ANY MARKETING PLAN SUBMITTED BEYOND THE MAXIMUM  
NUMBER OF PAGES (10) WILL BE DISQUALIFIED**

## **Global Marketing Team (S) (500)**

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### **Presentation Scoring Rubric**

<b>Evaluation of oral presentation</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Contribution by all team members	1-5	6-10	11-15	16-20	
Quality of problem solution	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
Supporting documentation	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per team, not per judge		<b>Points Awarded</b>
Set-up lasted no longer than three (3) minutes - 5 points Presentation lasted no longer than ten (10) minutes - 5 points	10	
Plan used the correct format for Title Page, Table of Contents, and Marketing Plan according to the <a href="#">Style &amp; Reference Manual</a>	10	
All registered team members in attendance for entire event	10	
Documentation submitted at time of check-in: Keyed and signed <a href="#">Team Entry Form</a> (1 copy) and Marketing Plan including Title Page, Table of Contents, and Work Cited (1 copy) <i>Must have copies for preliminaries and finals</i>	10	
<b>TOTAL SPECIFICATION POINTS (40 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 400**

**PRESENTATION WILL BE STOPPED AT 10 MINUTES**

## **Human Resource Management (535)**

### **Description**

Assess interpretation of personnel policies and knowledge of human resource management.

### **Eligibility**

Contestant may **not** enter Human Resource Management, Extemporaneous Speech (S), and/or Contemporary Issues (PS) in the same year.

### **Contestant must supply**

[Human Resources Manual](#)—The HR Manual is a **guideline** and should be used as the ultimate authority when the manual contains specific related information.

Pencils/Pens

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- Utilize nonverbal gestures as needed
- Model behaviors that demonstrate support for the organization's mission and ensure quality service in order to provide quality human services to clients
- Describe, assess, and demonstrate rules and laws which should be followed in a human services setting to promote occupational safety and health
- Model ethical and legal conduct while working in the human services industry
- Demonstrate actions that comply with legal requirements for personal liability to guide personal conduct in the human services setting
- Describe and apply technical knowledge and skills required in the human services area
- Select and employ available human resources to accomplish team objectives in the human services setting

### **Specifications**

- The contestant will be given a human resource management scenario. The scenario may deal with office situations, workplace issues, legal matters, etc.
- The contestant will be provided 20 minutes to develop the presentation. Three (3) note cards will be provided by the event proctor. Notes can only be made on the note cards provided. No advisor contact will be allowed between the time of receiving the topic and the delivery of the presentation.
- Only the [Human Resources Manual](#), along with three (3) note cards for note taking, may be used in the preparation room.
- Cell phones may not be used in the preparation room.
- Only the three (3) note cards may be used in the presentation room. The [Human Resources Manual](#) may **not** be used during the presentation.
- The contestant will speak before a panel of judges and a timekeeper.
- The contestant will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.
- **The presentation will be stopped at five (5) minutes.**

**Method of evaluation**

Judge's Scoring Rubric

**Length of event**

No more than twenty (20) minutes preparation time

No less than three (3) and no more than five (5) minutes for oral presentation

No more than three (3) minutes judges' questions

Finals may be included at state and national levels

**Equipment/supplies provided**

Case scenario

Three (3) note cards

**Entries**

Each state is allowed three (3) entries

**Contestants are encouraged to bring the [\*Human Resources Manual\*](#) with them for reference in the preparation room.**

**Contestants are expected to familiarize themselves with the manual prior to competition. It is permissible to write notes in the manual prior to preparation time.**

**Contestants in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

This event is sponsored by:



*Check out the **Careers in Human Resources & Communication Skills** modules in preparation for this event.*

## **Human Resource Management (535)**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### **Presentation Scoring Rubric**

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening Introduction of case study	1–5	6–10	11–15	16–20	
Effectiveness of presentation Purpose achieved, logically organized, clearly understood	1–5	6–10	11–15	16–20	
Mechanics Diction, grammar, pronunciation, gestures, poise, eye contact	1–5	6–10	11–15	16–20	
Closing Summary and conclusion	1–5	6–10	11–15	16–20	
Solution to case study Quality of solution Development of subject matter Depth of research	1–5	6–10	11–15	16–20	
Problem solving skills	1–5	6–10	11–15	16–20	
Response to Judges' questions	1–5	6–10	11–15	16–20	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, not per judge.		Points Awarded
Presentation lasted no less than three (3) and no more than five (5) minutes.	10	
Did not use any materials other than those specified for the event.	10	
<b>TOTAL SPECIFICATION POINTS (20 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 160**

**PRESENTATION WILL BE STOPPED AT 5 MINUTES**

## **Interview Skills (515)**

### **Description**

Assess proficiency in job search and interview situations.

### **Eligibility**

Contestant may *not* enter both Interview Skills and Advanced Interview Skills in the same year. This event may *not* be repeated. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging. Contestants must participate in both parts of the competition in order to be ranked.

### **Contestant must supply**

One printed copy of their résumé and cover letter at both Preliminary and Final competition.

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Apply technical writing skills to produce cover letter and résumé
- Demonstrate knowledge of employability search
- Apply research to determine qualifications for jobs
- Produce cover letter and résumé
- Complete job application form
- Demonstrate quality grooming through proper dress
- Describe knowledge of job advancement
- Demonstrate interpersonal skills

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- Contestant will indicate on his/her résumé the position for which he/she is applying. There are openings in all departments of Professional Business Associates shown on the Organizational Chart found in the [\*Style & Reference Manual\*](#).
- Contestant may interview for any position listed on the organizational chart for which he/she is qualified.
- Information in the cover letter and résumé must be authentic; however, contestants may choose to use a fictitious personal address and telephone number. The use of references on the résumé is optional.
- The application must be submitted by 11:59 p.m. Eastern Time on April 1, 2017, to the National Center at <http://www.bpa.org/submit>. The [\*Individual Entry Form\*](#), resume and cover letter must be uploaded as three separate PDF files at the time of application. Cover letters and resumes cannot be submitted by e-mail, fax or mail.
- Contestants must provide their contestant number (10-digit member number) at the time of application.
- Contestants may apply only once and must complete their application in a single attempt. The online system will time out after 45 minutes (**contestants cannot save applications partially completed, then return to complete it later or apply with revised information after the original application is submitted**).
- Contestants must provide an e-mail address at the time of application in order to receive a confirmation e-mail after the application is submitted.



- Contestants must be registered for national level competition prior to submission of the application. Due to the nature of the pre-submitted materials, no late registrations/move-ups for Interview Skills can be accepted after April 1, 2017.
- Materials from non-registered contestants, those missing contestant number and/or projects received after the deadline cannot be accepted.
- No changes can be made after the date of submission.
- The application letter must be addressed as follows:  
 Ms. Julie Smith, Manager  
 Human Resources Department  
 Professional Business Associates  
 5454 Cleveland Avenue  
 Columbus, OH 43231-4021
- When completing the application, put N/A in each section where a statement is not applicable.
- List all paid and non-paid work experiences on the application.
- One copy of the résumé may be used for reference by the contestant during the interview.
- Materials previously submitted to the website will *not* be available at the time of interview.
- An additional copy of the résumé, cover letter and [Individual Entry Form](#), including signatures, must be presented at the time of the interview at the NLC at both Preliminary and Final Competition.
- No other materials will be allowed (i.e., business cards, thank you notes, etc.) during the remainder of the Interview Skills contest.

#### **Method of evaluation**

Technical Scoring Rubric

Interview Scoring Rubric

#### **Length of event**

No more than 15 minutes for interview

Finals may be included at state and national levels

#### **Entries**

Each state is allowed three (3) entries

**Contestants in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

**Materials submitted for technical judging cannot be returned and will *not* be available at NLC.**

This event is sponsored by:



*Check out the **Interviewing Skills** module in preparation for this event.*

## Interview Skills (515)

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### Technical Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li>• <a href="#">Individual Entry Form</a> - .pdf format (must be keyed but does not have to be signed for pre-submission)</li> <li>• Cover Letter - .pdf format</li> <li>• Resume - .pdf format</li> <li>• Application – must complete online application</li> </ul> <i>All points or none are awarded by the technical judge.</i>				10	
<b>Cover Letter</b> (Does not need to follow the <a href="#">Style and Reference Manual</a> , but should be business letter format)					
Introduction and addressed correctly	1-5	6-10	11-15	16-20	
Skills relevant to position	1-5	6-10	11-15	16-20	
Closing	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
<b>Résumé</b>					
Position applying for listed	1-5	6-10	11-15	16-20	
Layout	1-5	6-10	11-15	16-20	
Reverse chronological order of work history (all paid and unpaid work experiences)	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
<b>Application Form</b>					
Completeness	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
Followed directions	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (230 points maximum)</b>					

## Interview Skills (515)

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### Interview Scoring Rubric

	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
<b>Applicant's Greeting:</b> Proper introduction Positive first impression	1-5	6-10	11-15	16-20	
<b>Applicant's Appearance:</b> Neat, well-groomed, and appropriately attired	1-5	6-10	11-15	16-20	
<b>Personality and Poise:</b> Positive, courteous, sincere, and confident Good posture, gestures, and eye contact	1-5	6-10	11-15	16-20	
<b>Communication Skills:</b> Proper grammar Good pronunciation and enunciation Pleasant voice and tone	1-5	6-10	11-15	16-20	
<b>Responses:</b> Responded with appropriate answers Showed knowledge of potential position Indicated knowledge of company Volunteered information Demonstrated initiative and enthusiasm Asked appropriate questions	1-5 1-5 1-5 1-5 1-5 1-5	6-10 6-10 6-10 6-10 6-10 6-10	11-15 11-15 11-15 11-15 11-15 11-15	16-20 16-20 16-20 16-20 16-20 16-20	
<b>Showed evidence of the following skills:</b> Required job skills Good work habits Problem-solving abilities	1-5	6-10	11-15	16-20	
<b>Close of Interview:</b> Expressed a thank you Concluded interview effectively	1-5	6-10	11-15	16-20	
<b>TOTAL INTERVIEW POINTS (240 points maximum)</b>					

## **Interview Skills (515)**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, not per judge.		<b>Points Awarded</b>
Documentation submitted at time of check-in: Keyed and signed <a href="#">Individual Entry Form</a> (1 copy), Cover Letter (1 copy) and Resume (1 copy) <i>Must have copies for preliminaries and finals</i>	10	
<b>TOTAL SPECIFICATION POINTS (10 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 480**

## **Management, Marketing & Human Resources Concepts – Open Event (591)**

### **Description**

Assess knowledge of management, marketing, and human resources concepts.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). **Contestants who violate this rule will be disqualified.**

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate knowledge of general management, marketing, and human resources concepts
- Demonstrate knowledge of basic employability skills
- Demonstrate knowledge of human relations skills
- Demonstrate knowledge of business finances
- Demonstrate knowledge of the stock market
- Demonstrate knowledge of entrepreneurship and start-up businesses
- Demonstrate knowledge of international business
- Demonstrate knowledge of economic challenges
- Demonstrate knowledge of economic awareness
- Demonstrate knowledge of management concepts

### **Method of evaluation**

Objective Test

### **Length of event**

No more than sixty (60) minutes testing time allowed

### **Entries**

Unlimited

**Reference materials may *not* be used for any Open Event**

## **Parliamentary Procedure Team (S) (550)**

### **Description**

Demonstrate the use of correct parliamentary procedure through a chairperson's ability to conduct a business meeting in a democratic manner that allows the members of the team to effectively participate. Examine the team's knowledge of parliamentary procedure through oral questions and the objective test.

### **Eligibility**

Any secondary student member may enter this team event. A team consists of 4-8 members.

### **Team must supply**

*Robert's Rules of Order Newly Revised* (current edition)

Pen or pencil for secretary's minutes

Gavel

Hard copy published and/or unpublished reference materials in the **preparation room only**

**Open & Closing a Meeting scripts in the preparation room only**

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate understanding of parliamentary procedure
- Apply understanding of a democratic process of making a decision
- Apply effective practices for conducting a business meeting
- Demonstrate understanding of time management
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate effective communication and presentation skills
- Demonstrate ability to process specified motions

### **Specifications**

- Each team will be given a test/agenda containing three (3) subjects related to Business Professionals of America; each subject is to be used to demonstrate one or more abilities in parliamentary procedure. This becomes the order of new business for each team.
- Each team will be allowed a preparation period of fifteen (15) minutes immediately preceding its appearance for the event. Only team members will be allowed in the preparation room. No advisor contact from time of preparation to completion of presentation is allowed. A blank 3" x 5" index card will be provided for each team member.
- The team will be expected to conduct the meeting according to correct parliamentary procedure beginning with the opening ceremony.
- Suggested Procedure – officers should be seated at the head table; the Secretary should be seated to the right of the Chairperson and parliamentarian to the left.
- After the opening ceremony, the chairperson must acknowledge a quorum and then ask for general consent to dispense with the reading of minutes, officer reports, and committee reports; the secretary will read the first item of new business from the test/agenda. Proceed directly with the skills asked to demonstrate and conclude with the official closing ceremony.

- The secretary will record the proceedings of the meeting in English, long hand, on a blank sheet of paper, and submit his/her handwritten notes to the judges immediately after the presentation.
- The secretary will be permitted to take the contest agenda into the presentation room. This is to be submitted with the Secretary's notes. Secretary's Notes will be verified for content only.
- Each team will be limited to a maximum of fifteen (15) minutes for parliamentary demonstration. A warning card will be shown five (5) minutes before the maximum time and one (1) minute before the maximum time.
- The parliamentary presentation will be **stopped** at fifteen (15) minutes.
- Up to five (5) minutes will be allowed each team for questions by the judges. These questions will be directed to the chairperson for any team member to answer. Questions from the judges will have reference to the abilities demonstrated during the event.
- All team members must take an objective parliamentary procedure test. The average score of the team members will be added to the team score.
- Contestants may choose their own attire in accordance with the BPA Dress Code. Uniforms are not required.
- *Robert's Rules of Order Newly Revised (current edition)* will be the authority for this event. Any parliamentary procedure reference materials (published or unpublished) will be allowed in the **preparation room only**. Each team member may have one 3" x 5" note card during the presentation, but may *not* refer to the authority during the presentation.
- All written materials, as well as spoken presentations, must follow the organization's [Graphic Standards](#) and make proper use of the logo and/or organization's name. (Refer to [Graphic Standards](#) in the [Style & Reference Manual](#).)
- A [Team Entry Form](#), including signatures, must be presented at the NLC at both the Preliminary and Final presentation.

### Method of evaluation

Judge's Scoring Rubric

Objective Test: Parliamentary Procedure Concepts–Open (Team Average); all team members must test at same time.

### Length of event

Objective test taken per conference schedule

No more than fifteen (15) minutes preparation time

No more than fifteen (15) minutes parliamentary demonstration

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

### Equipment/supplies provided

Test/Agenda

Blank sheet of paper for Secretary's minutes

One 3" x 5" index card for each team member

American flag

### Entries

Each state is allowed two (2) entries

**Teams in all judged events who wish to receive judge's comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**



## **Opening a Meeting**

The opening ceremony sets the stage for a chapter meeting. The ceremony, done in a proper and professional manner, will demonstrate to the members a well-planned and organized meeting. This will make meetings more orderly and effective.

### **The Opening Ceremony**

#### **President**

*(Stands and raps the gavel once for attention.)* The meeting will come to order. We are now holding a meeting of Business Professionals of America. Mr. /Madam Vice President, what are the major purposes of our professional organization?

#### **Vice President**

We recognize the importance and understand the contributions that have been made to our country by business professionals. We are preparing to take our place in these challenging positions. We work together in Business Professionals of America to develop essential competencies in leadership, scholarship, character, and citizenship so that we may share in the improvement of our economy and the advancement of our nation.

#### **President**

May we accomplish these objectives? Mr. /Madam Vice President, will you please present the other officers?

#### **Vice President**

With pleasure, I introduce:

*(Introduce in order the President, Historian, Secretary, Treasurer, Parliamentarian, and Vice Presidents. Pronounce the name of each individual and the office held. As each officer is introduced, he or she should stand and remain standing until seated by the President.)*

Mr. /Madam President, the officers are at their stations.

#### **President**

Will the members and friends please rise and join me in reciting the Pledge of Allegiance to the Flag?

*(Raps the gavel three times to call the members and guests to stand. The audience should rise on the third rap of the gavel. All members face the flag with their hands over their hearts to repeat the Pledge of Allegiance to the Flag.)*

#### **Everyone**

I pledge allegiance to the flag of the United States of America and to the Republic for which it stands, one nation under God, indivisible, with liberty and justice for all.

#### **President**

Fellow members and guests, join me in stating why we are here.

#### **Everyone**

We are met in a spirit of friendship and goodwill as we prepare for careers in a world-class workforce. We work together to develop professionalism and leadership through Business Professionals of America and pledge our loyalty to our nation.

#### **President**

Please be seated.



## **Closing a Meeting**

The closing ceremony, when properly presented, will bring a dignified closing to a session or meeting. It is an indication to the members or guests present that all business has been transacted.

### **Equipment and Supplies**

Gavel

### **The Ceremony**

#### **President**

Mr. /Madam Secretary, do you know of any further business which should be transacted at this time?

#### **Secretary**

*(Rises, replies, and sits down.)* I have none, Mr. /Madam President.

#### **President**

We are about to adjourn this meeting of the Business Professionals of America. As we associate together, let us be supportive of each other as we strive to attain the goals of this organization. *(Pause)* If there is no further business and no objection, the meeting will be adjourned. *(Pause)* I now declare this meeting adjourned. *(Rap gavel once.)*

## **Parliamentary Procedure Team (550)**

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### **Presentation Scoring Rubric/Criteria**

#### **Judge 1 Only**

<b>Evaluation Criteria</b>	<b>Non Participation in Subject</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
<b>Chairperson's presiding ability</b>						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
<b>Clarity and correctness of business transactions</b>						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
<b>Total Points Awarded by Judge 1 Only (120 points maximum)</b>						

#### **Judge 2 Only**

<b>Evaluation Criteria</b>	<b>Non Participation in Subject</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
<b>Followed voting procedures</b>						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
<b>Judges' questions</b>						
Question #1	0	1-3	4-6	7-9	10	
Question #2	0	1-3	4-6	7-9	10	
Question #3	0	1-3	4-6	7-9	10	
<b>Total Points Awarded by Judge 2 Only (90 points maximum)</b>						

## **Parliamentary Procedure Team (550)**

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### **Presentation Scoring Rubric/Criteria**

#### **Judge 3 Only**

Evaluation Criteria	Non Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
<b>General participation by members, including secretary.</b>						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
<b>Quality of discussion and power of expression, communication skills, and poise.</b>						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
<b>Total Points Awarded by Judge 3 Only (120 points maximum)</b>						

**Total Parliamentary Presentation Points = 330 points maximum**

### **Specification Scoring Rubric**

<b>Specification Points:</b> All points or none per item are awarded by Judge 3 only per team.		<b>Points Awarded</b>
Documentation submitted at time of check-in: Keyed and signed <a href="#">Team Entry Form</a> (1 copy) <i>Must have copies for preliminaries and finals</i>	10	
Included Opening and Closing ceremonies	10	
Followed designated order of business	10	
Secretary's handwritten notes of the meeting prepared in a legible manner	10	
All registered team members in attendance for entire event	10	
<b>TOTAL SPECIFICATION POINTS (50 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 380 + the average of the team members'scores from the Objective Test**

## **Parliamentary Procedure Concepts – Open Event (592)**

### **Description**

Assess knowledge of parliamentary procedure. Test questions are based on the National Association of Parliamentarians *Study Guide for Registration Examination* available through NAP at [www.parliamentarians.org](http://www.parliamentarians.org) or (816) 833-3892.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC Calculator Guidelines](#). **Contestants who violate this rule will be disqualified.**

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate knowledge of parliamentary principles
- Demonstrate knowledge of parliamentary terminology
- Identify the various kinds of motions (main, subsidiary, privileged, incidental)
- Identify the characteristics of various motions
- Describe voting methods, techniques, and rules
- Identify debatable and non-debatable motions
- Identify techniques for conducting a meeting

### **Method of evaluation**

Objective Test

### **Length of event**

No more than sixty (60) minutes testing time allowed

### **Entries**

Unlimited

### **Reference materials may *not* be used for any Open Event**

This event is sponsored by:



## **Prepared Speech (545)**

### **Description**

Demonstrate communication skills in securing, arranging, organizing, and presenting information orally.

### **Eligibility**

The event may be repeated, but the topic may *not*. A contestant may *not* participate in Prepared Speech AND either Presentation Management—Individual OR Team in the same year.

### **Contestant must supply**

Easel (optional)

Props (optional)

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Utilize nonverbal gestures as needed
- Apply speaking techniques using appropriate tempo and pitch
- Secure facts and data from multiple sources, emphasizing research skills

### **Specifications**

- Each contestant is to select a topic related to business, entrepreneurship, or Business Professionals of America, and develop an oral presentation of no less than five (5) and no more than seven (7) minutes.
- The length of set-up will be no more than one (1) minute.
- Set-up will be **stopped at one (1) minute** to begin the speech.
- **The speech will be stopped at seven (7) minutes.**
- Facts and working data may be secured from any source. This event emphasizes a scholarly approach to securing information and places emphasis on content and research. Each contestant's speech, however, must be the result of his/her own efforts.
- Contestant must provide
  - At the time of check-in contestant must submit the following documentation: Keyed and signed [Individual Entry Form](#) (1 copy), Works Cited (1 copy), and Speech Outline (1 copy). Use Guidelines in the [Style & Reference Manual](#).
  - Contestants must place their contestant ID in the top-right corner of the header on the Works Cited and Speech Outline. (This addition is *not* noted in the [Style & Reference Manual](#).)
  - For Finals, at the time of check-in contestant must submit the following documentation: Keyed and signed [Individual Entry Form](#) (1 copy), Works Cited (1 copy), and Speech Outline (1 copy). Use Guidelines in the [Style & Reference Manual](#).
  - All copies should be on 8½" x 11" plain, white non-glossy paper. Copies of the required materials should be collated and stapled as separate sets. No binders will be accepted.

- The contestant will speak before a panel of judges and a timekeeper.
- No audience will be allowed.
- No time warnings will be given.
- The contestant may use notes or note cards. A flip chart, posters, and/or props may be used.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- **No electric/electronic equipment may be used.**
- A topic may *not* be repeated.
- It is the policy of Business Professionals of America to comply with state and Federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <http://www.copyright.gov/title17/circ92.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be DISQUALIFIED for violations of the guidelines.
- National Business Professionals of America *grants permission* for the use of the copyrighted logo and tagline.

### **Method of evaluation**

Judge's Scoring Rubric

### **Length of event:**

No more than one (1) minute set-up

No less than five (5) and no more than seven (7) minutes for oral presentation

No time is allotted for judges' questions

Finals may be included at state and national levels

### **Entries**

Each state is allowed three (3) entries

**Contestants in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

**Materials submitted for competition will *not* be returned.**

## **Prepared Speech (545)**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### **Presentation Scoring Rubric**

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Introduction</b>	1–5	6–10	11–15	16–20	
<b>Voice:</b> Pitch, tempo, volume, enthusiasm	1–5	6–10	11–15	16–20	
<b>Platform Deportment:</b> Gestures, poise, eye contact, mannerisms, appearance	1–5	6–10	11–15	16–20	
<b>Organization:</b> Logical, clearly understood, suitable to topic, coherent	1–5	6–10	11–15	16–20	
<b>Content:</b> Development of subject matter, depth of research	1–5	6–10	11–15	16–20	
<b>Mechanics:</b> Diction, grammar, pronunciation	1–5	6–10	11–15	16–20	
<b>Closing:</b> Summary and conclusion	1–5	6–10	11–15	16–20	
<b>Effectiveness:</b> Was purpose achieved? (to make decision, to impress, to inform, to persuade)	1–5	6–10	11–15	16–20	
<b>TOTAL PRESENTATION POINTS (160 points maximum)</b>					

## **Prepared Speech (545)**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, not per judge.		<b>Points Awarded</b>
Set-up lasted no more than one (1) minute – 5 points Presentation was no less than five (5) minutes and lasted no more than seven (7) minutes – 5 points	10	
Documentation submitted at time of check-in: Keyed and signed <a href="#">Individual Entry Form</a> (1 copy), Work Cited (1 copy), and Speech Outline (1 copy). <i>Must have copies for preliminaries and finals</i>	10	
Speech Outline and Works Cited were formatted according to the <a href="#">Style &amp; Reference Manual</a> .	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 190**

**SPEECH WILL BE STOPPED AT 7 MINUTES**



## **Presentation Management Individual (555)**

### **Description**

Assess use of current desktop technologies and software to prepare and deliver an effective multimedia presentation.

### **Eligibility**

A contestant may *not* participate in more than one of the following events in the same year: Presentation Management Individual and Prepared Speech. A previously used presentation may *not* be used.

### **Contestant must supply**

Presentation device

Presentation software

Sound cards (optional)

External speakers (optional)

Projection system (optional)

Props (optional)

No Internet access will be provided on-site at the NLC; however, contestants/teams may provide their own access to be used only for their presentation to the judges

Contestant must bring all supporting devices (e.g., extension cords, power supply, etc.)

Carry-in and set-up of equipment must be done solely by the contestant and must take place within the time allotted

**Business Professionals of America assumes no responsibility for hardware/software provided by the contestant. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate knowledge of multimedia software and components
- Demonstrate effective oral communication skills
- Apply technical skills to create a multimedia presentation which will enhance the oral presentation

### **Specifications**

- The contestant shall design a computer-generated multimedia presentation on the assigned topic listed below.
- The presentation will be no less than seven (7) and no more than ten (10) minutes and will be followed by judges' questions.
- **The presentation will be stopped at ten (10) minutes.**
- The length of set-up will be no more than three (3) minutes.
- Set-up will be **stopped** at three (3) minutes to begin the presentation.
- A word processed copy of Works Cited must be submitted at the time of check-in. Refer to [\*Style & Reference Manual\*](#). Format of Works Cited must be according to [\*Style & Reference Manual\*](#).
- Use of graphics, including charts, is to be a part of the presentation.
- If the Business Professional of America logo is used, graphic materials must follow the organization's [\*Graphic Standards\*](#) and make proper use of the logo and/or organization's name. (Refer to the [\*Graphic Standards\*](#) in the [\*Style & Reference Manual\*](#).) National Business Professionals of America grants permission for the use of the logo and/or organization's name.
- The contestant is responsible for securing a [\*Release Form\*](#)(s) from any individual whose name, photograph, and/or other information is included in the presentation.

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**Material contained in this publication may be reproduced for member and/or event use only.**

- The contestant must provide an [Individual Entry Form](#), including signatures, to the administrator before the presentation.
- The presentation content must be on the contestant's computer hard drive, CD-ROM or DVD.
- The contestant must furnish all equipment/materials necessary for the presentation, except for the projection surface.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- The contestant is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).
- Contestant should use space, color, and text as design factors.
- It is the policy of Business Professionals of America to comply with state and Federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <http://www.copyright.gov/title17/circ92.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be DISQUALIFIED for violations of the guidelines.
- National Business Professionals of America *grants permission* for the use of the copyrighted logo and tagline.

### **Topic**

You work for a marketing firm that will be presenting to a city's chamber of commerce. The presentation's focus should be on the benefits of shopping locally. You will present to the chamber of commerce in the hopes of being hired to launch the city's campaign to promote shopping locally.

Things to consider, but not limited to:

- Choose a real city in the US with a population ranging from 20,000 to 40,000
- Geographic location of the city
- Use data to support your pitch

### **Contestants who do not submit an entry that follows this topic will be disqualified**

### **Method of evaluation**

Judge's Scoring Rubric

### **Length of event**

No more than three (3) minutes for set-up

No less than seven (7) and no more than ten (10) minutes for oral presentation

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

### **Equipment provided**

Projection surface at National Leadership Conference

### **Entries**

Each state is allowed three (3) entries

**Ideas presented become the property of Business Professionals of America.**

**Teams in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

**Materials submitted for competition cannot be returned.**

## **Presentation Management Individual (555)**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### **Presentation Scoring Rubric**

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Contestant followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
Stage presence and delivery	1-5	6-10	11-15	16-20	
General content	1-5	6-10	11-15	16-20	
Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
Charts and graphs used effectively	1-5	6-10	11-15	16-20	
Effective use of color and space	1-5	6-10	11-15	16-20	
Effective use of multimedia technology	1-5	6-10	11-15	16-20	
Development of stated theme	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
TOTAL PRESENTATION POINTS (220 points maximum)					

## **Presentation Management Individual (555)**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, not per judge.		<b>Points Awarded</b>
Set-up lasted no more than three (3) minutes – 5 points Presentation was no less than seven (7) minutes and lasted no more than ten (10) minutes – 5 points	10	
Documentation submitted at time of check-in: Keyed and signed <a href="#">Individual Entry Form</a> (1 copy), Works Cited (1 copy), and <a href="#">Release Form</a> (s) (1 copy) at time of presentation <i>Must have copies for preliminaries and finals</i>	10	
Works Cited formatted following the <a href="#">Style &amp; Reference Manual</a>	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS =250**

**PRESENTATION WILL BE STOPPED AT 10 MINUTES**

## **Presentation Management Team (560)**

### **Description**

Assess use of current desktop technologies and software to prepare and deliver an effective multimedia presentation.

### **Eligibility**

A team will consist of 2-4 members. A contestant may *not* participate in more than one of the following events in the same year: Presentation Management Team and Prepared Speech. A previously used presentation may *not* be used.

### **Team must supply**

Presentation device

Presentation software

Sound cards (optional)

External speakers (optional)

Projection system (optional)

Props (optional)

No Internet access will be provided on-site at the NLC; however, contestants/teams may provide their own access to be used only for their presentation to the judges.

Teams must bring all supporting devices (e.g., extension cords, power supply, etc.).

Carry-in and set-up of equipment must be done solely by the team and must take place within the time allotted

**Business Professionals of America assumes no responsibility for hardware/software provided by the team. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate effective teamwork skills needed to function in a business setting
- Demonstrate knowledge of multimedia software and components
- Demonstrate effective oral communication skills
- Apply technical skills to create a multimedia presentation which will enhance the oral presentation

### **Specifications**

- The team shall design a computer-generated multimedia presentation on the assigned topic listed below.
- The presentation will be no less than seven (7) and no more than ten (10) minutes. **The presentation will be stopped at ten (10) minutes and will be followed by judges' questions.**
- The length of set-up will be no more than three (3) minutes.
- Set-up will be stopped at three (3) minutes to begin the presentation.
- A word processed copy of Works Cited must be submitted at the time of check-in. Works Cited must be formatted according to the [\*Style & Reference Manual\*](#).
- Use of graphics, including charts, is to be a part of the presentation.
- If the Business Professional of America logo is used, graphic materials must follow the organization's [\*Graphic Standards\*](#) and make proper use of the logo and/or organization's name. (Refer to the [\*Graphic\*](#)

[Standards](#) in the [Style & Reference Manual](#).) National Business Professionals of America grants permission for the use of the logo and/or organization's name.

- All members of the team must participate in the “live” presentation.
- All team members must participate in order to be ranked.
- The team must provide the contest administrator prior to their presentation a [Team Entry Form](#), including signatures.
- The team is responsible for securing a [Release Form](#) from any individual whose name, photograph, and/or other information is included in the presentation.
- It is the policy of Business Professionals of America to comply with state and Federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <http://www.copyright.gov/title17/circ92.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be DISQUALIFIED for violations of the guidelines.
- National Business Professionals of America *grants permission* for the use of the copyrighted logo and tagline.
- The team must furnish all equipment/ materials necessary for the presentation except projection surface.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- Up to five (5) minutes will be allowed each team for questions by the judges. All team members may confer on the questions and are encouraged to share in the responses.
- The team is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).
- The presentation should use space, color, and text as design factors.

## Topic

You are employed by a food production company that wants to expand its customer base. You have been asked by your marketing director to research one of the company's products. Create a presentation to share your research findings and to provide a thorough comparison of your product to two other competitors' similar products.

Things to consider, but not limited to:

- You must choose and identify the food production companies and products
- Current customer base
- Product history
- Pricing & distribution
- Follow [Copyright Guidelines](#) when using company logos & likenesses

**Teams who do not submit an entry that follows this topic will be disqualified.**

## Method of evaluation

Judge's Scoring Rubric

## Length of event:

No more than three (3) minutes set-up

No less than seven (7) and no more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

**Equipment provided**

Projection surface at National Leadership Conference

**Entries**

Each state is allowed two (2) entries

**Ideas presented become the property of Business Professionals of America.**

**Teams in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

**Materials submitted for competition cannot be returned.**

## **Presentation Management Team (560)**

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### **Presentation Scoring Rubric**

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
Stage presence and delivery	1-5	6-10	11-15	16-20	
General content	1-5	6-10	11-15	16-20	
Participation by all team members	1-5	6-10	11-15	16-20	
Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
Charts and graphs used effectively	1-5	6-10	11-15	16-20	
Effective use of color and space	1-5	6-10	11-15	16-20	
Effective use of multimedia technology	1-5	6-10	11-15	16-20	
Development of stated theme	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (240 points maximum)</b>					



## **Presentation Management Team (560)**

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, not per judge.		<b>Points Awarded</b>
Set-up lasted no more than three (3) minutes – 5 points Presentation was no less than seven (7) minutes and lasted no more than ten (10) minutes – 5 points	10	
Documentation submitted at time of check-in: Keyed and signed <a href="#">Team Entry Form</a> (1 copy), Works Cited (1 copy), and <a href="#">Release Form</a> (s) at time of presentation <i>Must have copies for preliminaries and finals</i>	10	
Works Cited formatted following the <a href="#">Style &amp; Reference Manual</a>	10	
All registered team members in attendance for entire event	10	
<b>TOTAL SPECIFICATION POINTS (40 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 280**

**PRESENTATION WILL BE STOPPED AT 10 MINUTES**

## **Project Management Concepts – Open Event (PS) (593)**

### **Description**

To provide a general competitive event addressing contestant's knowledge of basic project management practices and terminology that is used independent of a specific methodology.

### **Eligibility**

Any student member may enter this event.

### **Contestant must supply**

Sharpened No. 2 pencils, pens, ruler

Cordless calculator: Electronic devices will be monitored according to ACT standards. See [NLC](#)

[Calculator Guidelines](#). **Contestants who violate this rule will be disqualified.**

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate understanding of basic project phases (initiating, planning, executing, controlling, and closing)
- Demonstrate the use of work breakdown structures and how they are used
- Demonstrate the difference between project management and portfolio management
- Demonstrate the understanding and importance of risk management and levels of risk
- Demonstrate the understanding of break-even costs and calculations

### **Method of evaluation**

Objective Test

### **Length of event**

No more than sixty (60) minutes testing time allowed

### **Entries**

Unlimited

**Reference materials may *not* be used for any Open Event**

## **Small Business Management Team (510)**

### **Description**

The team will use strategic planning and problem-solving skills to provide solutions to the business case study provided. At state and national level, teams will be presented with an additional element to the scenario that requires revision of their final presentation.

### **Eligibility**

Any student member may enter this event. A team will consist of 2-4 members.

### **Team must supply**

- Pencils or pens
- Computer (optional)
- Presentation device (optional)
- Projection equipment (optional)
- Product props (samples and promotional items) (optional)
- Prepared posters (optional)
- Graphs (optional)
- Easel (optional)
- Poster board and/or flipcharts and markers (optional)

**Business Professionals of America assumes no responsibility for hardware/software provided by the team. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Analyze needs, prioritize, and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate self-esteem, self- and team-management, and integrity
- Demonstrate a working knowledge of business management concepts
- Apply critical thinking skills to make decisions and solve problems
- Demonstrate a working knowledge of entrepreneurial concepts
- Identify key issues
- Document assumptions as a foundation for recommendations
- Evaluate, prioritize, interpret, and communicate analysis of data
- Allocate time, money, materials, space, and staff
- Analyze short- and long-term financial impacts of recommendations
- Negotiate business solutions
- Develop and implement an action plan
- Perform a SWOT analysis
- Apply problem solving techniques
- Organize ideas and communicate orally in group presentation
- Apply understanding of managing equipment needs, merchandising, business ethics, personal image, market research, advertising, bankruptcy, legal issues, financial issues, expansion, international business, environmental issues, economic issues, and customer relations

## Specifications

- It is the policy of Business Professionals of America to comply with state and Federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <http://www.copyright.gov/title17/circ92.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be DISQUALIFIED for violations of the guidelines.
- National Business Professionals of America *grants permission* for the use of the copyrighted logo and tagline.
- All materials (props, displays, samples, gifts, etc.) other than the required submission, may *not* be left with judges.
- Team will present before a panel of judges and timekeeper. No audience will be allowed.
- A [Team Entry Form](#), including signatures, must be presented at the NLC at both the Preliminary and Final presentation.
- Cell phones may not be used in the preparation room.
- All team members must participate in order to be ranked.

## Initial Case Study Topic:

Your team has been hired by Dr. Jacob Brendenson, the Chief Executive Officer of Development Solutions, Incorporated (DSI), to identify new business strategies to recruit and retain additional part-time staff for their company. DSI offers temporary employment services for businesses in the local area and was established in 2002. DSI is headquartered in a metropolitan area of 1.5 million; 525,000 being individuals over 18 who are able and eligible for employment. DSI has broken its temporary employment into several areas, but recently they have been struggling with their Accounting, Information Technology and General Office Specialist Support. Dr. Brendenson would like your thoughts and input on how to increase the high quality applicants offered to their customers. He has recently started traveling with his family more (partially retired) which oftentimes makes it hard for managers to get ideas and create positive relationships between the temporary staff, managers and management.

### Internal Challenges:

- Lack of retention among all employees
- Outdated processes for marketing and posting open positions
- Limited access to top management

### External Challenges:

- Additional temporary staffing agencies in the local area
- Fewer graduates/formalized training for the three areas mentioned above
- Centralized market opportunities

The three temporary areas where Dr. Brendenson would like to increase placement include:

- Accounting – from accounts receivable and accounts payable to financial planning and chief financial directors; these temporary staff fill anything related to the accounting services within an organization.
- Information Technology – from basic computer set-up to infrastructure maintenance and development, if it runs electronically, this temporary staff can support the development, implementation, and support for existing or new projects.
- General Office Specialist Support – from answering the telephones to filing and welcoming visitors or managing the executive's schedule, these temporary staff can take care of any task that an office needs done.

As requested by Dr. Brendenson, review the financial history and identify trends that could be improved or fixed to help increase revenues. Once your review is completed, please prepare a plan for him and his executive team. Dr. Brendenson has given you the following areas for your consideration as you prepare for your presentation:

1. How can DSI increase its temporary staff roster for the three areas listed above?
2. How can DSI work to increase the relationships between Dr. Brendenson, his executive team, and their managers within the organization? Very rarely does someone other than the managers hire staff (both temporary and corporate).
3. What additional services could DSI focus their efforts on to provide additional temporary services to the local area?
4. What cost-savings measures could be put in place to help increase overall profitability?
5. Should DSI attempt to offer services via remote/teleconference to its customers? What would this look like?

**A team will be DISQUALIFIED for violations of the [Copyright and Fair Use Guidelines](#).**

**Teams who do not submit an entry that follows this topic will be disqualified.**

### **Method of evaluation**

Judge's Scoring Rubric

### **Length of event**

No more than five (5) minutes proctor orientation for state and national levels

No more than thirty (30) minutes preparation time for state and national levels

No more than three (3) minutes set-up in presentation room

No more than ten (10) minutes presentation time

No more than ten (10) minutes judges' questions

Finals may be required at state and national levels

### **Equipment/supplies provided**

Case problem

Projection surface at national competition only

### **Preparation room**

If desired, team may bring one (1) laptop/notebook computer, portable printer, projection equipment, software, and paper (must bring all or none) for use in the preparation room. Electrical power will be provided. Carry-in and set-up of equipment must be done solely by the team and must take place within the time allowed for orientation/warm-up.

### **Contest presentation**

Team may use **one** laptop/notebook computer, projection equipment, posters, flip charts, or graphs for presentation. Those who want to use computer/projection equipment for presentation **must** provide their own equipment. Carry-in and set-up of equipment must be done solely by the team and take place within the time allotted.

### **Entries**

Each state is allowed two (2) entries

**Teams in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

## **Small Business Management Team (510)**

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### **Presentation Scoring Rubric**

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation <i>Opening and summary</i>	1-5	6-10	11-15	16-20	
Organization of content <i>(Presentation flowed in a logical sequence)</i>	1-5	6-10	11-15	16-20	
Demonstrated knowledge of managerial and entrepreneurial concepts	1-5	6-10	11-15	16-20	
Implementation of plan	1-5	6-10	11-15	16-20	
Solution to problem	1-5	6-10	11-15	16-20	
Team addressed additional information that was given on-site	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (140 points maximum)</b>					

## **Small Business Management Team (510)**

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### **Specification Scoring Rubric**

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per team, not per judge.	<b>Possible Points</b>	<b>Points Awarded</b>
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	10	
All registered team members in attendance for entire event	10	
Documentation submitted at time of check-in: Keyed and signed <a href="#">Team Entry Form</a> (1 copy) <i>Must have copies for preliminaries and finals</i>	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 170**

**PRESENTATION WILL BE STOPPED AT 10 MINUTES**