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PBL EVENTS AT-A-GLANCE

PBL Competitive Events	# State Entries	Type Event	Objective Test Time Online Test	Collaborative Test	Pre-judged Report/Project	Home-site Production Test/Time	National Preliminary Round	National Final Round	Equipment Set up Time	Prep Time	Performance Time	Judge Question & Answer	Interactive Role play
Job Interview	2	I					x	x			10 & 15		
Justice Administration	3	I	60										
Local Chapter Annual Bus. Report <i>Modified</i>	2	C			x								
Macroeconomics	3	I	60										
Management Analysis & Decision Making	2	I or T	60	x				x		20	7		x
Management Concepts	3	I	60										
Marketing Analysis & Decision Making	2	I or T	60	x				x		20	7		x
Marketing Concepts	3	I	60										
Microeconomics	3	I	60										
Mobile Application Development	2	I or T			x		x	x	5		7	3	
Network Design	2	T	60	x				x		20	7		x
Networking Concepts	3	I	60										
Organizational Behavior & Leadership	3	I	60										
Parliamentary Procedure	2	T	60					x		20	9 to 11		
Personal Finance	3	I	60										
Project Management	3	I	60										
Public Speaking	2	I					x	x			5		
Retail Management	3	I	60										
Sales Presentation	2	I					x	x	5		7	x	x
Social Media Campaign— <i>New</i>	2	I or T					x	x	5		7	3	
Small Business Management Plan	2	I or T			x		x	x	5		7	3	
Sports Management & Marketing	3	I	60										
Statistical Analysis	3	I	60										
Strategic Analysis & Decision Making	3	I or T					x	x			7	3	
Web Site Design	2	I or T			x		x	x	5		7	3	
Word Processing	2	I	60			60							



PBL EVENT CATEGORIES

Below is a list of the PBL competitive events as they relate to programs of study.

ACCOUNTING & FINANCE

Accounting Analysis & Decision Making
Accounting for Professionals
Accounting Principles
Cost Accounting
Financial Analysis & Decision Making
Financial Concepts
Financial Services
Forensic Accounting—*New*
Personal Finance

ADVERTISING & SALES

Sales Presentation

CAREER RELATED

Future Business Educator
Future Business Executive
Job Interview

COMMUNICATIONS

Business Communication
Business Presentation
Client Service
Impromptu Speaking
Public Speaking

COMPUTER SOFTWARE

Computer Applications
Desktop Publishing
Word Processing

ECONOMICS

Economic Analysis & Decision Making
Macroeconomics
Microeconomics

ENTREPRENEURSHIP

Entrepreneurship Concepts

HOSPITALITY MANAGEMENT

Hospitality Management

HUMAN RESOURCE MANAGEMENT

Human Resource Management
Organizational Behavior & Leadership

LEGAL

Business Ethics
Business Law
Justice Administration

MANAGEMENT/MARKETING

Business Decision Making
Business Sustainability
Emerging Business Issues
Information Management
Integrated Marketing Campaign
International Business
Management Analysis & Decision Making
Management Concepts
Marketing Analysis & Decision Making
Marketing Concepts
Project Management
Retail Management
Small Business Management Plan
Statistical Analysis
Strategic Analysis & Decision Making

SPORTS & ENTERTAINMENT

Contemporary Sports
Sports Management & Marketing

TECHNOLOGY

Computer Concepts
Cyber Security
Help Desk
Mobile Application Development
Network Design
Networking Concepts
Social Media Challenge—*New*
Website Design

OTHER

Community Service Project
Local Chapter Annual Business Report



COMPETITIVE EVENTS

INTRODUCTION TO COMPETITIVE EVENTS

Competitive events at the National Leadership Conference play an integral role in the mission of FBLA-PBL. They prepare students for successful careers in business by providing opportunities to apply classroom concepts in a workforce-simulated competitive environment. The competitive event guidelines and competencies that follow were created for competitors, advisers, and event judges.

Guidelines

Guidelines are grouped by component (i.e., objective tests, production tests, performance) and include an event overview, eligibilities, and instructions on how to compete. Specific guidelines are identified within the table, and general guidelines are identified under a table.

New, Modified, & Retired Events

To propose a new event, recommend an event modification, or suggest retiring an event, complete and submit the Recommendation for New/Modified Competitive Events form:

go.fbla.org/CEmodifications

Questions? Contact the FBLA-PBL national office or email education@fbla.org.

MEMBERS COMPETE TO ...

- Demonstrate career competencies, business knowledge, and job-related skills
- Expand leadership skills
- Display competitive spirit
- Receive recognition for achievements and scholarships for winners
- Travel
- Network



CHANGES TO THIS EDITION

The following list highlights the most significant changes made for the current membership year. Check with your state to see if the new events will be offered at the state level this year.

New Events

- Forensic Accounting—team event; includes investigative problem given on site at the National Leadership Conference. An objective test will be given on the state level.
- Social Media Campaign—individual or team event; presentation

Modified Events

- Emerging Business Issues—teams present both sides; presentation time increased to seven (7) minutes.

- Local Chapter Annual Business Report—reduced to fifteen (15) pages.
- Strategic Analysis & Decision Making—topic in *Competitive Events Guide*; students prepare throughout year and present at conference.

OVERVIEW OF PBL COMPETITIVE EVENTS PROGRAM COMPONENTS

Below is a description of the different types of national competitive events. The states may modify the events offered at the district/region and state level. Always check your state guidelines if competing at the district/region and/or state level competition.

Test Components	Description
Objective Test Individual	A 60-minute test administered during the National Leadership Conference. Non-graphing calculators are provided for all objective tests. Participants are allowed to bring financial calculators for accounting, finance events, and Statistical Analysis.
Production Test Individual	A one- or two-hour computer production test administered and proctored at a designated school-site prior to the National Leadership Conference.

Performance Components	Description
Role Play Team	Competitors receive a role play scenario 10 or 20 minutes prior to their scheduled event times. Judges receive a copy of the role play along with suggested questions to ask during each performance.
Prejudged Individual, Team, or Chapter	Report or project content is prejudged before the conference. The presentation of a report or project is judged during the conference.
Interview Individual	The employer (judge) interviews the applicant (competitor) by asking typical job interview questions.
Speech Individual	A business speech based on FBLA-PBL goals, current events and/or relevant business topics created and articulated by competitors.
Presentation Individual or Team	The presentation of an individual or team's project, or campaign on a specific topic provided in the event guidelines. This topic changes each year.

In addition to competitive events, FBLA-PBL offers open and pilot events.

Open Events

Online testing events are open to any PBL member present at the conference. Prerequisites or registration is not required. The open events tests differ each year. The top winner of each open event is recognized during the award ceremony.

Pilot Events

A person competing in a pilot event is eligible to compete in another individual or team event. The top five (5) winners are recognized during the awards ceremony.

GENERAL EVENT GUIDELINES

The general event guidelines below are applicable to all national competitive events. Please review and follow these guidelines when competing at the national level. When competing at the state level, check the state guidelines since they may differ slightly.

Eligibility

- **Dues:** Competitors must have paid PBL national and state dues by April 15 of the current school year.
- **NLC Registration:** Participants must be registered for the NLC and pay the national conference registration fee in order to compete in competitive events.
- **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by the second Friday in May.
- Each state may submit three (3) individuals in all events requiring only objective tests and two (2) individuals or teams for all events that require a prejudged or performance component.
- Each competitor can compete in two (2) events.

Repeat Competitors

Competitors are **not** permitted to compete in an event more than once at the NLC unless one of the following circumstances applies:

- **Modified Events:** A competitor may compete in the same event when the event is modified.
- **Team Events:** One (1) competitor of the team may have competed in the same event at one (1) previous NLC; however, they may not compete more than twice in the event at the national level.
- **Chapter Events:** Competitors may compete in a chapter event (Community Service Project) more than once.
- **Individual Entry:** A competitor who competed as an individual in a team event at the national level may compete in the same event a second time as part of a team, but not a second time as an individual.
- **Parliamentary Procedure:** Two (2) competitors of the team may have competed in this event at a previous NLC; however, they may not compete more than twice at the national level.
- **Pilot Event:** A competitor may compete in another event as well as a pilot event. They may compete in the same event if it becomes an official competitive event.

Breaking Ties

- **Objective Tests:** Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed and determine the winner.
- **Objective and Production Tests:** The production test scores will be used to break a tie based on the tie breaking criteria of objective tests.

- **Objective Tests and Performances:** The objective test score will be used to break a tie based on the tie breaking criteria of objective tests.
- **Reports/Projects and Performances:** The report/project scores will be used to break a tie.

National Deadlines

- All prejudged components (reports, websites, Statement of Assurances) must be received by the second Friday in May.
 - All reports must be uploaded online.
- All production tests must be received by the national center by the third Friday in May
 - All tests must be mailed to the FBLA-PBL national office at 1912 Association Drive, Reston, VA 20191.
- Competitor changes must be made by the first Friday in June. Deletions are the only changes allowed after this date and on site. State advisers/state chairs must make the changes.

National Awards

The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is ten (10). Only one (1) award is given to the schools competing in chapter events (Community Service Project and Local Chapter Annual Business Report).

Additional Materials

Textbooks, other resource materials, and electronic devices may not be taken to or used during competitive events.

American Disabilities Act (ADA)

FBLA-PBL meets the criteria specified in the American Disabilities Act for all participants who submit a special needs form to the national center. **Form:** go.fbla.org/specialneedsform

Graduate Students

Members who are, or have been, enrolled in a graduate program as of December 1 of the current school year are not eligible to participate in the competitive events program.

Recording of Presentations

No audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware the national association reserves the right to record any performance for use in study or training materials.



GENERAL PERFORMANCE EVENT GUIDELINES

Performance Guidelines

- A maximum of fifteen (15) finalists—or an equal number from each group in the preliminary round will advance to the final round.
- In the case of team events, all team competitors are expected to actively participate in the performance.
- Competitors cannot be replaced or substituted for prejudged events with the exception of the chapter event—Community Service Project.
- All competitors must comply with the FBLA-PBL Dress Code.
- Prejudged materials and resumes will not be returned.

Technology Guidelines

- The following will be provided for all technology presentation events: screen, power, table, and projector.
- Competitors utilizing Apple products or other devices that do not have a VGA or HDMI port will need to provide their own adapters.
- Forensic Accounting, Mobile Application Development, Social Media Campaign, and Website Design. Access may not be WiFi, so competitors should plan appropriately when selecting laptops/tablets on which to present.

Performance Competencies

- Demonstrate excellent verbal communication.
- Display effective decision making and problem solving skills.
- Express self-confidence and poise.
- Work well as a team when applicable.
- Exhibit logic and systematic understanding.
- Conduct a professional business presentation.
- Answer questions effectively (when applicable).

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time (select events).
- Five (5) points may be deducted for not following guidelines (select events).

Audience

- Preliminary performances are not open to conference attendees.
- Final performances are open to conference attendees (with the exception of interview events).
- Recording performances is prohibited.
- All electronic devices need be turned off.
- All attendees must follow the dress code and wear their name badges; however, the badge may be removed when presenting.

OBJECTIVE TEST EVENTS & COMPETENCIES

Overview

These events consist of a 60-minute test, administered during the National Leadership Conference (NLC).

Eligibility

Each state may submit three (3) individuals for these events. Competitors must have paid PBL national and state dues by April 15 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and statistical analysis events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

Event Name	Objective Test Competencies
Accounting Principles <i>Participants must not have more than two (2) semesters or four (4) quarter of accounting instruction with no intermediate or advanced accounting courses.</i>	Accounts payable and receivable basic concepts, principles, and terminology measurement, valuation, realization, and presentation of assets financial statements ownership structure professional standards and ethics worksheet
Computer Concepts	Basic computer principles ethics hardware networking systems and procedures programming concepts software concepts (applications and operating systems) terminology troubleshooting
Contemporary Sports Issues	Finance and economics in sports industry sports consumer behavior international sports legal considerations professional sports sociological aspects of sports public relations sports facility and event management intercollegiate athletics sports management and marketing sport tourism
Cyber Security	Defend and attack (virus spam, spyware, Trojan, hijackers, worms) network security email security intrusion detection public key authentication disaster recovery physical security cryptography forensics security cyber security policy
Entrepreneurship Concepts	Business plan community/business relations legal issues initial capital and credit personnel management financial management marketing management taxes government regulations
Financial Concepts	Financial instruments and institutions time value of money cost of capital and capital budgeting valuation and rates of return financial analysis capital investment decisions financial risks and returns international finance
Information Management	Resource management (human, financial, data) telecommunication and networking technologies decision making e-business systems business communication ethics human relations
International Business	Communication (including culture and language) currency exchange global business environment finance human resource management legal issues marketing ownership and management taxes and government regulations treaties and trade agreements
Justice Administration	Corrections and alternative sanctions courts and adjudication juvenile justice system nature of crime, law, and criminal justice police and law enforcement basic concepts



Macroeconomics	Aggregate demand and supply consumption and saving economic development exchange rates fiscal and monetary policies government deficit and debt gross domestic product inflation and deflation international trade money and interest rates recession and depression stabilization wages and unemployment
Management Concepts	Business environment communication techniques controlling decision making directing employee motivation theories group dynamics leadership organizational structure organizing planning policies and strategies staffing
Marketing Concepts	Basic marketing e-marketing international marketing legal and social aspects marketing concepts and strategies marketing research
Microeconomics	Capital and natural resource markets distribution of income and wealth economic uncertainties elasticity labor market and wages market failure monopolies oligopolies and duopolies opportunity cost perfect competition production factors production and trade supply and demand
Networking Concepts	General networking terminology specific networking operating system (NOS) concepts OSI model & functionality network topologies equipment for network access (firewall, DSU/CSU, TI, WiFi, etc.) network security
Organizational Behavior & Leadership	Conceptual and problem-solving skills organizational strategy and corporate culture leadership traits and characteristics motivational theories and practices individual and group behavior in organizations power and influence organizational communication teamwork organizational ethics and social responsibility global perspectives in organizations multicultural and gender perspectives
Personal Finance	Personal finance planning process time value of money principles and calculations personal financial statements individual income tax principles, calculation, and filing financial services and saving options housing and automobile purchase decisions credit concepts insurance concepts basic investment planning recruitment and estate planning
Project Management	Project definition project plan development project management risk management project times and cost estimates project team management progress and performance measurement and evaluation project audit and closure project selection resource scheduling
Retail Management	Retail management functions customer value, services, retailing technologies retail planning and management process retail environment evaluation and identification of retail customers retailing information systems selecting the appropriate market and location merchandise buying and handling financial aspects of operation management retail human resource management pricing
Sports Management & Marketing	Accounting and budgeting economics of sports ethics facility management financing sports group decision making and problem solving labor relations in pro sports law and sports application sponsorships sports management history sports licensing strategic marketing tort liability and risk management
Statistical Analysis	Descriptive statistical analysis organizing and presenting statistical data probability distributions sampling techniques linear regression confidence intervals hypothesis testing

PRODUCTION AND OBJECTIVE TEST EVENTS

Overview

These events consist of two (2) parts: a production test administered and proctored at a designated school-site prior to the NLC, and a 60-minute objective test administered on-site at the NLC. Business Communication will have a 30 minute writing test on-site in addition to the objective test.

Eligibility

Each state may submit two (2) individuals or a team of two (2) for Desktop Publishing. Competitors must have paid PBL national and state dues by April 15 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Event Name	Test Time	Production Test Competencies	Objective Test Competencies
Accounting for Professionals	1 hour	Financial statements bank reconciliation payroll trial balance journalizing depreciation adjusting/closing entries	Accounts concepts, principles, terminology audit controls, evidence, procedures, and reporting cost accounting financial accounting and federal income tax financial statements and worksheets measurement and presentation of income and expense items measurement, valuation, realization/recognition not-for-profit and governmental accounting ownership structure and valuation of equity accounts presentation of assets and liabilities professional standards and ethics
Business Communication	30 minute writing test onsite		Mechanics of appropriate business English format and appropriateness of business messages format and style differences with international communications listening, oral, and nonverbal concepts
Computer Applications	2 hours	Creating a database and applying various functions creating a spreadsheet and applying various functions preparing text slides with graphics bar, line, pie, exploded pie, and stacked bar business graphics word processing	Basic computer terminology and concepts document formatting rules and standards grammar, punctuation, spelling, and proofreading related computer application knowledge netiquette
Cost Accounting	1 hour	Cost accounting concepts principles and terminology measurement and presentation measurement and valuation realization and recognition	Role of the management accounting and comparing cost, management and financial accounting cost accounting concepts, principles, terminology using accounting information to make decisions materials and labor costs measurement, valuation, realization/recognition
Desktop Publishing <i>Rating Sheet: page 83</i>	Prejudged	Students have all year to produce a solution to the problem in the CMH and submit two (2) copies, in folders, for prejudging by the third Friday in May. 2015 NLC Topic <i>Some of your friends started their own band and asked you to be their marketing manager. You must develop their promotional materials: design a poster to display in towns where they perform, a brochure to send to different markets promoting the band, a business card, and a quarter-page advertisement for newspapers, magazines, and other media.</i>	Basic desktop terminology and concepts related desktop application knowledge digital imaging and graphics desktop layout rule and standards safety, ethics, and legal issues print process message presentation, accuracy, and proofreading
Word Processing	1 hour	Production of all business forms, including letters memorandums tables reports statistical reports and materials from rough draft unarranged copy	Basic computer concepts document formatting rules grammar, punctuation, spelling, and proofreading word processing applications



Production Test Guidelines

- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration of the production test is determined by the state chair/adviser.
- No calculators are allowed to be used on the production test.
- The production score will constitute 80 percent of the final event score.
- The production score will be used to break a tie.
- Tests must be received at the national center by the third Friday in May.
- Desktop Publishing—two (2) copies of the finished production must be received at the national center by the third Friday in May.
- Business Communication will have a 30 minute writing portion on-site that will constitute 50% of the event score.

Objective Test Guidelines

- The objective test score will constitute 20 percent of the final event score except Accounting for Professionals and Cost Accounting will count 50 percent.
- No materials may be brought to the testing site.
- Financial calculators may be used for all accounting and finance events as well as Statistical Analysis.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

OBJECTIVE TEST AND TEAM PERFORMANCE (ROLE PLAY) EVENTS

Overview

These events consist of two (2) parts: an objective test and a role play. A 60-minute objective test will be administered on site at the NLC. Team competitors will take one (1) objective test collaboratively.

Eligibility

Each state may submit two (2) individuals or teams. Competitors must have paid PBL national and state dues by April 15 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

The top fifteen (15) scoring teams will advance to the final round.

Event	Equip. Setup	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Accounting Analysis & Decision Making	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Business Decision Making <i>[Team of 2-3]</i>	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Business Law	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Economic Analysis & Decision Making	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Financial Analysis & Decision Making	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Financial Services	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Hospitality Management	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Human Resource Management	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Management Analysis & Decision Making	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Marketing Analysis & Decision Making	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Network Design <i>[Team of 2-3]</i>	NA	20 min.	7 min.	6 min.	7 min.	NA	NA

Event Name	Objective Test Competencies & Case Overview
Accounting Analysis & Decision Making <i>Rating Sheet info: page 73</i>	Competencies: Advanced accounting auditing intermediate accounting I and II managerial and cost accounting tax Case: An interactive accounting role play situation.
Business Decision Making <i>Rating Sheet: page 75</i>	Competencies: Business plans ethics and social responsibility financial management government regulations human resource management legal issues marketing management principles of business ownership and management taxation Case: A problem encountered by management in one (1) or more of the following areas: business planning, organizational design, economic environment, short-term and long-term planning, human relations, financial management, or marketing management
Business Law <i>Rating Sheet: page 77</i>	Competencies: Agency, partnership, corporation bankruptcy consumer protection and product liability contracts environmental law ethics government regulations intellectual property negotiable instruments wills and decedents estates torts Case: An interactive case that may include contracts, ethics, torts, etc.
Economic Analysis & Decision Making <i>Rating Sheet: page 84</i>	Competencies: Comparative economic systems history of economic thought international trade labor economics macroeconomics microeconomics money and banking public sector economics Case: An interactive role play situation that may include microeconomics and macroeconomics.



Financial Analysis & Decision Making <i>Rating Sheet: page 86</i>	Competencies: Business/corporate finance capital management financial institutions and markets financial management/managerial finance investments Case: An interactive role play situation that may include investments, financial management, financial institutes, etc.
Financial Services <i>Rating Sheet: page 87</i>	Competencies: Concepts and practices, government regulations basic terminology impact of technology on services types and differences between the various types of institutions ethics taxation careers in financial services Case: An interactive role play situation that may include ethics, government regulations, types of institutions, technology, etc.
Hospitality Management <i>Rating Sheet: page 93</i>	Competencies: Current industry trends customer expectations environmental and global issues financial management and budgeting human resources legal issues marketing concepts operations and management functions Case: An interactive role play situation that may include financial management, operations, human resources, customer expectations, legal, environmental issues, etc.
Human Resource Management <i>Rating Sheet: page 94</i>	Competencies: Employee compensation and benefits governmental regulations and issues human resource planning labor relations and collective bargaining performance management staff training and development Case: An interactive role play situation that may include training, staffing, benefits, labor relations, and government regulations.
Management Analysis & Decision Making <i>Rating Sheet: page 99</i>	Competencies: Business policies/strategic management management information systems management principles organization behavior organizational theory production/operations management Case: An interactive role play situation that may include organizational behavior and theory, management principles, operations management, business policies, etc.
Marketing Analysis & Decision Making <i>Rating Sheet: page 100</i>	Competencies: Advertising and promotion/sales management consumer behavior e-commerce marketing management marketing principles and concepts marketing research public relations Case: An interactive role play situation that may include consumer behavior, advertising, e-commerce, public relations, research, etc.
Network Design [Team of 2-3] <i>Rating Sheet: page 103</i>	Competencies: Planning and configuration problem solving/troubleshooting network administrator functions backup and disaster recovery configuration network resources and services configuration of Internet resources security Case: An interactive case study will be given outlining a small organization and its computing environment and needs. Recommend a network solution to address issues raised in the case study.

Performance Guidelines—Final Round

- Two (2) 4" x 6" note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed. Flip charts are provided for Network Design.
- Individuals and/or teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.

- If a team, all team members are expected to actively participate in the performance.
- Turn off all electronic devices.

Performance Time

- See chart.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.

Performance Competencies

- See page 50.

OBJECTIVE TEST AND INDIVIDUAL ROLE PLAY EVENT: HELP DESK

Overview

This event consists of two (2) parts: an objective test and an individual role play. A 60-minute objective test will be administered on-site at the NLC.

Eligibility

Each state may submit two (2) individuals for this event. Competitors must have paid PBL national and state dues by April 15 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

The top fifteen (15) scoring individual will advance to the final round.

Event	Equip. Setup Time	Prep Time (sequester)	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Help Desk	NA	10 min.	5 min.	4 min.	5 min.	NA	NA

Event Name	Objective Test Competencies & Case Overview ...
Help Desk <i>Rating Sheet: page 92</i>	<p>Competencies: : Introduction to help desk concepts help desk operations help desk roles and responsibilities help desk process and procedures help desk performance measure help desk setting customer support management process</p> <p>Case: An interactive role-play scenario will be given based on customer service in the technical field.</p>

Performance Guidelines—Final Round

- Two (2) 4" x 6" note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Individuals should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.

Performance Time

- See chart.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.

Performance Competencies

- See page 50.



OBJECTIVE TEST AND TEAM ROLE PLAY EVENT: PARLIAMENTARY PROCEDURE

Overview

This event consists of two (2) parts: an objective test and a meeting presentation. A 60-minute objective test will be administered at the NLC. Questions for the parliamentary procedure principles section of the exam will be drawn from the National Association of Parliamentarian's official test bank. The team score is determined the average scores of its members.

Eligibility

Each state may submit two (2) teams composed of four (4) or five (5) persons (a president, vice president, secretary, treasurer, and an additional member) from active local chapters. No more than two (2) members may have participated at a prior NLC. Competitors must have paid PBL national and state dues by April 15 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

The top fifteen (15) scoring teams will advance to the final round.

National Parliamentarian Candidate

The highest scoring underclassman on the parliamentary procedures exam who submits an officer application and meets all appropriate criteria becomes the new national parliamentarian.

Event	Equip. Setup Time	Prep Time (sequestered)	Performance Time (colored card)	Warning Time	Time Up	Penalty Over Time	Q&A
Parliamentary Procedure	NA	20 min.	9–11 min.	8 min.	11 min.	Yes	NA

Event Name	Objective Test Competencies
Parliamentary Procedure <i>Rating Sheet: page 104</i>	Competencies: Parliamentary procedure principles PBL Bylaws Case: The role play scenario will be given to simulate a regular chapter meeting. The examination and performance criteria for this event will be based on <i>Robert's Rules of Order, Newly Revised, 11th issue</i> .

Final Performance Guidelines

- Parliamentary procedure reference materials may be used during the preparation period but not during the performance itself. The following items may be taken into the prep and performance room: a copy of the problem for each team member, the treasurers' report, and a copy of the minutes from a preceding meeting.
- Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the case must be included in the appropriate order of business, but other items also should be taken up during the meeting. The secretary will take notes during the performance, but notes will not be transcribed into minutes.
- The problem may or may not include class of motions, but all five (5) classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.
- No reference materials, visual aids, or electronic devices may be brought to or used during the performance.

Performance Time

- See chart.

Performance Competencies

- See page 50.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Deduction of one (1) point for each full thirty (30) seconds under nine (9) or over 11 minutes.

PREJUDGED REPORTS AND PRESENTATION EVENTS

Overview

These events consist of two (2) parts: a prejudged report and a presentation. Competitors are required to complete both parts for award eligibility.

Eligibility

States may submit two (2) entries for these events. Competitors must have paid PBL national and state dues by April 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

A maximum of fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event	Equip. Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time (5 points)	Q&A (3 min.)
Community Service Project	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Local Chapter Annual Business Report	Only prejudged written report						
Small Business Management Plan	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes

Event Name	Submission by 2nd Friday in May	# of Pages	Specific Guidelines
Community Service Project <i>Rating Sheets: page 81</i>	PDF or URL must be uploaded	15	Reports must describe one (1) chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include: <ul style="list-style-type: none"> • description of the project • chapter member involvement • degree of impact on the community • evidence of publicity received, and project evaluation
Local Chapter Annual Business Report—Modified <i>Rating Sheet: page 98</i>	PDF or URL must be uploaded Only prejudged	15	Modifications <ul style="list-style-type: none"> • Reports must not exceed fifteen (15) pages. • Divider pages and appendices are optional and must be included in the page count. • Cover page is not counted in the page count Report should include the chapter's annual business Reports describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference
Small Business Management Plan <i>Rating Sheets: page 107</i>	PDF or URL must be uploaded	30	Report contents: executive summary company description company description industry analysis target market competitive analysis marketing plan and sales strategy operations management and organization long-term development financials



Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to help.
- The state chair/adviser must upload a PDF or URL of the report by the second Friday in May.
- Front covers must contain the following information: name of the school, state, name of the event, and year (201_–201_).
- Small Business Management Plan should include the name of school, names of participants, state, name of the event, and year (201_–201_).
- A title page, divider pages, and appendices are optional and must be included in the page count.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8½ x 11" paper.
- Reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report. If information is not available for the particular criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.
- Project content is prejudged before the NLC. The presentation of the project is judged at the NLC.
- Prejudged materials, visual aids and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous NLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

Performance Guidelines

- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

Performance Time

- See chart.

Technology Guidelines

- Internet access will not be provided.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- See page 50 for additional guidelines.

Performance Competencies

- See page 50.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

PREJUDGED PROJECTS AND PRESENTATION EVENTS

Overview

These events consist of two (2) parts: a prejudged project and a presentation. Competitors are required to complete both parts for award eligibility.

Eligibility

States may submit two (2) individuals or teams. Competitors must have paid PBL national and state dues by April 15 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

A maximum of fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event	Equip. Setup Time	Prep Time	Performance Time	Time Warning	Time Up	Penalty Over Time (5 points)	Q&A (3 min.)
Mobile Application Development	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Website Design	5 min.	NA	7 min.	6 min.	7 min.	Yes	No

Event Name	Submission by 2nd Friday in May (prejudged)	Specific Guidelines
Mobile Application Development <i>Rating Sheets: page 102</i>	CD/DVD/USB (two (2) copies) Statement of Assurance	<ul style="list-style-type: none"> The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone. Project submissions must include the source code and screen shots of the GUI in PDF format. The solution must run standalone with no programming errors. Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable. Applications do not need to be available for download from a digital-distribution multimedia-content service. <p>2015 Topic</p> <ul style="list-style-type: none"> <i>Your school has asked you to write a mobile application announcing school activities including dates, times, and contact information. With this app include an events list that would retrieve events starting at the current day and extending into the next few months. You need to include a banner image scroller to this application.</i>
Website Design <i>Rating Sheets: page 112</i>	URL Statement of Assurance	<ul style="list-style-type: none"> The website must be available for viewing on the Internet at the time of judging. No changes can be made to the website after the official entry date. Websites should be designed to allow for viewing on as many different platforms as possible. Explanations should include the development and design process, the use and implementation of innovative technology, and the use and development of media elements. <p>2015 Topic</p> <ul style="list-style-type: none"> <i>Set up a website for artistic entrepreneur(s) to sell their art, pottery, jewelry, etc. You should include pictures, bio of the entrepreneur(s), social media links, etc. Information may be fictitious</i>



Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- The state chair/adviser must submit all projects and upload URLs by the second Friday in May.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Projects must be clearly labeled with the name of the event, state, participants' name(s), and school.
- Project content is prejudged before the NLC. The presentation of a project is judged at the NLC.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, texts, trademarks, or names used on the site must be supported by proper documentation and approvals indicated on the site.
- When applicable, the use of templates must be identified.
- Projects submitted for competition become the property of FBLA-PBL, Inc. These projects may be used for publication and/or reproduced for sale by the national association.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

Performance Time

- See chart.

Technology Guidelines

- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- See page 50 for additional guidelines.

Performance Competencies

- See page 50.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time
- Five (5) points may be deducted for not following guidelines (selected events).

INTERVIEW EVENTS

Overview

These events consist of multiple components, including material submission prior to the conference, a preliminary interview, and a final interview. Future Business Educator also requires a lesson plan.

Eligibility

Each state may submit two (2) individuals. Competitors must have paid PBL national and state dues by April 15 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

A maximum of fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Name	Submission by 2nd Friday in May (prejudged)	Time	Specific Guidelines
Future Business Educator <i>Rating Sheet: page 89</i>	<ul style="list-style-type: none"> One-page cover letter, resume, and lesson plan 	Preliminary 10 min. (interview) Final 15 min. (lesson plan)	<ul style="list-style-type: none"> Resume should not exceed two (2) pages. A recommendation from an educator attesting to potential teaching abilities must be included. Lesson plan should be no more than two (2) pages and include: objective, lesson content (time of each activity), instructional events, assessment, resources, and alignment to NBEA standards. Lesson plan presented in the final round. Technology may be used to present a lesson in the final round. 2015 Lesson Plan Topic <ul style="list-style-type: none"> Create a lesson plan incorporating plans to help the learning disabled student in the classroom.
Future Business Executive <i>Rating Sheet: page 91</i>	<ul style="list-style-type: none"> One page cover letter, resume, and job application A completed job application can be downloaded at fbla-pbl.org, PBL, Competitive Events 	Preliminary 10 min. Final 15 min.	<ul style="list-style-type: none"> Cover Letter: The letter should state reasons for deserving the honor of this award. Resume: List your PBL activities and involvement. Resume should not exceed two (2) pages.
Job Interview <i>Rating Sheet: page 97</i>	<ul style="list-style-type: none"> One-page cover letter, resume, job application A completed job application can be downloaded at fbla-pbl.org, PBL, Competitive Events 	Preliminary 10 min. Final 15 min.	<ul style="list-style-type: none"> Cover Letter: Participants will apply for a position at a company of their choice. The job must be one for which the competitor is now qualified for or he/she will be qualified for at the completion of the current school year. It may be a part-time, internship, or full-time job. Resume: List your work/volunteer experience and acquired skills.

Interview Guidelines

- Copies of the required material must be submitted in six (6) labeled folders to the national center by the second Friday in May.
- Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- Resumes should be brief, not exceeding two (2) pages. Photographs are not allowed.
- Competitors will be scheduled for a ten (10) minute preliminary interview.
- Finalists will be scheduled for a fifteen (15) minute interview.
- Judges will be provided with a copy of competitors' application materials. No additional items can be brought into the interview or left with the judges.

- Preliminary and final interviews are not open to conference attendees.

Performance Time

- See chart.

Performance Competencies

- See page 50.

Penalty Points Deducted by Judges

- Five (5) points will be deducted from the score if competitors do not submit materials by the deadline.
- Five (5) points are deducted if competitors do not follow the dress code.



SPEECH EVENTS

Overview

These events consist of a business speech based on FBLA-PBL goals.

Eligibility

Each state may submit two (2) individuals for speech events. Competitors must have paid PBL national and state dues by April 15 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

A maximum of fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event	Equip. Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Impromptu Speaking	NA	10 min.	4 min.	3 min.	4 min.	Yes	No
Public Speaking	NA	NA	5 min.	4 min.	5 min.	Yes	No

Event Name	Specific Guidelines
Impromptu Speaking <i>Rating Sheet: page 95</i>	<ul style="list-style-type: none"> Two (2) 4"x6" note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. The cards will be collected following the presentation. No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation. Topics must relate to one or more of the following: FBLA-PBL goals, activities, national programs; current events; and/or relevant business topics.
Public Speaking <i>Rating Sheet: page 105</i>	<ul style="list-style-type: none"> The speech must be of a business nature and must be developed from one or more of the FBLA-PBL goals. When delivering the speech, competitors may use notes prepared before the event. No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.

FBLA-PBL Goals

- Develop competent, aggressive business leadership
- Strengthen the confidence of students in themselves and their work
- Create more interest in and understanding of the American business enterprise
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community
- Develop character, prepare for useful citizenship, and foster patriotism
- Encourage and practice efficient money management
- Encourage scholarship and promote school loyalty
- Assist students in the establishment of occupational goals
- Facilitate the transition from school to work

Performance Guidelines

- Competitors must prepare speeches. Advisers and others are not permitted to help.
- Handouts are not allowed.

Performance Time

- See chart.

Performance Competencies

- See page 50.

Penalty Points Deducted by Judges

- Penalty points will be given if speech 30 seconds under or over the allocated time.
- Penalty points are deducted if competitors do not follow the dress code.

PRESENTATION EVENTS WITH EQUIPMENT

Overview

These events include a presentation. Review specific guidelines for each event as guidelines vary.

Eligibility

Each state may submit two (2) entries. Competitors must have paid PBL national and state dues by April 15 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

A maximum of fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event	Equip. Setup Time	Prep Time	Performance Time	Warning Time (colored card)	Time Up (colored card)	Penalty Over Time (5 points)	Q&A (3 min.)
Business Presentation	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Forensic Accounting	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Integrated Marketing Campaign	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Sales Presentation	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Social Media Campaign	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes

Event Name	Type of Event	Specific Guidelines
Business Presentation <i>Rating Sheet: page 78</i>	Individual or Team	<ul style="list-style-type: none"> Use a presentation software program as an aid in delivering a business presentation. Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience. Comply with state and federal copyright laws. 2015 Topic <ul style="list-style-type: none"> You have been asked to make a presentation to your peers or local community group on how to protect themselves from identity theft.
Forensic Accounting —New <i>Rating Sheet: page 88</i>	Team	<ul style="list-style-type: none"> See guidelines on page 67.
Integrated Marketing Campaign <i>Rating Sheet: page 96</i>	Individual or Team	<ul style="list-style-type: none"> Demonstrate and conduct market research from the target market of the proposed campaign. Interpret the results of market research. State the campaign goals and how the campaign will achieve goals. Create a tag line or promotion slogan. Design and create a minimum of one (1) print advertisement. Design a minimum of one (1) Internet component (Web page, Internet ad, etc.). All team members must participate in the presentation. Visual aids related to the project may be used; however, no items may be left with the judges.
Sales Presentation <i>Rating Sheet: page 106</i>	Individual	<ul style="list-style-type: none"> Competitor shall provide the necessary materials and merchandise for the demonstration along with the product. Each demonstration must be the result of his/her own efforts. Facts and working data may be secured from any source and must be copyrighted. Visual aids, notes, note cards, props and samples related to the presentation may be used in the presentation; however, no items may be left with the judges.
Social Media Challenge —New <i>Rating Sheet: page 110</i>	Individual or Team	<ul style="list-style-type: none"> See guidelines on page 68.



Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, texts, trademarks, or names used on the site must be supported by proper documentation and approvals indicated on the site.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

Performance Time

- See chart.

Technology Guidelines

- See page 50.
- Competitors utilizing Apple or other devices that do not have a VGA or HDMI port must bring their own adapters.
- Internet access will be provided for Forensic Accounting, Mobile Application Programming, Social Media Campaign, and Website Design. Access may not be via WiFi, so competitors should plan appropriately when selecting laptops/tablets on which to present.

Performance Competencies

- See page 50.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines (selected events).

FORENSIC ACCOUNTING—*New*

The demand for accounting professionals specializing in forensic accounting and fraud examination is growing as organizations face changing economic, regulatory, and competitive challenges across industries and countries. Technology makes it both easier and harder to engage in fraudulent activity. The accounting profession is becoming increasingly specialized to meet the demands of the evolving business environment. This event recognizes members who possess advanced accounting knowledge.

Eligibility

Each state may submit two (2) teams composed of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

Overview

Participants will receive a case study upon check-in at the NLC. Teams will have until the scheduled presentation time to research, document their research, and develop a presentation. Teams are not limited in research techniques and sources. All teams will participate in a preliminary performance at the NLC.

The content of the presentation must include good oral communication skills, group collaboration, and critical thinking and analysis. In addition, students will thoroughly research and present their findings. Participants will be expected to answer judges' questions regarding their presentations.

At the State Leadership Conference only a collaborative objective test will be given.

Guidelines

- Participants are able to research the case during the period from receiving the case until presentation time.
- A general meeting will be held at the NLC the afternoon of the opening day for instructions.
- Student members, not advisers, must conduct the research and prepare the presentation.
- Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, experts in the field, etc.).
- One (1) member should introduce the team and provide a case summary. All team members must participate in the presentation.
- Teams will be permitted to bring prepared notes.
- Presentation materials (i.e., posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges or audience.
- The following will be provided: Internet, screen, power, table, and projector. Participants utilizing Apple products or other devices that do not have a VGA or HDMI port will need to provide their own adapters.

Preliminary Performance

- A maximum of fifteen (15) teams—or an equal number from each group—will advance to the final round.
- The team has seven (7) minutes to present.
- At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left. At seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- All team members are expected to actively participate in the performance.
- Preliminary performances are not open to conference attendees.

Final Performance

The final guidelines are the same as the preliminary guidelines described above. The final performance is open to conference attendees, who are not participants in the final round of this event.



SOCIAL MEDIA CAMPAIGN—*New*

Overview

Social media is changing the way businesses communicate with customers and prospects, and how they promote products and services. Effectively using social media as a marketing channel is a crucial component of any strategic marketing plan. This event consists of a presentation given at the NLC.

Eligibility

Each state may submit two (2) entries created by an individual or team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by April 15 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

2015 National Topic

Your adviser wants to increase PBL membership 10 percent over last year's number. As the Recruitment Committee Chair, your task is to develop a comprehensive communications plan. Due to your limited budget, a critical element of your plan will involve social media.

You will develop a social media marketing plan for your back-to-school recruitment event. Because students decide within the first two weeks of the school year which student organizations they will join, this is event is a critical recruitment tool and is highly visible to both your chapter members and the school community. You are competing against a number of diverse student organizations, so your campaign needs to have a strong call-to-action.

You will use at least three (3) social media platforms (e.g., Facebook, Twitter, Pinterest, Instagram, Tumblr, etc.) and utilize a creative mix of video, photos, and marketing copy to promote the unique benefits of PBL to your target audience. The content can be originally produced or leverage existing materials while still adhering to copyright law.

You will incorporate a mix of owned, earned, and paid media (note: if social advertisements are part of your marketing strategy, it is not necessary to set them to "live"). All information used may represent your local chapter or be based solely off of a fictitious student organization.

Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- The presentation is an explanation of the topic.
- The individual or team members must perform all aspects of the presentations. Other representatives of the chapter may not provide assistance.
- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- Preliminary performances are not open to conference attendees.

Final Performance

- The final guidelines are the same as the preliminary guidelines described above. The final performance is open to conference attendees who are not participants in the final round of this event.

Performance Time

- Teams will have seven (7) minutes to present and five (5) minutes to set up and remove the equipment.
- At the end of six (6) minutes, a timekeeper will stand and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will record the time used, noting a deduction of five (5) points for any time over the seven minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

Technology Guidelines

- The following will be provided: Internet, screen, power, table, and projector. Participants using Apple products or other devices that do not have a VGA or HDMI port will need to provide their own adapters.
- See page 50 for additional guidelines.

Penalty Points Deducted by Judges

Project Competencies

- Effectively address a recruitment opportunity and a strategic approach to targeting prospective members, as well as engaging existing members.
- Topic is addressed effectively and is appropriate for the audience.

Campaign has high level of engagement and interactivity: Likes, shares, Retweets, RSVPs, etc.

- Demonstrates knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, distributing content across as many platforms as possible within a limited budget.
- Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, and engagement and outreach strategies.
- Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing.
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Copyright laws followed.

PRESENTATION EVENTS WITHOUT EQUIPMENT

Overview

These events include a presentation or role play. Review specific guidelines for each event.

Eligibility

Each state may submit three (3) entries. Competitors must have paid PBL national and state dues by April 15 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

A maximum of fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event	Equip. Setup Time	Prep Time	Performance Time	Warning Time (colored card)	Time Up (colored card)	Penalty Over Time (5 points)	Q&A (3 min.)
Business Ethics	NA	NA	7 min.	6 min.	7 min.	Yes	No
Business Sustainability	NA	NA	7 min.	6 min.	7 min.	Yes	Yes
Client Service	NA	10 min.	5 min.	4 min.	5 min.	No	No
Emerging Business Issues	NA	NA	7 min.	6 min.	7 min.	Yes	Yes
Strategic Analysis & Decision Making	NA	NA	7 min.	6 min.	7 min.	Yes	Yes

Event Name	Type of Event	Specific Guidelines
Business Ethics <i>Topic: page 71</i> <i>Rating Sheet: page 76</i>	Team of two (2) to three (3)	<ul style="list-style-type: none"> Submit six (6) copies of a written synopsis on the selected topic, which does not exceed 500 words, to the national office by the deadline. All copies must be submitted in six (6) standard file folders. Label the folder tab with the competitors' name(s), state, school, and event title. Include a reference section (not counted in the 500 word limit). Competitors must research the topic prior to conference and be prepared to present their findings and solutions. Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.). All team members must participate in the presentation. Teams are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.
Business Sustainability <i>Topic: page 71</i> <i>Rating Sheet: page 79</i>	Individual or Team	<ul style="list-style-type: none"> Submit six (6) copies of a written synopsis on the selected topic, which does not exceed 500 words, to the national office by the deadline. All copies must be submitted in six (6) standard file folders. Label the folder tab with the competitors' name(s), state, school, and event title. Include a reference section (not counted in the 500 word limit). Competitors must research the topic provided and present their findings and solutions to the judges. Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.). All team members must participate in the presentation. Prepared notes are permitted in the presentation. Books, other bound materials, and props are not allowed. Equipment may not be used.



Client Service <i>Rating Sheet: page 80</i>	Individual	<ul style="list-style-type: none"> This role play event requires the competitor to provide customer service to a client (judges). Two (2) 4" x 6" note cards will be provided for each competitor and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation. No other reference materials, visual aids, or electronic devices may be brought in or used during the preparation of the performance.
Emerging Business Issues—Modified <i>Topic: page 71</i> <i>Rating Sheet: page 85</i>	Team of two (2) to three (3)	Modifications <ul style="list-style-type: none"> Participants will be expected to research the topic prior to the conference and be prepared to present both the affirmative and negative arguments. Teams will be permitted to bring prepared notes of any type for the presentation. Teams will have seven (7) minutes to present both sides. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance. Teams should introduce themselves, describe the situation, present both affirmative and negative and make their recommendations, and summarize their case.
Strategic Analysis & Decision Making—Modified <i>Topic: page 71</i> <i>Rating Sheet: page 111</i>	Individual or Team	Modifications <ul style="list-style-type: none"> Participants expected to research a real case prior to the conference and present their findings and solutions. Submit six (6) copies of a written synopsis on the selected topic, which does not exceed 500 words, to the national office by the deadline. All copies must be submitted in six (6) standard file folders. Label the folder tab with the competitors' name(s), state, school, and event title. Include a reference section (not counted in the 500 word limit). Competitors must research the topic provided and present their findings and solutions to the judges. Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.). All team members must participate in the presentation. Prepared notes are permitted in the presentation. Books, other bound materials, and props are not allowed. Equipment may not be used.

Performance Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

Performance Time

- See chart.

Performance Competencies

- See page 50.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.

2015 NLC PROJECT TOPICS

Business Ethics

Research an ethical topic dealing with global business and sweatshops and/or child labor.

Business Sustainability

Business sustainability has emerged as an important area upon which consumers evaluate the viability and social consciousness of a company. Some of the primary elements of sustainability are the social obligations and opportunities involving the stakeholders in the business. Several companies have initiated sustainability programs to secure employee commitment to these programs.

Students may choose any real case related to this topic and the presentation must include one or more of the following aspects.

- Stakeholder engagement
- Environmental management systems
- Reporting and disclosure
- Life cycle analysis

Emerging Business Issues

Consumer products sold by brand name companies have been facing increasing challenges throughout the recession, as well as the increase in online shopping. Brand loyalty in three categories (food, beverage, and household goods) has decreased for three years (2013 American Pantry Study). The amount of consumers willing to purchase their

traditional brands, regardless of whether the brand is on sale or not, has decreased from 33 percent in 2010 to 29 percent in 2012. One of the reasons this is occurring is competition from consumer products private label choices. The 2013 American Pantry study found that 88 percent of consumers who have become purchasers of private label products will not return to their previous national brand purchases even once the economy has recovered.

How will this trend positively affect the overall consumer products industry?

How will this trend negatively affect the overall consumer products industry?

Strategic Analysis & Decision Making

The case study is Mergers and Acquisitions and must identify a real life case involving the merger of two companies or acquisition of one company by another. Students may choose any real case related to this topic and the presentation must include one or more of the following aspects:

- stakeholder engagement
- external and internal situational analysis
- analysis of organizational cultures of both companies
- strategies used to integrate the companies
- success or challenges of the integration



PBL ACCOUNTING ANALYSIS & DECISION MAKING

Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	0	1–7	8–14	15–20	
Ratio analysis is conducted and discussed	0	1–5	6–10	11–15	
Inventory valuation discussed	0	1–5	6–10	11–15	
Depreciation alternatives discussed	0	1–7	8–14	15–20	
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Participants show self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					/100 max.
Dress Code Penalty: Deduct five points when dress code is not followed.					
Penalty Deduct five points for failure to follow guidelines.					
Final Score					/100 max.
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL BUSINESS COMMUNICATION

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Position is clearly stated and consistently maintained. Clear reference(s) to the issue(s) are stated	0	1–5	6–10	11–15	
Information provided clearly supports the position; evidence is sufficient	0	1–5	6–10	11–15	
Organization and structure of the exercise is clearly developed	0	1–5	6–10	11–15	
Readability—use of headings and transitions	0	1–3	4–7	8–10	
Tone is consistent and enhances persuasiveness or is convincing	0	1–5	6–10	11–15	
Organization					
Writing style	0	1–3	4–7	8–10	
Mechanics including punctuation, spelling, and capitalization are correct	0	1–7	8–14	15–20	
Total Writing Sample Score					/100 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL BUSINESS DECISION MAKING

Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	0	1-7	8-14	15-20	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Anticipated results are based on correct reasoning	0	1-7	8-14	15-20	
Comments					
Delivery					
Statements are well organized and clearly stated; appropriate business language is used	0	1-3	4-7	8-10	
Participants demonstrate self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments					
Subtotal					/100 max.
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL BUSINESS ETHICS

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content and Recommendation					
Situation is understood and effectively defined	0	1–5	6–10	11–15	
Ethical dimensions of the problem are clearly defined	0	1–3	4–7	8–10	
Team's position is clearly stated	0	1–3	4–7	8–10	
Effective ethical solution is offered	0	1–5	6–10	11–15	
Quality of research	0	1–3	4–7	8–10	
Written case synopsis; clearly written with references	0	1–5	6–10	11–15	
Comments					
Delivery					
Statements are well organized and clearly stated, appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
All team members actively participate in the presentation	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–2	3–4	5	
Comments					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines (six folders sent by second Friday in May)					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Final Score					/100 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL BUSINESS LAW

Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Legal issues are understood and well defined	0	1-3	4-7	8-10	
Applicable legal rules are set forth clearly and correctly	0	1-7	8-14	15-20	
The facts favorable to the presenter's interests are clearly discussed, analyzed, and applied to the applicable legal rules	0	1-5	6-10	11-15	
Arguments unfavorable to the presenter's interests are anticipated and analyzed	0	1-5	6-10	11-15	
A likely outcome is predicted and based on case analysis	0	1-3	4-7	8-10	
Comments					
Delivery					
Statements are well organized and clearly stated; appropriate business language is used	0	1-3	4-7	8-10	
Participants demonstrate self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments					
Subtotal					/100 max.
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL BUSINESS PRESENTATION

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Presentation clearly related to topic	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-2	3-4	5	
Effectively uses a variety of program features such as text, graphics, and transitions.	0	1-3	4-7	8-10	
Quality of design is professional; design elements are appropriate for a business presentation; e.g., color choice, font style and size, and so forth	0	1-3	4-7	8-10	
Technology is effectively integrated into overall presentation	0	1-26	6-10	11-15	
Suitability and accuracy of statements in presentation	0	1-2	3-4	5	
Comments					
Organization					
Topic adequately developed	0	1-2	3-4	5	
Logical sequence of ideas	0	1-2	3-4	5	
Accomplished purpose	0	1-2	3-4	5	
Comments					
Delivery					
Presentation and statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Comments					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL BUSINESS SUSTAINABILITY

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content and Recommendation					
Situation is understood and effectively defined	0	1–5	6–10	11–15	
Dimensions of the problem are clearly defined	0	1–3	4–7	8–10	
Team's position is clearly stated	0	1–3	4–7	8–10	
Effective solution is offered	0	1–5	6–10	11–15	
Quality of research	0	1–3	4–7	8–10	
Written case synopsis; clearly written with references	0	1–5	6–10	11–15	
Comments					
Delivery					
Statements are well organized and clearly stated, appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
All team members actively participate in the presentation	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–2	3–4	5	
Comments					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines (no synopsis or synopsis over 500 words)					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Final Score					/100 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL CLIENT SERVICE

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Scenario is understood and well defined	0	1-5	6-10	11-15	
Participant's position is clearly stated	0	1-5	6-10	11-15	
Effective solution is offered	0	1-5	6-10	11-15	
Comments					
Delivery					
Statements are well organized and clearly stated	0	1-5	6-10	11-15	
Participant displays empathy/diplomacy when responding to situation	0	1-2	3-4	5	
Participant demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates ability to effectively ask and answer questions effectively	0	1-5	6-10	11-15	
Participant actively interacts with judges	0	1-3	4-7	8-10	
Comments					
Subtotal					/100 max.
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL COMMUNITY SERVICE PROJECT

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Purpose of Project • Statement of project goals • Service to the community and its citizens	0	1–5	6–10	11–15	
Planning and development of project	0	1–5	6–10	11–15	
Implementation of project	0	1–5	6–10	11–15	
Impact and benefits to the community	0	1–8	9–18	19–25	
Evidence of publicity	0	1–2	3–4	5	
Comments					
Report Format					
Clear and concise presentation with logical arrangement of information following the rating sheet	0	1–3	4–7	8–10	
Creativity of the written presentation and design	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
Comments					
Subtotal					/100 max.
Penalty Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> over fifteen (15) pages <input type="checkbox"/> no page numbers <input type="checkbox"/> report format does not follow rating sheet					
Total Points					/100 max.

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL COMMUNITY SERVICE PROJECT

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Explanation					
Description of project development and strategies used to implement project	0	1–8	9–18	19–25	
Appropriate level of chapter member involvement in the project	0	1–3	4–7	8–10	
Degree of impact on the community and its citizens	0	1–7	8–14	15–20	
Evidence of publicity received	0	1–2	3–4	5	
Effective student evaluation of project	0	1–2	3–4	5	
Comments					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–5	6–10	10–15	
Demonstrates self-confidence, poise, assertiveness, and good diction	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Report Score					/100 max.
Final Score (add total points and reports score)					/200 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL DESKTOP PUBLISHING

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Output effectively meets goals of the project	0	1–5	6–10	11–15	
Content appropriately addresses the intended target audience	0	1–3	4–7	8–10	
All pieces show a cohesive tie to one another	0	1–2	3–4	5	
Clear connection to theme throughout materials	0	1–3	4–7	8–10	
Included all information required in project instructions	0	1–3	4–7	8–10	
Comments					
Use of Software Features					
Appropriate font selection and application (including size, spacing, type, etc.)	0	1–2	3–4	5	
Effective use of special effects (including drop cap, shadow, reverse type, watermark, etc.)	0	1–2	3–4	5	
Appropriate use of technology to enhance design and accomplish project goals	0	1–3	4–7	8–10	
Comments					
Layout					
Effective use of margins, columns, and white space	0	1–2	3–4	5	
Appropriate selection, placement, and manipulation of graphics	0	1–2	3–4	5	
Applied appropriate alignment, text wrapping, indenting, and bullets	0	1–2	3–4	5	
Overall design impact is appealing and relates to target audience	0	1–5	6–10	11–15	
Comments					
Subtotal					/100 max.
Time Penalty Deduct two (2) points for each spelling, grammatical, capitalization, or typographical error					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					/100 max.
Final Score					/100 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL ECONOMIC ANALYSIS & DECISION MAKING

Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Economic problems are understood and well defined	0	1–5	6–10	11–15	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Possible solutions are selected with positive and negative aspects of each implementation given	0	1–5	6–10	11–15	
Economic decisions are clear	0	1–3	4–7	8–10	
Comments					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–5	6–10	11–15	
Member(s) show self-confidence, poise, and good voice projection	0	1–5	6–10	11–15	
Member(s) demonstrate the ability to effectively answer questions	0	1–5	6–10	11–15	
Comments					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL EMERGING BUSINESS ISSUES

Performance Rating Sheet

Revised 2014-15

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Understanding of issue/topic	0	1-3	4-7	8-10	
Comments:					
Affirmative Argument					
Flow and logic of content	0	1-2	3-4	5	
Quality of Evidence		1-3	4-7	8-10	
Persuasiveness		1-3	4-7	8-10	
Relevance of argument	0	1-3	4-7	8-10	
Comments:					
Negative Argument					
Flow and logic of content	0	1-2	3-4	5	
Quality of Evidence		1-3	4-7	8-10	
Persuasiveness		1-3	4-7	8-10	
Relevance of argument	0	1-3	4-7	8-10	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
All team members actively participate in the presentation	0	1-2	3-4	5	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over five (5) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.

Name(s): _____

School: _____ State: _____

Educational Institution: _____ Date: _____

Judge's Comments:



PBL FINANCIAL ANALYSIS & DECISION MAKING

Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Identifies all relevant facts	0	1–7	8–14	15–20	
Correctly estimates values and explains assumptions	0	1–5	6–10	11–15	
Makes clear and supported recommendations	0	1–7	8–14	15–20	
Anticipated results are based on correct reasoning	0	1–5	6–10	11–15	
Comments					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL FINANCIAL SERVICES

Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	0	1–7	8–14	15–20	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Demonstrates knowledge and understanding of banking and financial systems concepts	0	1–7	8–14	15–20	
Comments					
Delivery					
Thoughts and statements are well organized and clearly stated; appropriate business language is used	0	1–3	4–7	8–10	
Participants demonstrate self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL FORENSIC ACCOUNTING *NEW*

Performance Rating Sheet

2014-15

☐ Preliminary Round ☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Situation analysis is clearly developed and articulated	0	1-7	8-14	15-20	
Accounting data analysis is clearly developed and articulated	0	1-7	8-14	15-20	
Possible case study solutions are developed and articulated	0	1-7	8-14	15-20	
Sources utilized are appropriate and cited properly	0	1-3	4-7	8-10	
Comments					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow directions					
Total Points					/100 max.
Prejudged Score					/100 max.
Final Score (add total points and prejudged score)					/200 max.

Name: _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL FUTURE BUSINESS EDUCATOR

Interview Rating Sheet

☐ Preliminary Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Interview					
Demonstrates poise, maturity, and attitude	0	1–2	3–4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Professional appearance (meets dress code requirements)	0	1–3	4–7	8–10	
Comments					
Leadership Ability					
Shows evidence of skills for teaching business	0	1–3	4–7	8–10	
Explains participation and leadership in PBL	0	1–3	4–7	8–10	
Explains participation in other school and/or community organizations	0	1–3	4–7	8–10	
Explains and shows areas of outstanding achievement	0	1–3	4–7	8–10	
Indicates understanding of career knowledge and career plans	0	1–3	4–7	8–10	
Comments					
Application Materials					
Effective application materials (resume and letter of application)	0	1–3	4–7	8–10	
Effective lesson plan	0	1–3	4–7	8–10	
Comments					
Subtotal					/100 max.
Penalty Deduct five (5) points for failure to fully follow the guidelines.					
Final Score					/100 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL FUTURE BUSINESS EDUCATOR

Interview Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Lesson Plan					
Preliminary information (subject, date, lesson topic, grade level, teacher)	0	1–2	3–4	5	
Identification of state/national/industry standards being met through lesson	0	1–2	3–4	5	
Behavioral objective for the lesson	0	1–3	4–7	8–10	
Lesson content (include estimated amount of time each activity/task will take)	0	1–3	4–7	8–10	
Instructional events identified (e.g., gaining learners attention, informing learners of objective, stimulating recall of previous learning, presenting material, eliciting desired behavior, providing feedback)	0	1–3	4–7	8–10	
Resources and materials needed identified	0	1–2	3–4	5	
Method of assessing how behavioral objective will be met identified	0	1–3	4–7	8–10	
Lesson summary (evaluation of students and lesson)	0	1–3	4–7	8–10	
Comments					
Lesson Presentation					
Knowledge of subject matter	0	1–3	4–7	8–10	
Material presented was based on meeting objectives of the lesson	0	1–3	4–7	8–10	
Quality of the lesson delivery	0	1–3	4–7	8–10	
Teaching methods used were appropriate for audience and subject	0	1–3	4–7	8–10	
Items assigned were valuable, well planned, and relevant	0	1–2	3–4	5	
Expectation of students was reasonable	0	1–2	3–4	5	
Material presented at the appropriate level for audience	0	1–2	3–4	5	
Lesson was interesting, motivating, and/or creative	0	1–3	4–7	8–10	
Professional behavior and appearance maintained	0	1–3	4–7	8–10	
Application Materials					
Effective application materials (resume and letter of application)	0	1–2	3–4	5	
Effective lesson plan	0	1–2	3–4	5	
Subtotal					/150 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to fully follow the guidelines.					
Final Score					/150 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL FUTURE BUSINESS EXECUTIVE

Interview Rating Sheet

☐ Preliminary Round ☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Interview					
Demonstrates poise, maturity, and a good attitude	0	1–2	3–4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Demonstrates a proper greeting, introduction, and closing	0	1–2	3–4	5	
Professional appearance (meets dress code requirements)	0	1–3	4–7	8–10	
Comments					
Leadership Ability					
Illustrates participation and leadership in PBL	0	1–5	6–10	11–15	
Explains participation in other school and/or community organizations	0	1–3	4–7	8–10	
Explains and shows areas of outstanding achievement	0	1–3	4–7	8–10	
Indicates understanding of career knowledge and career plans	0	1–5	6–10	11–15	
Comments					
Application Materials					
Effective application materials (resume, letter of application, job application)	0	1–5	6–10	11–15	
Comments					
Subtotal					/100 max.
Penalty Deduct five (5) points for failure to fully follow the guidelines.					
Final Score					/100 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL HELP DESK

Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Problem Identification					
Describes the situation(s)	0	1-3	4-7	8-10	
Problem/incident properly documented	0	1-3	4-7	8-10	
Provides a solution or recommendation(s), resolves problem	0	1-5	6-10	11-15	
Comments					
Technology					
Basic hardware/software knowledge, used correct terminology	0	1-2	3-4	5	
Demonstrates ability to effectively answer client's technical questions	0	1-3	4-7	8-10	
Meets the needs of the client/customer	0	1-3	4-7	8-10	
Demonstrates troubleshooting skills and effective investigative methods	0	1-3	4-7	8-10	
Comments					
Delivery Skills					
Statements are well organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
Demonstrates conflict resolution skills	0	1-2	3-4	5	
Brings situation(s) to closure	0	1-2	3-4	5	
Comments					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					/100 max.
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL HOSPITALITY MANAGEMENT

Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	0	1–5	6–10	11–15	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Anticipated results are based on correct reasoning	0	1–3	4–7	8–10	
Comments					
Delivery					
Statements are well organized and clearly presented; appropriate business language used	0	1–5	6–10	11–15	
Participants demonstrate self-confidence, poise, and good voice projection	0	1–5	6–10	11–15	
Demonstrates the ability to effectively answer questions	0	1–5	6–10	11–15	
Comments					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL HUMAN RESOURCE MANAGEMENT

Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Anticipated results are based on correct reasoning	0	1-3	4-7	8-10	
Comment					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Demonstrates self-confidence, poise, and good voice projection	0	1-5	6-10	11-15	
Demonstrates the ability to effectively answer questions	0	1-5	6-10	11-15	
Comment					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL IMPROMPTU SPEAKING

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Relation to the topic	0	1–5	6–10	11–15	
Memorable central theme stated and repeated	0	1–2	3–4	5	
Supporting information is accurate and appropriate	0	1–2	3–4	5	
Comments					
Organization					
Immediate introduction of topic	0	1–3	4–7	8–10	
Strong support (body) for topic	0	1–3	4–7	8–10	
Effective and memorable conclusion	0	1–3	4–7	8–10	
Comments					
Delivery					
Extemporaneous delivery; e.g. not merely read from the notes	0	1–5	6–10	11–15	
Effective posture, body language, eye contact, and gestures	0	1–3	4–7	8–10	
Professional tone, appropriate language (inflection, pace, emphasis, and enthusiasm)	0	1–3	4–7	8–10	
Presentation is sincere, interesting, creative, and convincing	0	1–3	4–7	8–10	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL INTEGRATED MARKETING CAMPAIGN

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Approach					
Suitable opening statement or remarks	0	1–2	3–4	5	
Directs consumer's attention to the market	0	1–3	4–7	8–10	
Comments					
Market Presentation					
Target market is clearly and accurately analyzed	0	1–3	4–7	8–10	
Analyzes and determines market needs	0	1–3	4–7	8–10	
Advertising materials show understanding of the market	0	1–3	4–7	8–10	
Campaign stresses product or service benefits that appeal to the target markets	0	1–3	4–7	8–10	
Shows creativity	0	1–3	4–7	8–10	
Benefits matched to consumer needs	0	1–3	4–7	8–10	
Comments					
Delivery					
Statements are well organized and clearly stated; appropriate business language is used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates ability to effectively answer questions	0	1–3	4–7	8–10	
Total Points					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL JOB INTERVIEW

Interview Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Professional Presentation					
Demonstrates proper nonverbal communication (eye contact, posture, facial expressions, body language, smile)	0	1–2	3–4	5	
Demonstrates a strong introduction (smile and handshake) and closing (thanks interviewer)	0	1–2	3–4	5	
Demonstrates self-confidence, takes initiative, and is enthusiastic	0	1–3	4–7	8–10	
Professional	0	1–2	3–4	5	
Interview					
Demonstrates the ability to understand and respond to interview questions	0	1–5	6–10	11–15	
Relates previous experience/activities with position's duties and skills necessary to succeed (realistic appraisal of self)	0	1–5	6–10	11–15	
Possesses knowledge about the position and career field	0	1–3	4–7	8–10	
Possesses excellent communication skills, uses appropriate grammar and uses appropriate length of time to answer questions	0	1–5	6–10	11–15	
Participant asks questions that demonstrates interest in organization and understanding of position	0	1–2	3–4	5	
Application Materials					
Effectiveness of application materials (resume, letter of application, and job application)	0	1–5	6–10	11–15	
Subtotal				/100 max.	
Penalty Deduct five (5) points in preliminary round if materials received late.					
Final Score				/100 max.	

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL LOCAL CHAPTER ANNUAL BUSINESS REPORT

Report Rating Sheet

Revised 2014-15

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Introduction					
"State of the Chapter" remarks to current members by chapter president <ul style="list-style-type: none"> Number of members Size of school and community 	0	1-3	4-7	8-10	
Comments:					
Activities to Benefit Chapter and Its Members					
Recruitment activities	0	1-2	3-4	5	
Leadership development	0	1-2	3-4	5	
Career exploration and preparation	0	1-2	3-4	5	
Business partnerships	0	1-2	3-4	5	
Chapter fundraising	0	1-2	3-4	5	
Public relations activities and chapter publicity	0	1-2	3-4	5	
Comments:					
Activities to Benefit Other Individuals and Organizations					
State and national projects	0	1-3	4-7	8-10	
Other community service projects	0	1-3	4-7	8-10	
Comments:					
Conferences and Recognition					
Participation in FBLA conferences	0	1-3	4-7	8-10	
Other chapter and individual recognitions earned	0	1-3	4-7	8-10	
Competitive event winners and participants	0	1-2	3-4	5	
Comments:					
Report Format					
Clear, concise presentation with logical arrangement of information following the rating sheet categories	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-2	3-4	5	
Design and graphics are appropriate for purpose	0	1-2	3-4	5	
Comments:					
Subtotal					/100 max.
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of fifteen [15] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> over fifteen (15) pages <input type="checkbox"/> no page numbers <input type="checkbox"/> report format does not follow rating sheet					
Total Points					/100 max.

Educational Institution: _____ State: _____
 Judge's Signature: _____ Date: _____
 Judge's Comments: _____



PBL MANAGEMENT ANALYSIS & DECISION MAKING

Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	0	1–5	6–10	11–15	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Issues presented in case are addressed completely	0	1–3	4–7	8–10	
Management's decision is clear	0	1–3	4–7	8–10	
Comments					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Team members show self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
All team members participate actively during the presentation	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL MARKETING ANALYSIS & DECISION MAKING

Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	0	1–5	6–10	11–15	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Anticipated results are based on correct reasoning	0	1–3	4–7	8–10	
Comment					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–5	6–10	11–15	
Participants show self-confidence, poise, and good voice projection	0	1–5	6–10	11–15	
Demonstrates the ability to effectively answer questions	0	1–5	6–10	11–15	
Comment					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL MOBILE APPLICATION DEVELOPMENT

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Program Usability and Support					
Downloadable to mobile device and functional on iPhone, Android, or Microsoft Windows Phone	0	1–3	4–7	8–10	
Instructions clear and application can be loaded on phone	0	1–3	4–7	8–10	
Comments					
Design Evaluation					
Fully addresses concept and topic	0	1–3	4–7	8–10	
Graphics are appropriate and consistent for concept and age group	0	1–6	7–13	14–20	
Incorporates social media elements as appropriate to topic	0	1–3	4–7	8–10	
ICON in store or on phone after downloaded is consistent with application	0	1–3	4–7	8–10	
Buttons within application include the landing page (index), a technical support button and at least one other button	0	1–3	4–7	8–10	
Errors did not crash application	0	1–3	4–7	8–10	
Code is well written and logically designed	0	1–3	4–7	8–10	
Comments					
Subtotal					/100 max.
Penalty Points Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points). <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly _____					
Total Points					/100 max

Name: _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments: _____



PBL MOBILE APPLICATION DEVELOPMENT

Performance Rating Sheet

☐ Preliminary Round ☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the scenario	0	1–2	3–4	5	
Describes the planning process used to design the application	0	1–3	4–7	8–10	
Describes application documentation	0	1–2	3–4	5	
Describes input/output and application parameters	0	1–5	6–10	11–15	
Describes how the application flows	0	1–7	8–14	15–20	
Describes application template or structure	0	1–5	6–10	11–15	
Describes the usefulness of the application	0	1–3	4–7	8–10	
Comment					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–2	3–4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comment					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow directions					
Total Points					/100 max.
Prejudged Score					/100 max.
Final Score (add total points and prejudged score)					/200 max.

Name: _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments: _____



PBL NETWORK DESIGN

Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content and Recommendation					
Describes the situation	0	1–3	4–7	8–10	
Resolves the problem	0	1–5	6–10	11–15	
Uses correct terminology	0	1–5	6–10	11–15	
Presents an effective strategy	0	1–10	11–20	21–30	
Comments					
Technology					
System appropriate for size of business	0	1–5	6–10	11–15	
Technology is currently available or being developed	0	1–3	4–7	8–10	
Future needs are considered	0	1–3	4–7	8–10	
Meets the needs of the company	0	1–5	6–10	11–15	
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–2	3–4	5	
Team members show self-confidence, poise, and good voice projection	0	1–2	3–4	5	
All team members participate actively during the presentation	0	1–3	4–7	8–10	
Team members demonstrate the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments					
Subtotal					/150 max.
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/150 max.
Objective Test Score (to be used only in the event of a tie)					

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL PARLIAMENTARY PROCEDURE

Performance Rating Sheet

Motions: Deduct one (1) point for each mistake in each classification.

		Value	Score
Motion Classification	Comments		
Main		6	
Subsidiary		6	
Privileged		6	
Incidental		6	
Bring Again		6	
Motions Performance Subtotal			
Comment			
Business of the Meeting			
Problem quality (concise, complete, clear, germane)		15	
Directions followed		5	
Other business quality		10	
Business of the Meeting Performance Subtotal			
Comment			
General Parliamentary Procedure			
Proper order of business		10	
Proper use of parliamentary terms		10	
Clarity of expression and voice projection		5	
Impartiality of presiding official		5	
Initiative of members		5	
Poise, dignity, and appearance		5	
General Parliamentary Procedure Performance Subtotal			
Comment			
Subtotal		/100 max.	
Time Penalty Deduct one (1) point per full half minute under 8:31 minutes or over 11:29 minutes. Time:			
Penalty Deduct five (5) points for failure to follow guidelines.			
Dress Code Penalty Deduct five (5) points when dress code is not followed.			
Final Score		/100 max.	
Objective Test Score (to be used in the event of a tie)			

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL PUBLIC SPEAKING

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Obvious incorporation of FBLA-PBL goals	0	1–3	4–7	8–10	
Memorable central theme stated and repeated	0	1–3	4–7	8–10	
Supporting information is accurate and appropriate	0	1–2	3–4	5	
Comments					
Organization					
Immediate introduction of topic	0	1–5	6–10	11–15	
Strong support (body) for a topic	0	1–5	6–10	11–15	
Effective and memorable conclusion	0	1–5	6–10	11–15	
Comment					
Delivery					
Extemporaneous delivery; i.e. not merely read from a script or notes	0	1–3	4–7	8–10	
Professional tone, appropriate language		1–2	3–4	5	
Effective posture, body language, eye contact, gestures	0	1–3	4–7	8–10	
Presentation is sincere, interesting, clear, creative, convincing, and concise	0	1–2	3–4	5	
Comments					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation under 4:31 or over 5:29 minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL SALES PRESENTATION

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Approach					
Suitable opening statement or remark	0	1-2	3-4	5	
Direct customer's attention to merchandise	0	1-2	3-4	5	
Comments					
Product Presentation					
Questions involved customer	0	1-3	4-7	8-10	
Analyzed and determined customer needs	0	1-3	4-7	8-10	
Interest in customer as an individual	0	1-3	4-7	8-10	
Adequate knowledge of product features	0	1-3	4-7	8-10	
Creates interest and desire for product	0	1-3	4-7	8-10	
Benefits matched to customer needs	0	1-3	4-7	8-10	
Comments					
Suggestion Selling					
Suggestion selling used	0	1-3	4-7	8-10	
Comments					
Handling Objections					
Welcomes and listens to all objections	0	1-2	3-4	5	
Comments					
Closing					
Takes advantage of customer reactions	0	1-2	3-4	5	
Handles and overcomes objections with respect	0	1-2	3-4	5	
Closes the sale	0	1-2	3-4	5	
Comments					
Total Points					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL SMALL BUSINESS MANAGEMENT PLAN

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Executive Summary <ul style="list-style-type: none"> Convinces reader business concept is sound and has a reasonable chance of success Is concise and effectively written 	0	1–7	8–14	15–20	
Company Description <ul style="list-style-type: none"> Legal form of business Effective date of business Company mission statement/vision Company governance Company location(s) Immediate development goals Overview of company's financial status 	0	1–7	8–14	15–20	
Industry Analysis <ul style="list-style-type: none"> Description of industry (size, growth rates, nature of competition, history) Trends and strategic opportunities within industry 	0	1–5	6–10	11–15	
Target Market <ul style="list-style-type: none"> Target market defined (size, growth potential, needs) Effective analysis of market's potential, current patterns, and sensitivities 	0	1–5	6–10	11–15	
Competition <ul style="list-style-type: none"> Key competitors identified Effective analysis of competitors' strengths and weaknesses Potential future competitors Barriers to entry for new competitors identified 	0	1–5	6–10	11–15	
Marketing Plan and Sales Strategy <ul style="list-style-type: none"> Key message to be communicated identified Options for message delivery identified and analyzed Sales procedures and methods defined 	0	1–5	6–10	11–15	
Operations <ul style="list-style-type: none"> Business facilities described Production plan defined and analyzed Workforce plan defined and analyzed Impact and use of technology 	0	1–5	6–10	11–15	
Management and Organization <ul style="list-style-type: none"> Key employees/principals identified and described Board of directors, advisory committee, consultants, and other human resources identified and described Plan for identifying, recruiting, and securing key participants described Compensation and incentives plan 	0	1–5	6–10	11–15	

(continued on next page)



Long-term Development <ul style="list-style-type: none"> Long-term goals identified and documented Risks and potential adverse results identified and analyzed Strategy in place to take business toward long-term goals 	0	1–5	6–10	11–15	
Financials <ul style="list-style-type: none"> Type of accounting system to be used is identified and realistic Reasonable financial projections, including monthly cash flow projections Financial assumptions clearly identified 	0	1–7	8–14	15–20	
Supporting Documents <ul style="list-style-type: none"> May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc. 	0	1–5	6–10	11–15	
Report Format					
Clear and concise presentation with logical arrangements of information following the rating sheet categories	0	1–3	4–7	8–10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
Subtotal					/200 max.
Penalty Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> over thirty (30) pages, <input type="checkbox"/> no page numbers <input type="checkbox"/> report format does not follow rating sheet					
Total Points					/200 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



SMALL BUSINESS MANAGEMENT PLAN **Performance Rating Sheet**

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of plan development and strategies used to implement plan	0	1–3	4–7	8–10	
Marketing aspects of business are thoroughly covered	0	1–3	4–7	8–10	
Description of operations and management plans	0	1–5	6–10	11–15	
Financial documents and projections are reasonable and easy to understand	0	1–5	6–10	11–15	
Risks are anticipated, analyzed, and planned for	0	1–5	6–10	11–15	
Long-term goals are identified and reasonable	0	1–3	4–7	8–10	
Comments					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Report Score					/200 max.
Final Score (add total points and report score)					/300 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL SOCIAL MEDIA CHALLENGE—NEW

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Design and Distribution					
Overall campaign is aesthetically appealing	0	1–7	8–14	15–20	
Campaign is consistent across all platforms	0	1–3	4–7	8–10	
Campaign shows creativity, originality, and supports theme	0	1–7	8–14	15–20	
High level of interactivity and engagement	0	1–3	4–7	8–10	
Comments:					
Content					
Product/service message is clear	0	1–5	6–10	11–15	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1–5	6–10	11–15	
Explains the development, creative design, implementation, and distribution process		1–5	6–10	11–15	
Benefits matched to customer and prospect needs		1–5	6–10	11–15	
Copyright information noted, if applicable	0	1–5	6–10	11–15	
Comments:					
Presentation/Delivery					
Graphic design, when used, shows creativity, originality, and supports	0	1–3	4–7	8–10	
Additional technologies: e.g. videos, linked social media pages used appropriately	0	1–3	4–7	8–10	
Campaign elements gain attention and have eye appeal	0	1–3	4–7	8–10	
Format is consistent and appropriate	0	1–3	4–7	8–10	
Statements are well organized and appropriate	0	1–3	4–7	8–10	
Participants demonstrate self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrate the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					/200 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/200 max.

Educational

Institution:

State:

Judge's Signature:

Date:

Judge's Comments:



PBL STRATEGIC ANALYSIS & DECISION MAKING

Performance Rating Sheet

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
External and internal situation analysis are clearly developed and articulated	0	1–5	6–10	11–15	
Industry situation is considered and strategy considers the basic nature of the industry	0	1–5	6–10	11–15	
Possible strategies are developed with appropriate alternatives provided	0	1–5	6–10	11–15	
Stakeholders concerns are addressed	0	1–3	4–7	8–10	
Comments					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–5	6–10	11–15	
Shows self-confidence, poise, and good voice projection	0	1–5	6–10	11–15	
Demonstrates the ability to effectively answer questions	0	1–5	6–10	11–15	
Comments					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL WEBSITE DESIGN

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Overall design is aesthetically appealing	0	1–7	8–14	15–20	
Design is consistent across all pages	0	1–3	4–7	8–10	
Design shows creativity, originality, and supports theme	0	1–7	8–14	15–20	
Design maintains a high level of usability	0	1–3	4–7	8–10	
Comments					
Content					
Proper use of grammar, spelling, punctuation, etc.	0	1–3	4–7	8–10	
Copyright laws have been followed, permissions are cited on the Website, and the use of templates is identified at the bottom of the page	0	1–5	6–10	11–15	
Product/service/message is clear	0	1–10	11–20	21–30	
Theme fully and effectively developed; solution adequately addresses assigned topic	0	1–10	11–20	21–30	
Comments					
Technical					
Site is compatible with multiple platforms	0	1–3	4–7	8–10	
Overall code—readability, white space, semantic, efficient, separation of structure	0	1–5	6–10	11–15	
Site interactivity functions and is error-free	0	1–3	4–7	8–10	
Additional technologies; e.g. Flash JavaScript, etc. Are used appropriately	0	1–3	4–7	8–10	
Site is compatible with multiple browser variants	0	1–3	4–7	8–10	
Comments					
Subtotal					/200 max.
Penalty Deduct five (5) points for failure to follow Guidelines.					
Penalty Deduct five (5) points for not submitting a Statement of Assurance.					
Total Points					/200 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



PBL WEBSITE DESIGN

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Explanation					
Describes the development of the topic	0	1-5	6-10	11-15	
Explains the development and design process	0	1-5	6-10	11-15	
Explains the use of your social media element and why this was selected	0	1-5	6-10	11-15	
Explains the development of media elements (graphics, video, audio, etc.)	0	1-5	6-10	11-15	
Copyright information is noted in the credits	0	1-3	4-7	8-10	
Comments					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Comments					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over seven (5) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Prejudged Score					/200 max.
Final Score (add total points and prejudged score)					/300 max.

Name(s): _____

Educational Institution: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FUTURE BUSINESS EXECUTIVE APPLICATION 2015 NLC CHICAGO

Provide all information requested by printing in ink or typing. Use the tab key to move through the document.

GENERAL INFORMATION

Name (Last)	(First)	(Middle Initial)	Home Telephone () -
Address (Mailing Address)	(City)	(State)	(Zip) Other Telephone () -
E-mail Address			

POSITION

Position or Type of Employment Desired	Will Accept: <input type="checkbox"/> Part-Time <input type="checkbox"/> Full-Time
Are you able to perform the essential functions of the job you are applying for, with or without reasonable accommodation? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Salary Desired	

EDUCATION AND TRAINING

High School Graduate or General Education (GED) Test Passed? <input type="checkbox"/> Yes <input type="checkbox"/> No						
College, Business School, Military (Most Recent First)						
Name and Location	Dates Attended Month/Year	Credits Earned		Graduate	Degree & Year	Major or Subject
		Quarterly or Semester Hours	Other (Specify)			
	From			<input type="checkbox"/> Yes		
	To			<input type="checkbox"/> No		
	From			<input type="checkbox"/> Yes		
	To			<input type="checkbox"/> No		
	From			<input type="checkbox"/> Yes		
	To			<input type="checkbox"/> No		
	From			<input type="checkbox"/> Yes		
	To			<input type="checkbox"/> No		
Languages Read, Written or Spoken Fluently Other Than English						

VETERAN INFORMATION (Most recent)

Branch of Service	Date of Entry	Date of Discharge
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SPECIAL SKILLS (List all pertinent skills and equipment that you can operate)

(Maximum 300 characters)



WORK EXPERIENCE (Most Recent First) (Include volunteer work and military experience)

Employer	Telephone Number () -	From (Month/Year)
Address		
Job Title	Number of Employees Supervised	To (Month/Year)
Specific Duties (Maximum 350 characters)		Hours Per Week
		Last Salary
		Supervisor
Reason for Leaving		May We Contact This Employer? <input type="checkbox"/> Yes <input type="checkbox"/> No
Employer	Telephone Number () -	From (Month/Year)
Address		
Job Title	Number of Employees Supervised	To (Month/Year)
Specific Duties (Maximum 350 characters)		Hours Per Week
		Last Salary
		Supervisor
Reason for Leaving		May We Contact This Employer? <input type="checkbox"/> Yes <input type="checkbox"/> No
Employer	Telephone Number () -	From (Month/Year)
Address		
Job Title	Number of Employees Supervised	To (Month/Year)
Specific Duties (Maximum 350 characters)		Hours Per Week
		Last Salary
		Supervisor
Reason for Leaving		May We Contact This Employer? <input type="checkbox"/> Yes <input type="checkbox"/> No
Employer	Telephone Number () -	From (Month/Year)
Address		
Job Title	Number of Employees Supervised	To (Month/Year)
Specific Duties (Maximum 350 characters)		Hours Per Week
		Last Salary
		Supervisor
Reason For Leaving		May We Contact This Employer? <input type="checkbox"/> Yes <input type="checkbox"/> No

REFERENCES

List below names and addresses of persons who are qualified to answer questions concerning your fitness for the position(s) you seek other than those listed in your credential file.

Name	Position	Address	Telephone



ESSAY

Please answer the question below in the space provided

In 300 words or less--"What do you bring to our company?"

I certify the information contained in this application is true, correct, and complete. I understand that, if employed, false statements reported on this application may be considered sufficient cause for dismissal.

Signature of Applicant_____ Date_____



Company of Your Choice

EMPLOYMENT APPLICATION

Job Interview 2014-15

Provide all information requested by printing in ink or keying. Use the tab key to move through the document.

GENERAL INFORMATION

Name (Last)	(First)	(Middle Initial)	Home Telephone () -
Address (Mailing Address)	(City)	(State)	(Zip) Cell Phone () -
E-mail Address			

POSITION

Position or Type of Employment Desired	Will Accept: Part-Time Full-Time
Have you ever been employed at our company before? Yes No	
Are you able to perform the essential functions of the job you are applying for, with or without reasonable accommodation? Yes No	Date Available
Salary Desired	

EDUCATION AND TRAINING

School or Institution	Name and Address of School	Major	Year Graduated	Degree
College				
College				
High School				
Other				
Special Abilities and Skills		Professional Certificates or Licenses Held		
Extracurricular Activities		Present Community and Professional Affiliations		
Languages Read, Written or Spoken Fluently Other Than English				

WORK EXPERIENCE—Most recent first, include volunteer work and military experience

Employer	Telephone Number ()	From (Month/Year)
Address		
Job Title	Number Employees Supervised	To (Month/Year)
Specific Duties (Maximum 350 characters)		Hours Per Week
		Last Salary
		Supervisor
Reason For Leaving	May We Contact This Employer? Yes No	
Employer	Telephone Number ()	From (Month/Year)
Address		
Job Title	Number Employees Supervised	To (Month/Year)



Specific Duties (Maximum 350 characters)			
			Hours Per Week
			Last Salary
			Supervisor
Reason For Leaving		May We Contact This Employer? Yes No	
Employer	Telephone Number ()	From (Month/Year)	
Address			
Job Title	Number Employees Supervised	To (Month/Year)	
Specific Duties (Maximum 350 characters)			
			Hours Per Week
			Last Salary
			Supervisor
Reason For Leaving		May We Contact This Employer? Yes No	

REFERENCES

List below names and addresses of persons who are qualified to answer questions concerning your fitness for the position(s) you seek other than those listed in your credential file.

Name	Position	Address	Telephone

ESSAY

Please answer the question below 300 words or less.

What challenges are you looking for in a position?

I certify the information contained in this application is true, correct, and complete. I understand that, if employed, false statements reported on this application may be considered sufficient cause for dismissal.

Signature of Applicant_____ Date_____

