⚠ FBLA
Future Business Leaders of America

FBLA COMPETITIVE EVENT TOPICS 2023 2024

Broadcast Journalism You and your team are a part of your school's broadcast program. Deliver a LIVE broadcast event that includes the following: • Community service project highlights. • College preparation tips. • Career/military exploration information. • A story of an inspiring person in your school or community

Business Ethics Artificial Intelligence: What implications will the invention of applications such as ChatGPT and Dalle have on the world of business?

Coding & Programming Create a program that allows your school's Career and Technical Education Department to collect and store information about local business and community partners. This program should include information on at least 25 different partners, with details such as, but not limited to, type of organization, resources available, and direct contact information for an individual. The program should enable users to search and filter the information as needed.

Computer Game & Simulation Programming In 2022, Wordle and similar word games were all the rage across the world. Develop a word game with rules and a theme of your choice. • Be playable on the student device using Windows 10, Mac OS, or a modern web browser. • Be compatible with a maximum ESRB rating of E10+. • Be secure and bug-free. • Include: o A hero that is a FBLA member. o At least one villain. o Storyline incorporating FBLA goals, concepts, and/or history. o Use of arrow keys for movement and can incorporate other keys for otheractions. o Scoring. o Win/lose screens. o At least two levels of play.

Data Analysis Sun Motor Company is a fictious auto manufacturer selling internal combustion (gas-powered) vehicles primarily in the United States. Sun Motor Company executives have expressed interest in the growing field of electric vehicles and are interested in the potential they could bring to the business. As a consultant working on Sun Motor Company's data analysis team, you oversee making data-driven recommendations for Sun Motor Company's executives. Using the datasets given, in addition to your own supplemental research, analyze the data and provide analyses and recommendations about the opportunities and challenges facing the business. Not all datasets need to be included in the analysis and you are encouraged to include outside research. (The datasets will be included in the guidelines when released.)

Digital Animation Create an animated educational video that teaches a business concept related to any FBLA competitive event.

Digital Video Production Create a video that instructs others how to use a technology tool found in a business setting. All video content must be original.

Graphic Design You are interviewing for a graphic designer job at a new business in your community. Your interviewers have asked you to create a branding package that showcases your unique style and highlights your skills in today's design industry. Included in your branding package will be: • Brand and logo design. • Infographic or brochure for your given business. • Advertisements for the promotion of your business. o Magazine advertisement o Billboard o Two different social media posts

Introduction to Business Presentation (9-10th graders) Why do businesses fail? Develop a presentation exploring the reasons behind business failures and explain strategies that a business can use to avoid failures.

Introduction to Public Speaking (9-10th graders) Develop and deliver a speech based on the following topic: What is essential for you to secure your first job?

Introduction to Social Media Strategy (9-10th graders) Your marketing firm has been asked to present a social media plan for your state FBLA community service project's online summer fundraising event. The online summer fundraising event is used to secure new donors and to increase existing donors' support to the service project. You are being asked to present your social media campaign idea to the state FBLA Board of

Directors at their annual meeting. Address the following in your social media strategy, focusing on ONE social media platform: • A schedule of social media posts. • An example of a social media post. • A plan to develop an awareness of the community service project. Do not create live accounts.

Mobile Application Development Create a mobile application that enables students to create a portfolio of their high school experiences. This app should allow students to showcase their academic achievements, athletic participation, performing arts experience, clubs and organization memberships, community service hours, honors classes, and other related items.

Public Service Announcement There's more to FBLA than competitions! Create a public service announcement to share the benefits and opportunities around FBLA that are not a part of the Competitive Events Program.

Public Speaking Develop and deliver a speech based on the following topic: What are the legal and ethical implications of cybercrime? What can be done to help combat cybercrime?

Social Media Strategies Your marketing firm has been asked to create a social media campaign for the local animal shelter to promote adoptions. Address the following in your social media strategy: • A schedule of social media posts. • Three examples of social media posts on multiple platforms. • Promotional plan of the campaign. • Plan to develop awareness of the animal shelter.

Visual Design Design a storefront display for a local business' holiday promotion. Include pictures or sketches of a window, door, and sidewalk display highlighting the promotion for the business.

Website Coding & Development A community business has approached your team and has asked you to develop a website that advertises open jobs at the business. The website must include the following: • A page including information about benefits and/or reasons to work at the company. • A page including at least three different job openings at the company. • At least one online job application form that allows applicants to apply for jobs at the company. • At least three graphic elements.

Website Design You have been asked by a non-profit organization in your community to develop a website that promotes the benefits of partnering with them on an annual basis. In addition to promoting these benefits, the non-profit is sponsoring a gala in the next 90 days to help raise funds needed to support their mission. They have asked you to develop a website that will promote the nonprofit organization and the gala. The website should include the following elements: • Navigation menu. • A header that promotes the non-profit organization and its activities. • A sub-section highlighting the gala and relevant information. • An online form page to donate to the non-profit organization. • An online form page to register for the gala.

New Events

Financial Statement Analysis – SLC presubmission (video presentation) and presentation at SLC for event finalists Future Business Educator – SLC presubmission (project and video presentation) and presentation at SLC for event finalists Introduction to Programming (9th and 10th grades only) – SLC presubmission (video demonstration) and presentation at SLC for event finalists

Website Coding & Development – SLC presubmission (website project) and presentation at SLC for event finalists

Retired Events

Business Financial Plan and E-business

Name Updates

Political Science has been renamed Public Policy & Advocacy Publication Design has been renamed Visual Design

Modifications

Electronic Career Portfolio – RLC presubmission of project (portfolio URL); region finalists will present at RLC Public Service Announcement – RLC presubmission of project (30 second PSA); region finalists will present at RLC

Competitions At FLC – Athens Nov 15-16 Broadcast Journalism, Business Ethics, Client Service, Impromptu Speaking, Intro to Social Media (Gr 9-10) , and Social Media Strategies

Important Competition Dates

Motivational Rally at Six Flags Oct 2

RLC Competition Skills Sign up Deadline-October 27

RLC Competitive Event Sign Up Deadline- Nov 13

RLC Competitive Event Submission Date- Nov 27
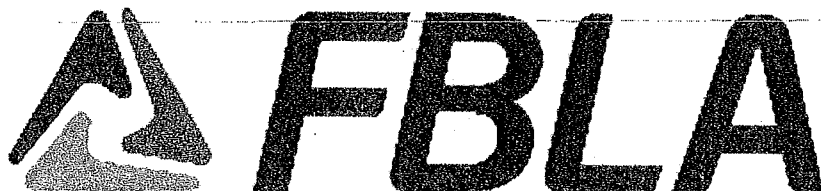
RLC Objective Testing at NHS Dec 5 and 6

RLC Presentation Competition at Alpharetta HS Jan 2024

SLC Competitive Submission Date- Feb 9

SLC Objective Testing at NHS Feb 28-29

SLC Conference- Hyatt Atlanta March 22-23

NLC Conference- Orlando, FL June 28-July 2

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Future Business Leaders of America

Event	Group	Grade	Type	FLC/RLC	SLC	NLC
Accounting I	A	9-12	Individual	O (Unlimited)	O (Reg-10+)	W (4)
Accounting II	A	9-12	Individual		O (Unlimited)	W (4)
Advertising	A	9-12	Individual		O (Unlimited)	W (4)
Agribusiness	A	9-12	Individual		O (Unlimited)	W (4)
American Enterprise Project	A	9-12	Chapter (1-3)		Rep, P (1) ^	Rep, P (4) ^
Banking & Financial Systems	A	9-12	Team (1-3)	O (2)	O, I (Reg #-12)	W, I (4)
Broadcast Journalism	C (FLC)	9-12	Team (1-3)	FLC - P (1)	P (FLC-1+)	P (4)
Business Calculations	A	9-12	Individual	O (Unlimited)	O (Reg-10+)	W (4)
Business Communication	A	9-12	Individual	O (Unlimited)	O (Reg-10+)	W (4)
Business Ethics	C (FLC)	9-12	Team (1-3)	FLC - P (1)	O, T, P (FLC-1+) ^	P (4)
Business Law	A	9-12	Individual		O (Unlimited)	W (4)
Business Management	A	9-12	Team (1-3)	O (2)	O, I (Reg #-12)	W, I (4)
Business Plan	A	9-12	Team (1-3)	Rep (2) ^	Rep, P (Reg #-7) ^	Rep, P (4) ^
Client Service	C (FLC)	9-12	Individual	FLC - I (1)	I (FLC-1+)	I (4)
Coding & Programming	A	9-12	Team (1-3)		V, P (5) ^	P (4)
Community Service Project	A	9-12	Chapter (1-3)		Rep, P (1) ^	Rep, P (4) ^
Computer Applications	A	9-12	Individual	S (1)	S, O (RQS-40)	S, W (4)
Computer Game & Simulation Programming	A	9-12	Team (1-3)		V, P (5) ^	P (4)
Computer Problem Solving	A	9-12	Individual		O (Unlimited)	W (4)
Cyber Security	A	9-12	Individual		O (Unlimited)	W (4)
Data Analysis	A	9-12	Team (1-3)		V, P (2) ^	P (4)
Database Design & Applications	A	9-12	Individual	S (1)	S,O (RQS-40)	S, W (4)
Digital Animation	A	9-12	Team (1-3)		T, P (2) ^	T, P (4) ^
Digital Video Production	A	9-12	Team (1-3)	T (2) ^	T, P (Reg #-12) ^	T, P (4) ^
Economics	A	9-12	Individual	O (Unlimited)	O (Reg-10+)	W (4)
Electronic Career Portfolio	A	9-12	Individual	T, P (1) ^	P (Reg-1+)	P (4)
Entrepreneurship	A	9-12	Team (1-3)	O (2)	O, I (Reg #-12)	W, I (4)
Financial Statement Analysis	A	9-12	Team (1-3)			
Future Business Educator	A	9-12	Individual		T, V, P (2) ^	T, P (4) ^
Future Business Leader	A	9-12	Individual	O (5)	O, P (Reg #-20) ^	W, P (4) ^
Graphic Design	A	9-12	Team (1-3)	T, P (1) ^	P (Reg-1+)	P (4)
Healthcare Administration	A	9-12	Individual		O (Unlimited)	W (4)
Help Desk	A	9-12	Individual	O (5)	O, I (Reg #-12)	W, I (4)
Hospitality & Event Management	A	9-12	Team (1-3)	O (2)	O, I (Reg #-12)	W, I (4)
Human Resources Management	A	9-12	Individual		O (Unlimited)	W (4)
Impromptu Speaking	C (FLC)	9-12	Individual	FLC - P (1)	P (FLC-1+)	P (4)
Insurance & Risk Management	A	9-12	Individual		O (Unlimited)	W (4)
International Business	A	9-12	Team (1-3)	O (2)	O, I (Reg #-12)	W, I (4)
Introduction to Business Communication	A	9-12	Individual	O (Unlimited)	O (Reg-10+)	W (4)
Introduction to Business Concepts	A	9-10	Individual		O (Unlimited)	W (4)
Introduction to Business Presentation	B	9-10	Team (1-3)	P (1)	P (Reg-1+)	P (4)
Introduction to Business Procedures	A	9-10	Individual	O (Unlimited)	O (Reg-10+)	W (4)
Introduction to Event Planning	A	9-10	Team (1-3)	O (2)	O, I (Reg #-7)	W, I (4)
Introduction to FBLA	A	9-10	Individual		O (Unlimited)	W (4)
Introduction to Financial Math	A	9-10	Individual	O (Unlimited)	O (Reg-10+)	W (4)
Introduction to Information Technology	A	9-10	Individual	O (Unlimited)	O (Reg-10+)	W (4)
Introduction to Marketing Concepts	A	9-10	Individual	O (Unlimited)	O (Unlimited)	W (4)
Introduction to Parliamentary Procedure	A	9-10	Individual		O (Unlimited)	W (4)
Introduction to Programming	A	9-10	Team (1-3)		V, P (5) ^	P (4)
Introduction to Public Speaking	B	9-10	Individual	P (1)	P (Reg-1+)	P (4)
Introduction to Social Media Strategy	C (FLC)	9-10	Team (1-3)	FLC - P (1)	P (Reg-1+)	P (4) ^
Job Interview	B	9-12	Individual	P (1) ^	P (Reg-1+) ^	P (4) ^
Journalism	A	9-12	Individual		O (Unlimited)	W (4)
Local Chapter Annual Business Report	A	9-12	Chapter		Rep, P (1) ^	Rep, P (4) ^
Management Information Systems	A	9-12	Team (1-3)	O (2)	O, I (Reg #-7)	W, I (4)
Marketing	A	9-12	Team (1-3)	O (2)	O, I (Reg #-12)	W, I (4)
Mobile Application Development	A	9-12	Team (1-3)		V, P (5) ^	P (4)
Network Design	A	9-12	Team (1-3)	O (2)	O, I (Reg #-7)	W, I (4)
Networking Infrastructures	A	9-12	Individual		O (Unlimited)	W (4)
Organizational Leadership	A	9-12	Individual		O (Unlimited)	W (4)
Parliamentary Procedure	A	9-12	Team (4-5)	O (2)	O, P (Reg #-7)	W, P (4)
Partnership with Business Project	A	9-12	Chapter (1-3)		Rep, P (1) ^	Rep, P (4) ^
Personal Finance	A	9-12	Individual	O (Unlimited)	O (Reg-10+)	W (4)
Public Policy & Advocacy	A	9-12	Individual		O (Unlimited)	W (4)
Public Service Announcement	A	9-12	Team (1-3)	T, P (1) ^	P (Reg-1+)	P (4)
Public Speaking	B	9-12	Individual	P (1)	P (Reg-1+)	P (4)
Sales Presentation	B	9-12	Team (1-3)	P (1)	P (Reg-1+)	P (4)
Securities & Investments	A	9-12	Individual		O (5)	W (4)
Social Media Strategies	C (FLC)	9-12	Team (1-3)	FLC - P (1)	P (FLC-1+)	P (4)
Sports & Entertainment Management	A	9-12	Team (1-3)	O (2)	O, I (Reg #-12)	W, I (4)
Spreadsheet Applications	A	9-12	Individual	S (1)	S, O (RQS-40)	S, W (4)
Supply Chain Management	A	9-12	Individual		O (Unlimited)	W (4)
UX Design	A	9-12	Individual		O (Unlimited)	W (4)
Visual Design	A	9-12	Team (1-3)	T, P (1) ^	P (Reg-1+)	P (4)
Website Coding & Development	A	9-12	Team (1-3)		T, P (2) ^	P (4)
Website Design	A	9-12	Team (1-3)	T, P (1) ^	T, P (Reg-1+) ^	P (4)
Who's Who in FBLA	A	9-12	Individual		Rec (1) ^	Rec (1)
Word Processing	A	9-12	Individual	S (1)	S, O (RQS-40)	S, W (4)

Legend

Events Starting at FLC

Events Starting at RLC

P = Performance

I = Interactive Case Presentation

W = Online objective test at NLC

O = School-Site Online Testing

S = School-Site Skills Testing

T = Technical Submission

V = Pre-recorded Video Submission

Rep = Report

Rec = Recognition

Reg-1+ = Top 1 advance from each region plus state at-large entries

Reg-10+ = Top 10 advance from each region plus state at-large entries

Reg-# - Competitors must place among the top scorers statewide to advance from region

RQS = Competitors must achieve a region qualifying score

* Number in parentheses denotes the number of members that must be on a team. For example, in Global Business, each chapter must enter two (2) to three (3) individuals; whereas, for Parliamentary Procedure, each chapter may enter four (4) or five (5) individuals.

** Number in parentheses denotes number of competitors/teams allowed from each chapter

^ Requires a separate submission prior to conference. Refer to event guidelines for more information.