

# PBL COMPETITIVE EVENTS GUIDELINES

2021 – 2022

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# INTRODUCTION TO PBL COMPETITIVE EVENTS

Competitive events at the National Leadership Conference play an integral role in the mission of FBLA-PBL. The National Awards Program recognizes excellence in numerous business and career-related areas. PBL competitive events prepare college students for the workforce by expanding their classroom experience with real-world scenarios. 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. Click on an event in the Table of Contents to go to the grouped page, and then click on a specific competition to go to that event page.

## 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.

[Submit your recommendations.](#)

Questions? Contact the FBLA-PBL National Center or email [kscholl@fbla.org](mailto:kscholl@fbla.org).

## MEMBERS COMPETE TO:

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

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# CHANGES FOR 2021–2022 MEMBERSHIP YEAR

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

- No new competitive events for 2021-2022

## NAME CHANGES

- Social Media Marketing (formerly known as Social Media Challenge)

## MODIFIED EVENTS

- Sales Presentation will now be an individual or team event, with teams of two to three members

## RETIRED EVENTS

- Contemporary Sports Issues has been retired

## UPDATED PROCEDURES

- For events that include a prejudged report, the table of contents is no longer included in the page count

- The dates for competitive event registration, prejudged submissions, and final NLC changes have changed:
  - **2nd Tuesday in May:** State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time
  - **2nd Tuesday in May:** All prejudged components (reports or projects) must be submitted by 11:59 p.m. Eastern Time
  - **3rd Tuesday in May:** All production tests must be submitted by 11:59 p.m. Eastern Time
  - **1st Tuesday in June:** State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time

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# 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	A 60-minute test administered during the National Leadership Conference.
Production & Objective Test	Two parts: a production test administered and proctored at a designated school-site prior to the NLC and a 60-minute objective test administered onsite at NLC. Competitors must complete both parts for award eligibility.
Collaborative Objective Test & Presentation with Equipment	A 60-minute objective test will be administered during the National Leadership Conference. Team competitors will take one objective test collaboratively.
Individual Objective Test & Role Play	A 60-minute test administered during the National Leadership Conference. Competitors will test individually. This category relates to Help Desk and Parliamentary Procedure.

PERFORMANCE COMPONENTS	DESCRIPTION
Presentation with Equipment	The presentation of a project. Competitors may use technology, equipment, and/or visual aids as part of the presentation.
Presentation without Equipment	The presentation of a project. Competitors may <b>not</b> use equipment and/or visual aids but can bring prepared notes of any type to the presentation.

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# OVERVIEW OF PBL COMPETITIVE EVENTS PROGRAM COMPONENTS

PERFORMANCE COMPONENTS	DESCRIPTION
Interview	The employer (judge) interviews the applicant (competitor) by asking typical job interview questions.
Speech	A business speech based on FBLA-PBL goals, current events, and/or relevant business topics created and articulated by competitors.
Demonstration	The demonstration of a project on a specific topic provided in the event guidelines. Competitors may use technology, equipment, and/or visual aids as part of the presentation.
Prejudged Reports & Presentation–Individual, Team, or Chapter	Report content is prejudged before the conference. The presentation of the report is judged during the conference.
Role Play	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 (role play).

## OPEN EVENTS

Open, online testing events are open to any FBLA member present at the National Leadership Conference. Prerequisites or registration is not required. The open event tests differ each year. The top winner of each open event is recognized during the awards ceremony.

## PILOT EVENTS

From time to time new events will be piloted before being added to the regular competitive events program. Those events will be noted in the list of events with the word “Pilot” after the event name. A person competing in a pilot event is eligible to compete in another individual or team event. The top five winners are recognized during the awards ceremony.

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# GENERAL COMPETITIVE EVENT GUIDELINES

The general event guidelines below are applicable to all PBL 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.

**All members and advisers are responsible for reading and following competitive event guidelines.**

## ELIGIBILITY

- **Dues:** Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on 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.
- **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Each state may submit three individuals in events requiring only an objective test and two individual/teams for events that require a prejudged or performance component.
- Each competitor can compete in two events.
- Each competitor must compete in all parts of an event for award eligibility.
- A team shall consist of two or three members. The exceptions is Parliamentary Procedure which must be a team of four or five members.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. PLEASE NOTE that competitive events start before the opening session of NLC.
- Competitors may be disqualified if they violate competitive event guidelines.



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# GENERAL COMPETITIVE EVENT GUIDELINES

## 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. Note, if the only modification is a name change, competitors may **not** compete in the renamed event.
- **Team Events:** One competitor of the team may have competed in the same event at one 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 more than once (Community Service Project).
- **Individual Entry:** A competitor who competed as an individual entry 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 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:** Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot 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 to determine the winner.
- **Objective and Production Tests:** The production test scores will be used to break a tie.
- **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.
- **Performances:** Judges must break ties and all judges' decisions are final.

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# GENERAL COMPETITIVE EVENT GUIDELINES

## NATIONAL DEADLINES

- State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged components (reports and projects) must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged projects and reports must be submitted electronically.
- All production tests must be submitted by 11:59 p.m. Eastern Time on the third Tuesday in May.
- All production tests must be uploaded online on the required platform.
- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Tuesday in June. Competitor drops are the only changes allowed after this date and onsite.

## NATIONAL AWARDS

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

## ADDITIONAL MATERIALS

- Financial calculators may be brought to objective testing and used for any accounting, finance, or analysis & decision making events.
- Certain events may allow the use of additional materials. Please refer to event guidelines.

## AMERICANS WITH DISABILITIES ACT (ADA)

- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who [submit an accommodation form](#).
- The form must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.

## RECORDING OF PRESENTATIONS

- No unauthorized 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.

## GRADUATE STUDENTS

- Graduate students may compete in all PBL events.

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# GENERAL PERFORMANCE EVENT GUIDELINES

## PERFORMANCE GUIDELINES

- Fifteen competitors/teams or an equal number from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary performances for an event, two competitors/teams from each section will advance to the final round.
- In the case of team events, all team members are expected to actively participate in the performance.
- Each competitor must compete in all parts of an event for award eligibility.
- Competitors cannot be replaced or substituted for prejudged events.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. PLEASE NOTE that competitive events start before the opening session of NLC.
- All competitors must comply with the FBLA-PBL dress code.
- Prejudged materials and résumés will not be returned.
- No animals (except authorized service animals) will be allowed for use in any competitive events.

## TECHNOLOGY GUIDELINES

- Competitors present directly from a laptop/device. Screens and projectors are not allowed, and competitors are not allowed to bring their own. Power will not be available.
- Internet access will be provided for:
  - Digital Media
  - Social Media Marketing
  - Website Design
- Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting laptops/devices on which to present.
- Please note that Internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case Internet connections go down.
- All competitors in accounting, finance, and analysis & decision making events may bring and use financial calculators.

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# GENERAL PERFORMANCE EVENT GUIDELINES

## PERFORMANCE COMPETENCIES

- Demonstrate excellent verbal communication skill.
- 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

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## AUDIENCE

- Preliminary and final performances/interviews are not open to conference attendees.
- Recording performances/demonstrations is prohibited.
- All electronic devices must be turned off.
- All attendees must follow the dress code and wear their name badge; however, the badge may be removed when presenting.
- All attendees are asked to remain quiet while in competitive event areas.

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# OBJECTIVE TEST EVENTS AND COMPETENCIES

## OVERVIEW

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

## ELIGIBILITY

Each state may submit up to three entries. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year. These events are for individual competitors only.

## NLC REGISTRATION

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

Accounting Principles  
Computer Concepts  
Cyber Security  
Entrepreneurship Concepts  
Financial Concepts  
Information Management  
Insurance Concepts  
Justice Administration  
Macroeconomics  
Management Concepts  
Marketing Concepts  
Microeconomics  
Networking Concepts  
Organizational Behavior & Leadership  
Personal Finance  
Programming Concepts  
Project Management  
Retail Management  
Sports Management & Marketing  
Statistical Analysis

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## ACCOUNTING PRINCIPLES

### OBJECTIVE TEST COMPETENCIES

- 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

### OBJECTIVE TEST GUIDELINES

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

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## COMPUTER CONCEPTS

### OBJECTIVE TEST COMPETENCIES

- Basic computer principles
- Ethics
- Hardware
- Networking systems and procedures
- Programming concepts
- Software concepts (applications and operating systems)
- Terminology
- Troubleshooting

### OBJECTIVE TEST GUIDELINES

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

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## CYBER SECURITY

### OBJECTIVE TEST COMPETENCIES

- 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

### OBJECTIVE TEST GUIDELINES

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



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## ENTREPRENEURSHIP CONCEPTS

### OBJECTIVE TEST COMPETENCIES

- Business plan
- Community/business relations
- Legal issues
- Initial capital and credit
- Personnel management
- Financial management
- Marketing management
- Taxes
- Government regulations

### OBJECTIVE TEST GUIDELINES

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

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## FINANCIAL CONCEPTS

### OBJECTIVE TEST COMPETENCIES

- 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

### OBJECTIVE TEST GUIDELINES

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

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## INFORMATION MANAGEMENT

### OBJECTIVE TEST COMPETENCIES

- Resource management (human, financial, data)
- Telecommunication and networking technologies
- Decision making
- E-business systems
- Business communication
- Ethics
- Human relations

### OBJECTIVE TEST GUIDELINES

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

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## INSURANCE CONCEPTS

### OBJECTIVE TEST COMPETENCIES

- Insurance principles
- General insurance concepts
- Automobile, homeowners, renters, property, and liability insurance
- Life, health, and disability insurance
- Legal concepts
- Compliance and operational risk
- Assessing and transferring risk
- Careers
- Ethics in the insurance industry

### OBJECTIVE TEST GUIDELINES

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

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## JUSTICE ADMINISTRATION

### OBJECTIVE TEST COMPETENCIES

- Corrections and alternative sanctions
- Courts and adjudication
- Juvenile justice system
- Nature of crime, law, and criminal justice
- Police and law enforcement
- Basic concepts

### OBJECTIVE TEST GUIDELINES

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
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## MACROECONOMICS

### OBJECTIVE TEST COMPETENCIES

- 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

### OBJECTIVE TEST GUIDELINES

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
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## MANAGEMENT CONCEPTS

### OBJECTIVE TEST COMPETENCIES

- Business environment
- Communication techniques
- Controlling
- Decision making
- Directing
- Employee motivation theories
- Group dynamics
- Leadership
- Organizational structure
- Organizing
- Planning
- Policies and strategies
- Staffing

### OBJECTIVE TEST GUIDELINES

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

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## MARKETING CONCEPTS

### OBJECTIVE TEST COMPETENCIES

- Basic marketing
- E-marketing
- International marketing
- Legal and social aspects
- Marketing concepts and strategies
- Marketing research

### OBJECTIVE TEST GUIDELINES

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
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## MICROECONOMICS

### OBJECTIVE TEST COMPETENCIES

- 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

### OBJECTIVE TEST GUIDELINES

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

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## NETWORKING CONCEPTS

### OBJECTIVE TEST COMPETENCIES

- General network terminology
- Specific networking operating system (NOS) concepts
- OSI model & functionality
- Network topologies
- Equipment for network access (firewall, DSU/CSU, TI, Wi-Fi, etc.)
- Network security

### OBJECTIVE TEST GUIDELINES

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
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## ORGANIZATIONAL BEHAVIOR & LEADERSHIP

### OBJECTIVE TEST COMPETENCIES

- 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

### OBJECTIVE TEST GUIDELINES

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

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## PERSONAL FINANCE

### OBJECTIVE TEST COMPETENCIES

- 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

### OBJECTIVE TEST GUIDELINES

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

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## PROGRAMMING CONCEPTS

### OBJECTIVE TEST COMPETENCIES

- Programming development concepts
- Architecture and control flow
- Data structures
- Algorithms
- Functions
- Databases
- Classes
- Debugging/testing
- Strings
- Version control systems

### OBJECTIVE TEST GUIDELINES

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

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## PROJECT MANAGEMENT

### OBJECTIVE TEST COMPETENCIES

- 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

### OBJECTIVE TEST GUIDELINES

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

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## RETAIL MANAGEMENT

### OBJECTIVE TEST COMPETENCIES

- 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

### OBJECTIVE TEST GUIDELINES

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

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## **SPORTS MANAGEMENT & MARKETING**

### **OBJECTIVE TEST COMPETENCIES**

- 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

### **OBJECTIVE TEST GUIDELINES**

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



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## STATISTICAL ANALYSIS

### OBJECTIVE TEST COMPETENCIES

- Descriptive statistical analysis
- Organizing and presenting statistical data
- Probability distributions
- Sampling techniques
- Linear regression
- Confidence intervals
- Hypothesis testing

### OBJECTIVE TEST GUIDELINES

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

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# PRODUCTION AND OBJECTIVE TEST EVENTS

## OVERVIEW

These events consist of two parts: a production test administered and proctored at a designated school-site prior to the NLC, and a 60-minute objective test administered onsite at the NLC.

## ELIGIBILITY

Each state may submit up to two entries. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year. These events are for individual competitors only, **except for** Desktop Publishing, which is for individual or team (teams of two or three) participation.

## NLC REGISTRATION

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

Accounting for Professionals  
Administrative Support  
Technology  
Business Communication  
Cost Accounting  
Desktop Publishing

# ACCOUNTING FOR PROFESSIONALS

## PRODUCTION TEST TIME

1 hour

## PRODUCTION TEST COMPETENCIES

- Financial statements
- Bank reconciliation
- Payroll
- Trial balance
- Journalizing
- Depreciation
- Adjusting/ closing entries

## OBJECTIVE TEST COMPETENCIES

- 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

## PRODUCTION TEST GUIDELINES

- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration procedures for the production test are determined by the state chair/adviser.
- Calculators cannot be used on the production test.

- The production score will constitute 50 percent of the final score.
- The production test score will be used to break a tie.
- Tests must be uploaded online by 11:59 p.m. Eastern Time on the third Tuesday in May.

## OBJECTIVE TEST GUIDELINES

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

## PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points may be deducted for each instance of not following guidelines.

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## ADMINISTRATIVE SUPPORT TECHNOLOGY

### PRODUCTION TEST TIME

2 hours

### PRODUCTION TEST COMPETENCIES

- Creating a database and applying various functions
- Creating a spreadsheet and applying various functions
- Creating charts
- Preparing presentations with business graphics
- Use word processing software for production of all business forms including letters, memorandums, tables, reports, statistical reports, materials from rough draft, unarranged copy

### OBJECTIVE TEST COMPETENCIES

- Basic computer terminology and concepts
- Document formatting rules and standards
- Grammar, punctuation, spelling, and proofreading
- Related computer application knowledge
- Netiquette

### PRODUCTION TEST GUIDELINES

- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration procedures for the production test are determined by the state chair/adviser.
- Calculators cannot be used on the production test.
- The production score will constitute 80 percent of the final event score.
- The production test score will be used to break a tie.
- Tests must be uploaded online by 11:59 p.m. Eastern Time on the third Tuesday in May.

### OBJECTIVE TEST GUIDELINES

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

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points may be deducted for each instance of not following guidelines.

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## **BUSINESS COMMUNICATION**

### **PRODUCTION TEST TIME**

30 minutes

### **PRODUCTION TEST COMPETENCIES**

- Produce a written document based on scenario in the writing exercise

### **OBJECTIVE TEST COMPETENCIES**

- Mechanics of appropriate business English
- Format and appropriateness of business messages
- Format and style differences with international communications
- Listening, oral, and nonverbal concepts

### **PRODUCTION TEST GUIDELINES**

- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration procedures for the production test are determined by the state chair/adviser.
- Calculators cannot be used on the production test.
- The production score will constitute 50 percent of the final score.
- The production test score will be used to break a tie.
- Tests must be uploaded online by 11:59 p.m. Eastern Time on the third Tuesday in May.

### **OBJECTIVE TEST GUIDELINES**

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

### **PENALTY POINTS DEDUCTED BY JUDGES**

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points may be deducted for each instance of not following guidelines.

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## COST ACCOUNTING

### PRODUCTION TEST TIME

1 hour

### PRODUCTION TEST COMPETENCIES

- Cost accounting concepts
- Principles and terminology
- Measurement and presentation
- Measurement and valuation
- Realization and recognition

### OBJECTIVE TEST COMPETENCIES

- Role of 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

### PRODUCTION TEST GUIDELINES

- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration procedures for the production test are determined by the state chair/adviser.
- Calculators cannot be used on the production test.
- The production score will constitute 50 percent of the final score.
- The production test score will be used to break a tie.
- Tests must be uploaded online by 11:59 p.m. Eastern Time on the third Tuesday in May.

### OBJECTIVE TEST GUIDELINES

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

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points may be deducted for each instance of not following guidelines.

## DESKTOP PUBLISHING

### PRODUCTION TEST COMPETENCIES

Students have the school year to produce a solution to the problem and submit a PDF version of the document(s) online for prejudging by the second Tuesday in May.

#### 2022 NLC Topic

You are responsible for creating identity and marketing materials for a proposed clothing resale shop. The proposed shop will cater to your local community, embracing sustainability and ethical business practices. They want to emphasize that they are locally owned and focused, as well as promoting the recycle/reuse/repurpose nature of their business. The required materials needed for submission are:

- Develop the name and logo for the business
- Develop a postcard mailing promoting the shop's grand opening
- Develop a business card design for employees
- Develop a print ad for a local newspaper or magazine

### OBJECTIVE TEST COMPETENCIES

- 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

### PRODUCTION TEST GUIDELINES

- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration procedures for the production test are determined by the state chair/adviser.
- Calculators cannot be used on the production test.

- The production score will constitute 80 percent of the final event score.
- The production test score will be used to break a tie.
- PDFs must be uploaded online by 11:59 p.m. Eastern Time on the second Tuesday in May.

### OBJECTIVE TEST GUIDELINES

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

### PENALTY POINTS DEDUCTED BY JUDGES

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- Five points may be deducted for each instance of not following guidelines.

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# COLLABORATIVE OBJECTIVE TEST AND PRESENTATION WITH EQUIPMENT

## OVERVIEW

These events consist of two parts: an objective test and a presentation. A 60-minute objective test will be administered onsite at the NLC. Team competitors will take one objective test collaboratively.

## ELIGIBILITY

Each state may submit up to two entries. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year. These events are for individuals or teams of two to three competitors.

## NLC REGISTRATION

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

## FINALS

The top fifteen scoring individuals/teams advance to the final round.

Accounting Analysis & Decision Making  
Business Decision Making  
Economic Analysis & Decision Making  
Financial Analysis & Decision Making  
Financial Services  
Forensic Accounting  
Global Analysis & Decision Making  
Hospitality Management  
Human Resource Management  
Management Analysis & Decision Making  
Marketing Analysis & Decision Making  
Network Design



## ACCOUNTING ANALYSIS & DECISION MAKING

**EQUIPMENT SETUP TIME:** 5 minutes

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### OBJECTIVE TEST COMPETENCIES

- Advanced accounting
- Auditing
- Intermediate accounting I and II
- Managerial and cost accounting
- Tax

### CASE OVERVIEW

An accounting-related case study situation.

### PERFORMANCE GUIDELINES—FINAL ROUND

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- 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 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., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### OBJECTIVE TEST GUIDELINES

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

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology Guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## BUSINESS DECISION MAKING

**EQUIPMENT SETUP TIME:** 5 minutes

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### OBJECTIVE TEST 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 OVERVIEW

A problem encountered by management in one or more of the following areas: business planning, organizational design, economic environment, short- and long-term planning, human relations, financial management, or marketing management.

### PERFORMANCE GUIDELINES—FINAL ROUND

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- 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 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., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### OBJECTIVE TEST GUIDELINES

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

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology Guidelines.

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## **BUSINESS DECISION MAKING (CONT.)**

### **PENALTY POINTS DEDUCTED BY JUDGES**

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## ECONOMIC ANALYSIS & DECISION MAKING

**EQUIPMENT SETUP TIME:** 5 minutes

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### OBJECTIVE TEST COMPETENCIES

- Comparative economic systems
- History of economic thought
- International trade
- Labor economics
- Macroeconomics
- Microeconomics
- Money and banking
- Public sector economics

### CASE OVERVIEW

A case study situation that may include microeconomics and macroeconomics.

### PERFORMANCE GUIDELINES—FINAL ROUND

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- 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 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., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### OBJECTIVE TEST GUIDELINES

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

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology Guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
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- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## FINANCIAL ANALYSIS & DECISION MAKING

**EQUIPMENT SETUP TIME:** 5 minutes

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### OBJECTIVE TEST COMPETENCIES

- Business/corporate finance
- Capital management
- Financial institutions and markets
- Financial management/managerial finance
- Investments

### CASE OVERVIEW

A case study situation that may include investments, financial management, financial institutes, etc.

### PERFORMANCE GUIDELINES—FINAL ROUND

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- 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 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., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### OBJECTIVE TEST GUIDELINES

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

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology Guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## FINANCIAL SERVICES

**EQUIPMENT SETUP TIME:** 5 minutes

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### OBJECTIVE TEST 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 OVERVIEW

A case study situation that may include ethics, government regulations, types of institutions, technology, etc.

### PERFORMANCE GUIDELINES—FINAL ROUND

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- 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.).
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- Presentation materials (i.e., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### OBJECTIVE TEST GUIDELINES

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- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology Guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
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- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## FORENSIC ACCOUNTING

**EQUIPMENT SETUP TIME:** 5 minutes

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### OBJECTIVE TEST COMPETENCIES

- Introduction to forensics and investigative accounting
- Forensic accounting education, institutions, and specialties
- Fraudulent financial reporting
- Detecting fraud in financial reporting
- Employee fraud
- Indirect methods of reconstructing income
- Money laundering
- Investigation of electronic data
- Digital forensics analysis

### CASE OVERVIEW

A case study situation that may include financial reporting, fraudulent activity, analysis, etc.

### PERFORMANCE GUIDELINES—FINAL ROUND

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- 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 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.
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### OBJECTIVE TEST GUIDELINES

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- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology Guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
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- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## GLOBAL ANALYSIS & DECISION MAKING

**EQUIPMENT SETUP TIME:** 5 minutes

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### OBJECTIVE TEST COMPETENCIES

- 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

### CASE OVERVIEW

A case study situation encountered in conducting business globally/internationally.

### PERFORMANCE GUIDELINES—FINAL ROUND

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- 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 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., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### OBJECTIVE TEST GUIDELINES

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

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology Guidelines.



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## **GLOBAL ANALYSIS & DECISION MAKING (CONT.)**

### **PENALTY POINTS DEDUCTED BY JUDGES**

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## HOSPITALITY MANAGEMENT

**EQUIPMENT SETUP TIME:** 5 minutes

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### OBJECTIVE TEST 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 OVERVIEW

A case study situation that may include financial management, operations, human resources, customer expectations, legal, environmental issues, etc.

### PERFORMANCE GUIDELINES—FINAL ROUND

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- 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 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., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### OBJECTIVE TEST GUIDELINES

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

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology Guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
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- Five points may be deducted for presentations over the allotted time.
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## HUMAN RESOURCE MANAGEMENT

**EQUIPMENT SETUP TIME:** 5 minutes

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### OBJECTIVE TEST COMPETENCIES

- Employee compensation and benefits
- Governmental regulations and issues
- Human resource planning
- Labor relations and collective bargaining
- Performance management
- Staff
- Training and development

### CASE OVERVIEW

A case study situation that may include training, staffing, benefits, labor relations, and government regulations.

### PERFORMANCE GUIDELINES—FINAL ROUND

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- 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 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., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### OBJECTIVE TEST GUIDELINES

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- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology Guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## MANAGEMENT ANALYSIS & DECISION MAKING

**EQUIPMENT SETUP TIME:** 5 minutes

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### OBJECTIVE TEST COMPETENCIES

- Business policies/strategic management
- Management information systems
- Management principles
- Organization behavior
- Organizational theory
- Production/operations management

### CASE OVERVIEW

A case study situation that may include organizational behavior and theory, management principles, operations management, business policies, etc.

### PERFORMANCE GUIDELINES—FINAL ROUND

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- 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 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., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### OBJECTIVE TEST GUIDELINES

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

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology Guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
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- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## MARKETING ANALYSIS & DECISION MAKING

**EQUIPMENT SETUP TIME:** 5 minutes

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### OBJECTIVE TEST COMPETENCIES

- Advertising and promotion/sales management
- Consumer behavior
- E-commerce
- Marketing management
- Marketing principles and concepts
- Marketing research
- Public relations

### CASE OVERVIEW

A case study situation that may include consumer behavior, advertising, e-commerce, public relations, research, etc.

### PERFORMANCE GUIDELINES—FINAL ROUND

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- 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 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., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### OBJECTIVE TEST GUIDELINES

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

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology Guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## NETWORK DESIGN

**EQUIPMENT SETUP TIME:** 5 minutes

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### OBJECTIVE TEST 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 OVERVIEW

A 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

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- 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 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., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### OBJECTIVE TEST GUIDELINES

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

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology Guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

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# INDIVIDUAL OBJECTIVE TEST AND ROLE PLAY EVENT

## OVERVIEW

This event consists of two parts, an objective test and an individual role play. A 60-minute objective test will be administered onsite at the NLC.

## ELIGIBILITY

Each state may submit up to two entries. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year. This event is for individual competitors only.

## NLC REGISTRATION

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

## FINALS

The top fifteen scoring individuals advance to the final round.

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## HELP DESK

**EQUIPMENT SETUP TIME:** N/A

**PREP TIME:** 10 minutes

**PERFORMANCE TIME:** 5 minutes

**WARNING TIME:** 4 minutes

**TIME UP:** 5 minutes

**PENALTY OVER TIME:** N/A

**Q&A:** N/A

### OBJECTIVE TEST 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

### CASE OVERVIEW

An interactive role-play scenario will be given based on customer service in the technical field.

### PERFORMANCE GUIDELINES—FINAL ROUND

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

### OBJECTIVE TEST GUIDELINES

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

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for each instance of not following guidelines.



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# INDIVIDUAL OBJECTIVE TEST AND TEAM ROLE PLAY EVENT

## OVERVIEW

This event consists of two parts, an objective test, and a meeting presentation. A 60-minute objective test will be administered onsite at the NLC. The team score is determined by the average score of its members.

## ELIGIBILITY

Each state may submit two teams composed of four or five persons (a president, vice president, secretary, treasurer, and an additional member). No more than two members may have participated at a prior NLC. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year.

## NLC REGISTRATION

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

## FINALS

The top fifteen scoring teams 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.

## PARLIAMENTARY PROCEDURE

**EQUIPMENT SETUP TIME:** N/A

**PREP TIME:** 20 minutes

**PERFORMANCE TIME:** 9–11 minutes

**WARNING TIME:** 8 minutes

**TIME UP:** 11 minutes

**PENALTY OVER TIME:** Yes

**Q&A:** N/A

### OBJECTIVE TEST COMPETENCIES

- Parliamentary procedure principles
- PBL Bylaws

### CASE OVERVIEW

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 *Robert's Rules of Order, Newly Revised, 12th edition*.

### PERFORMANCE GUIDELINES—FINAL ROUND

- 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 treasurer's 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, but notes will not be transcribed into minutes.
- The problem may or may not include class of motions, but all five 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.

### OBJECTIVE TEST GUIDELINES

- Questions for the parliamentary procedure principles section of the exam will be drawn from the National Association of Parliamentarian's official test bank.
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Deduction of one point for each full 30 seconds under nine or over 11 minutes.
- Five points may be deducted for each instance of not following guidelines.

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# PREJUDGED REPORTS AND PRESENTATION EVENTS

## OVERVIEW

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

## ELIGIBILITY

States may submit two entries. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year.

## FINALS

Fifteen finalists, or an equal number from each group in the preliminary round, will advance to the final round.

## NLC REGISTRATION

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

Community Service Project  
Local Chapter Annual  
Business Report  
Small Business Management  
Plan

## COMMUNITY SERVICE PROJECT

**NUMBER OF PARTICIPANTS:** 1–3 (chapter)

**EQUIPMENT SETUP TIME:** 5 minutes (timer starts when 5 min. are up)

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### SUBMISSION BY 2ND TUESDAY IN MAY

PDF must be uploaded

### # OF PAGES

15

### SPECIFIC GUIDELINES

Reports must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:

- description of the project
- chapter member involvement
- degree of impact on the community
- evidence of publicity received
- project evaluation

### REPORT GUIDELINES

- Competitors must prepare reports. Advisers and others are not permitted to help.
- The state chair/adviser must upload a PDF of the report by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Front cover and table of contents are required and are not counted against page limit.

- Cover page for Community Service Project and Local Chapter Annual Business Report should include the name of school, state, name of the event, and year (20XX–XX).
- Reports must include a table of contents and page numbers.
- Divider pages and appendices are optional and must be included in the page count.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.
- Chapter 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 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.

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## **COMMUNITY SERVICE PROJECT (CONT.)**

### **PERFORMANCE GUIDELINES**

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

### **TECHNOLOGY GUIDELINES**

- Internet access will not be provided.
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

### **PENALTY POINTS DEDUCTED BY JUDGES**

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## LOCAL CHAPTER ANNUAL BUSINESS REPORT

**NUMBER OF PARTICIPANTS:** N/A

**EQUIPMENT SETUP TIME:** N/A

**PREP TIME:** N/A

**PERFORMANCE TIME:** N/A

**WARNING TIME:** N/A

**TIME UP:** N/A

**PENALTY OVER TIME:** N/A

**Q&A:** N/A

### SUBMISSION BY 2ND TUESDAY IN MAY

PDF must be uploaded; Only prejudged, no presentation at NLC.

### # OF PAGES

15

### SPECIFIC GUIDELINES

- Report should include the chapter's annual program of work.
- Reports describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference
- Reports must not exceed fifteen pages.

### REPORT GUIDELINES

- Competitors must prepare reports. Advisers and others are not permitted to help.
- The state chair/adviser must upload a PDF of the report by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Front cover and table of contents are required and are not counted against page limit.
- Cover page for Community Service Project and Local Chapter Annual Business Report should include the name of school, state, name of the event, and year (20XX-XX).
- Reports must include a table of contents and page numbers.

- Divider pages and appendices are optional and must be included in the page count.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.
- Chapter 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 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.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points may be deducted for each instance of not following guidelines.

## SMALL BUSINESS MANAGEMENT PLAN

**NUMBER OF PARTICIPANTS:** 1–3 (I or T)

**EQUIPMENT SETUP TIME:** 5 minutes (timer starts when 5 min. are up)

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### SUBMISSION BY 2ND TUESDAY IN MAY

PDF must be uploaded

### # OF PAGES

15

### SPECIFIC GUIDELINES

Report contents:

- Executive summary
- 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 of the report by 11:59 p.m. Eastern Time on the second Tuesday in May.

- Front cover and table of contents are required and are not counted against page limit.
- Cover page for Small Business Management Plan should name of school, names of participants, state, name of the event, and year (20XX–XX).
- Reports must include a table of contents and page numbers.
- Divider pages and appendices are optional and must be included in the page count.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.
- Follow the rating sheet sequence when writing the report.
- If information is not available for the 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.

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## **SMALL BUSINESS MANAGEMENT PLAN (CONT.)**

### **PERFORMANCE GUIDELINES**

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

### **TECHNOLOGY GUIDELINES**

- Internet access will not be provided.
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

### **PENALTY POINTS DEDUCTED BY JUDGES**

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.



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# DEMONSTRATION EVENTS

## OVERVIEW

These events consist of a demonstration of the project. Competitors are responsible for demonstrating the usability and functionality of the project to the judges.

## ELIGIBILITY

Each state may submit up to two entries. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year.

## FINALS

Fifteen finalists, or an equal number from each group in the preliminary round, will advance to the final round.

## NLC REGISTRATION

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

## WEBSITE DESIGN

**EVENT TYPE:** I or T

**EQUIPMENT SETUP TIME:** 5 minutes (timer starts when 5 minutes are up)

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 minutes)

**Q&A:** Yes (3 minutes)

### SPECIFIC GUIDELINES

- The website must be shown to the judges during the demonstration.
- Websites should be designed to allow for viewing on as many different platforms as possible.
- The usability and functionality of the program must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience
- Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

### 2022 NLC Topic

You are responsible for creating a website for a new clothing resale shop in your community. The proposed shop will cater to the local community, embracing sustainability and ethical business practices. They want to emphasize that they are locally owned and focused, as well as promoting the recycle/reuse nature of their business. You have items customers may purchase that have been repurposed and you also have items customers may purchase to do their own upscaling or repurposing. Your website should include a minimum of four pages.

### 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 ensuring the usability and functionality of their project when demonstrating it to the judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- When applicable, the use of templates must be identified.

### DEMONSTRATION GUIDELINES

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

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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## **WEBSITE DESIGN (CONT.)**

### **PENALTY POINTS DEDUCTED BY JUDGES**

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

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# INTERVIEW EVENTS

## OVERVIEW

These events consist of multiple components, including material submission prior to the conference, a preliminary interview, and a final interview. The Future Business Executive event also includes an objective test.

## ELIGIBILITY

Each state may submit up to two entries for these events. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year.

## NLC REGISTRATION

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

## FINALS

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

Future Business Educator  
Future Business Executive  
Job Interview

## FUTURE BUSINESS EDUCATOR

### SUBMISSION BY START OF NLC

- NO SUBMISSION PRIOR TO NLC
- Submit materials to competitive events desk at NLC from 1:00 to 5:00 p.m. local time on the day of opening session.
- Submit one-page cover letter, resume (not to exceed two pages), unit plan, and letter of recommendation.

### TIME

**Preliminary:** 10 minutes

**Final:** 5 minutes (equipment setup), 15 minutes (teach lesson based on unit plan)

### SPECIFIC GUIDELINES

- Six copies of materials must be submitted to competitive events desk at NLC from 1:00 to 5:00 p.m. local time on the day of opening session.
- Each copy should be bound with a cover page listing the student name, school, state, unit title, and name of the competitive event. Each item must be clearly labeled. No three-ring binders.
- One-page cover letter.
- Resume not to exceed two pages.
- A recommendation letter from an educator attesting to potential teaching abilities must be included.
- Unit plan should include: objective, lesson content (time of each activity), instructional events, assessment, resources, and alignment to NBEA standards.

### 2022 NLC Topic

In the context of business, **equality** and **equity** refer to similar but slightly different concepts. Equality generally refers to equal opportunity and the same levels of support for all segments of the business. Equity goes a step further and refers to offering varying levels of support depending upon need to achieve greater fairness of outcomes. Create a unit plan designed to educate students on the two concepts and an understanding of the difference between the two for a high school business class. The unit plan should include

pre-assessment, assessments, activities, and other ancillary materials that may be needed. Assessments must be original in nature and not copied from published textbook materials.

### INTERVIEW GUIDELINES

- Competitors in Future Business Educator must submit materials to competitive events desk at NLC from 1:00 to 5:00 p.m. local time on the day of opening session.
- Label with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- Résumés should be brief, not exceeding two pages. Photographs are not allowed.
- Cover letters are not to exceed one page.
- Competitors will be scheduled for a ten-minute preliminary interview.
- Finalists will be scheduled for a fifteen-minute session to teach a lesson based on the unit plan.
- Preliminary and final rounds are not open to conference attendees.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points will be deducted from the interview score if competitors do not submit materials by the deadline.
- Five points may be deducted for each instance of not following guidelines.

## FUTURE BUSINESS EXECUTIVE

### SUBMISSION BY 2ND TUESDAY IN MAY (PREJUDGED)

- PDF upload of cover letter & resume by 2nd Tuesday in May.
- Interview materials will be prejudged for a maximum of 50 points. This score will be added to the preliminary interview score.

### TIME

**Preliminary:** 10 minutes

**Final:** 15 minutes

### SPECIFIC GUIDELINES

- **Objective Test:** 60 minutes. Must take on first day of NLC. Test score is added into the preliminary interview rating sheet. **Competencies:** management, accounting, business law, economics, finance, marketing, technology concepts, organizational behavior & leadership, business strategy, communication techniques, and global business.
- **Cover Letter:** Not to exceed one page. Participants will apply for a position at a company of their choice.
- **Résumé:** Not to exceed two pages, should list your work/volunteer experience and acquired skills.

### INTERVIEW GUIDELINES

- Competitors in Future Business Executive and Job Interview must submit PDF of materials by 2nd Tuesday in May and must bring one hard copy of résumé and cover letter in a folder to each round of interviews onsite.
- Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- Résumés should be brief, not exceeding two pages. Photographs are not allowed.
- Cover letters are not to exceed one page.
- Competitors will be scheduled for a ten-minute preliminary interview.
- Finalists will be scheduled for a fifteen-minute interview.
- Preliminary and final interviews are not open to conference attendees.
- Objective test scores will be used to break a tie in the final round of the Future Business Executive event.

### PREJUDGED MATERIALS

- Cover letters and résumés for Future Business Executive and Job Interview will be prejudged for a maximum of 50 points to be added to the preliminary interview score.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points will be deducted from the interview score if competitors do not submit materials by the deadline.
- Five points may be deducted for each instance of not following guidelines.

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## JOB INTERVIEW

### SUBMISSION BY 2ND TUESDAY IN MAY (PREJUDGED)

- PDF upload of cover letter & resume by 2nd Tuesday in May.
- Interview materials will be prejudged for a maximum of 50 points. This score will be added to the preliminary interview score.

### TIME

**Preliminary:** 10 minutes

**Final:** 15 minutes

### SPECIFIC GUIDELINES

- **Cover Letter:** Not to exceed one page. Participants will apply for a position at a company of their choice. The job must be one for which the competitor is now qualified or for which he/she will be qualified at the completion of the current school year. It may be a part-time, internship, or full-time job.
- **Résumé:** Not to exceed two pages, should highlight your work/volunteer experience and acquired skills.

### INTERVIEW GUIDELINES

- Competitors in Future Business Executive and Job Interview must submit PDF of materials by 2nd Tuesday in May and must bring one hard copy of résumé and cover letter in a folder to each round of interviews onsite.
- Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- Résumés should be brief, not exceeding two pages. Photographs are not allowed.
- Cover letters are not to exceed one page.
- Competitors will be scheduled for a ten-minute preliminary interview.
- Finalists will be scheduled for a fifteen-minute interview.
- Preliminary and final interviews are not open to conference attendees.

### PREJUDGED MATERIALS

- Cover letters and résumés for Future Business Executive and Job Interview will be prejudged for a maximum of 50 points to be added to the preliminary interview score.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points will be deducted from the interview score if competitors do not submit materials by the deadline.
- Five points may be deducted for each instance of not following guidelines.

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# SPEECH EVENTS

## OVERVIEW

These events consist of a business speech.

## ELIGIBILITY

Each state may submit up to two entries for these events. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year. These events are for individual competitors only.

## NLC REGISTRATION

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

## FINALS

Fifteen finalists, or an equal number from each group in the preliminary round, will advance to the final round.



## IMPROMPTU SPEAKING

**EQUIPMENT SETUP TIME:** N/A

**PREP TIME:** 10 minutes

**PERFORMANCE TIME:** 4 minutes

**WARNING TIME:** 3 minutes

**TIME UP:** 4 minutes

**PENALTY OVER TIME:** Yes

**Q&A:** No

### SPECIFIC GUIDELINES

- The speech must be of a business nature, and the topic may be related to FBLA-PBL goals, activities, national programs, current events, or business-related topics.
- Two 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.
- 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.

### 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 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 or other visual aids are not allowed.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Penalty points will be given if the speech is 30 seconds under or over the allocated time.
- Five points may be deducted for each instance of not following guidelines.

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## PUBLIC SPEAKING

**EQUIPMENT SETUP TIME:** N/A

**PREP TIME:** N/A

**PERFORMANCE TIME:** 5 minutes

**WARNING TIME:** 4 minutes

**TIME UP:** 5 minutes

**PENALTY OVER TIME:** Yes

**Q&A:** No

### SPECIFIC GUIDELINES

- 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.

### 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 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 or other visual aids are not allowed.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Penalty points will be given if the speech is 30 seconds under or over the allocated time.
- Five points may be deducted for each instance of not following guidelines.

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# PRESENTATION EVENTS WITH EQUIPMENT

## OVERVIEW

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

## ELIGIBILITY

Each state may submit up to two entries for these events. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year.

## NLC REGISTRATION

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

## FINALS

Fifteen finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Business Presentation

Digital Media

Integrated Marketing Campaign

Sales Presentation – **MODIFIED**

Social Media Marketing– **NAME CHANGE**

## BUSINESS PRESENTATION

**EVENT TYPE:** I or T

**EQUIPMENT SETUP TIME:** 5 minutes (timer starts when 5 minutes are up)

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### SPECIFIC GUIDELINES

- 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 materials may be left with the judges or audience.
- Comply with state and federal copyright laws.

### 2022 NLC Topic

In the context of business, **equality** and **equity** refer to similar but slightly different concepts. Equality generally refers to equal opportunity and the same levels of support for all segments of the business. Equity goes a step further and refers to offering varying levels of support depending upon need to achieve greater fairness of outcomes. Develop a presentation that distinguishes between the two concepts in a workplace setting and describe how you would implement a policy in your company that addresses equity and equality in the workplace.

### 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, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

### PERFORMANCE GUIDELINES

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not assist.

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## DIGITAL MEDIA

**EVENT TYPE:** I or T

**EQUIPMENT SETUP TIME:** 5 minutes (timer starts when 5 minutes are up)

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### SPECIFIC GUIDELINES

- Utilize varying forms of digital media (based on the topic requirements) to create and present a project.
- The project cannot exceed more than three minutes in length.
- The project must be shown to the judges as part of the 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.
- Comply with state and federal copyright laws.

### 2022 NLC Topic

You are responsible for creating a video promoting the recycle/reuse/repurpose of a new clothing resale shop in your community. The proposed shop will cater to local community, embracing sustainability and ethical business practices. They want to emphasize that they are locally owned and focused, as well as promoting the recycle/reuse/repurpose nature of their business. Your video should include examples of how clothing may be repurposed, recycled, or reused as well as promoting the business. All video content must be original.

### 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, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

### PERFORMANCE GUIDELINES

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not assist.

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## INTEGRATED MARKETING CAMPAIGN

**EVENT TYPE:** I or T

**EQUIPMENT SETUP TIME:** 5 minutes (timer starts when 5 minutes are up)

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** No

**Q&A:** No

### SPECIFIC GUIDELINES

- 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 promotional slogan.
- Design and create a minimum of one print advertisement.
- Design a minimum of one Internet component (Web page, Internet ad, etc.).
- If participating as a team, 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.
- This is an interactive event and judges may ask questions throughout the presentation.

### 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, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

### PERFORMANCE GUIDELINES

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not assist.

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## SALES PRESENTATION – MODIFIED

**EVENT TYPE:** I or T

**EQUIPMENT SETUP TIME:** 5 minutes (timer starts when 5 minutes are up)

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** No

**Q&A:** No

### SPECIFIC GUIDELINES

- The individual/team may sell whichever product or service they choose.
- The individual/team shall provide the necessary materials and merchandise for the demonstration along with the product.
- The demonstration must be the result of the individual's/team's own efforts.
- Facts and working data may be secured from any source.
- Student members, not advisers, must prepare the demonstration.
- Visual aids and samples related to the presentation may be used in the presentation; however, no items may be left with the judges or audience.
- When delivering the demonstration, the individual/team may use notes, note cards, and props. All materials must be removed at the end of the performance. No items may be left with the judges.
- This is an interactive event and judges may ask questions throughout the presentation.

### 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, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

### PERFORMANCE GUIDELINES

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not assist.

### TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## SOCIAL MEDIA MARKETING – NAME CHANGE

**EVENT TYPE:** I or T

**EQUIPMENT SETUP TIME:** 5 minutes (timer starts when 5 minutes are up)

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 points)

**Q&A:** Yes (3 minutes)

### SPECIFIC GUIDELINES

- Topic is addressed effectively and is appropriate for the audience.
- Campaign has a 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.
- Social media accounts cannot be created for existing entities without written consent from the entity.

### 2022 NLC Topic

Being a small locally owned business is a challenging endeavor. Add in the restrictions caused by the 2020 pandemic and many of these businesses are

either struggling or having to come up with creative ways to survive. Work with a local business to understand their company, clientele, and products. Utilize at least three social media platforms that will target their clientele to promote the business, one of their upcoming events, or one of their new products. \*Note, before publishing any social media accounts, obtain written consent from the business.

### 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, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

### PERFORMANCE GUIDELINES

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not assist.



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## **SOCIAL MEDIA MARKETING (CONT.)**

### **TECHNOLOGY GUIDELINES**

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

### **PENALTY POINTS DEDUCTED BY JUDGES**

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

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# PRESENTATION EVENTS WITHOUT EQUIPMENT

## OVERVIEW

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

## ELIGIBILITY

Each state may submit two entries for these events. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year.

## NLC REGISTRATION

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

## FINALS

Fifteen finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Business Ethics

Business Law

Business Sustainability

Client Service

Emerging Business Issues

Strategic Analysis & Decision Making

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## BUSINESS ETHICS

**EVENT TYPE:** I or T

**EQUIPMENT SETUP TIME:** N/A

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 minutes)

**Q&A:** Yes (3 minutes)

### SPECIFIC GUIDELINES

- 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.).
- If competing as a team, all team members must participate in the presentation.
- Competitors are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.

### 2022 NLC Topic

From Facebook to Instagram to Snapchat, social media has become a standard in both our personal and professional lives. Is it ethical for companies to fire or punish employees for their posts? Are social media posts considered "free speech"? Why or why not?

### PERFORMANCE GUIDELINES

- Presentation of the entry must be conducted by competitors who authored the event.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

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## BUSINESS LAW

**EVENT TYPE:** I or T

**EQUIPMENT SETUP TIME:** N/A

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 minutes)

**Q&A:** Yes (3 minutes)

### SPECIFIC GUIDELINES

- 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.).
- If competing as a team, all team members must participate in the presentation.
- Competitors are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.

### 2022 NLC Topic

COVID-19 was by far the hottest topic in 2020, including in the legal profession. From employment to contract to insurance, numerous areas of law were impacted. Research the impact of COVID-19 on a specific business. What legal issues did they face and what was the outcome? Do you agree with their outcomes? Why or why not?

### PERFORMANCE GUIDELINES

- Presentation of the entry must be conducted by competitors who authored the event.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

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## BUSINESS SUSTAINABILITY

**EVENT TYPE:** I or T

**EQUIPMENT SETUP TIME:** N/A

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 minutes)

**Q&A:** Yes (3 minutes)

### SPECIFIC GUIDELINES

- 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.).
- If competing as a team, all team members must participate in the presentation.
- Competitors are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.

### 2022 NLC Topic

While business sustainability encompasses many areas focusing on future generations, the most known pillar is environmental. Work with a local business to understand what business sustainability measures they have taken and how it has impacted their company. Provide suggestions on additional sustainability measures they could implement.

### PERFORMANCE GUIDELINES

- Presentation of the entry must be conducted by competitors who authored the event.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

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## CLIENT SERVICE

**EVENT TYPE:** I

**EQUIPMENT SETUP TIME:** N/A

**PREP TIME:** 10 minutes

**PERFORMANCE TIME:** 5 minutes

**WARNING TIME:** 4 minutes

**TIME UP:** 5 minutes

**PENALTY OVER TIME:** No

**Q&A:** No

### SPECIFIC GUIDELINES

- This role play event requires the competitor to provide customer service to a client (judges).
- Two 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.

### PERFORMANCE GUIDELINES

- Presentation of the entry must be conducted by competitors who authored the event.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## EMERGING BUSINESS ISSUES

**EVENT TYPE:** I or T

**EQUIPMENT SETUP TIME:** N/A

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 minutes)

**Q&A:** Yes (3 minutes)

### SPECIFIC GUIDELINES

- Participants will be expected to research the topic prior to the conference and be prepared to present both the affirmative and negative arguments.
- Individuals/teams will be permitted to bring prepared notes of any type for the presentation.
- Individuals/teams will have seven minutes to present both sides.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Individuals/teams should introduce themselves, describe the situation, present both affirmative and negative, and make their recommendations, and summarize their case.

### 2022 NLC Topic

A focus on diversity, equity, and inclusion (DEI) is an important topic for leaders, both as a principle of workplace culture and as a strategic business advantage. The recognition of an organization's culture as a working and learning community for an increasingly diverse workforce has resulted in the need for continued discourse, education, policy, and procedure reviews, and expanded professional development centered on diversity, equity, and inclusion. Competitors will be required to discuss both the affirmative and negative side of this issue:

- Discuss the ramifications of leaders not employing an organization-wide engagement in diversity, equity, and inclusion (DEI) work designed to impact the organization's culture, practices, and strategy.

- Discuss the positive results of leaders employing an organization-wide engagement in diversity, equity, and inclusion (DEI) work designed to impact the organization's culture, practices, and strategy.

### PERFORMANCE GUIDELINES

- Presentation of the entry must be conducted by competitors who authored the event.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.

### PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

## STRATEGIC ANALYSIS & DECISION MAKING

**EVENT TYPE:** I or T

**EQUIPMENT SETUP TIME:** N/A

**PREP TIME:** N/A

**PERFORMANCE TIME:** 7 minutes

**WARNING TIME:** 6 minutes

**TIME UP:** 7 minutes

**PENALTY OVER TIME:** Yes (5 minutes)

**Q&A:** Yes (3 minutes)

### SPECIFIC GUIDELINES

- 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.).
- If competing as a team, all team members must participate in the presentation.
- Competitors are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.

### 2022 NLC Topic

Note: The topic involves utilizing strategic analysis tools to recommend a strategy for a publicly traded company headquartered in the city of the NLC.

Hyatt Hotels Corporation (Hyatt) is headquartered in Chicago, Illinois. "Hyatt Hotels Corporation is a global hospitality company with widely recognized, industry leading brands and a tradition of innovation developed over our more than sixty-year history. We develop, own, operate, manage, franchise, license, or provide services to a portfolio of properties, consisting of full-service hotels, select service hotels, resorts, and other properties, including branded spas and fitness studios, timeshare, fractional, and other forms of residential, vacation, and condominium ownership units. On December 31, 2019, our worldwide hotel portfolio consisted of 913 hotels (223,111 rooms)." (Hyatt Hotels Corporation 10K, February 20, 2020, filing).

Utilize a subset of the following strategic tools to develop a recommended strategy to take advantage of the strengths of Hyatt Hotels Corporation or negate the weaknesses of Hyatt Hotels Corporation. You will present the recommended strategy and the analysis utilized to develop the strategy. Tool options include but are not limited to:

- External Analysis: Macro Environment, Industry Environment, Competitive Analysis
- Internal Analysis: Financial Analysis, Value Chain Analysis, SWOT Analysis
- Strategy Formulation: Vision, Mission, Goals, Objective Analysis, Market Demands Analysis, Business Strategy Options Development
- Data analytics
- Strategy Recommendation
- Strategic Recommendation Implementation Issues

### PERFORMANCE GUIDELINES

- Presentation of the entry must be conducted by competitors who authored the event.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.



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## **STRATEGIC ANALYSIS & DECISION MAKING (CONT.)**

### **PENALTY POINTS DEDUCTED BY JUDGES**

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.