

Crosswalk: FBLA Competitive Events & National Business Administration Standards

3-D Animation	2	Digital Video Production—Production ...	34	Management Decision Making	64
Accounting I	3	Digital Video Production—Presentation	35	Management Information Systems	66
Accounting II	4	E-business—Production	35	Marketing	68
Agribusiness	7	E-business—Performance	37	Microsoft Office Specialist (MOS)—Excel	70
American Enterprise Project	10	Economics	38	70
Banking & Financial Systems	12	Electronic Career Portfolio—Modified ...	40	Microsoft Office Specialist (MOS)—Word	71
Business Calculations	14	Emerging Business Issues—Modified	40	71
Business Communications	16	Entrepreneurship	41	Mobile Application Development	71
Business Ethics	17	FBLA Principles and Procedures	43	Network Design	72
Business Financial Plan	18	Future Business Leader	43	Networking Concepts	74
Business Law	19	Global Business	44	Parliamentary Procedure—Modified	74
Business Math	20	Health Care Administration	49	Partnership With Business Project	75
Business Plan	21	Help Desk	52	Personal Finance	75
Business Presentation	22	Hospitality Management	54	Public Service Announcement	76
Business Procedures	23	Impromptu Speaking	56	Public Speaking I	77
Client Service	25	Introduction to Business	57	Public Speaking II	77
Community Service Project	25	Introduction to Business Communication	59	Sales Presentation	78
Computer Applications	25	59	Securities & Investments	79
Computer Game and Simulation		Introduction to Information Technology	59	Social Media Campaign	80
Programming	27	59	Sports & Entertainment Management ...	82
Computer Problem Solving	29	Introduction to Parliamentary Procedure	59	Spreadsheet Application	86
Cyber Security	29	59	Virtual Business Management Challenge	87
Database Design & Applications	30	Job Interview	60	87
Desktop Application Programming	31	LifeSmarts	61	Web Site Design	87
Desktop Publishing	32	Local Chapter Annual Business Report—	63	Word Processing I	88
Digital Design & Promotion	33	Modified	63		

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FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
3-D Animation		Understand the animation field	
		Attention to ethical issues and copyright	Explain the nature of business ethics (EC:106, EC LAP 21) (SP) Describe methods used to protect intellectual property (BL:051) (SP)
		Demonstrates understanding of preproduction, production, and post-production	
		Video conveys identified message and captivates audience attention	
		Animated video production with consistent, appropriate graphics	
		Multiple animation techniques	
		Logical flow and seamless transitions	
		Appropriate credits referenced at end	
		Production process clearly described	Make oral presentations (CO:025, QS LAP 9) (SP)
		Statements are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrates self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP)
		Demonstrates ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
Accounting I	Journalizing		Explain the nature of special journals (FI:407) (CS) Journalize business transactions (FI:381) (CS)
	Account classification		Prepare a chart of accounts (FI:379) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
	Terminology, concepts, practices		Explain the concept of accounting (FI:085, LAP-FI-005) (CS) Discuss the nature of the accounting cycle (FI:342) (CS) Distinguish among types of business transactions (FI:673) (CS) Distinguish among types of business documentation (FI:674) (CS) Demonstrate the effects of transactions on the accounting equation (FI:378) (CS) Discuss the role of ethics in accounting (FI:351) (SP) Explain the use of technology in accounting (FI:352) (SP) Explain legal considerations for accounting (FI:353) (SP)
	Types of ownership		Explain types of business ownership (BL:003, LAP-BL-001) (CS)
	Posting		Post journal entries to general ledger accounts (FI:382) (CS)
	Income statements		Describe the nature of income statements (FI:094) (SP)
	Balance sheets		Explain the nature of balance sheets (FI:393) (SP)
	Worksheets		Prepare work sheets (FI:387) (SP)
	Bank reconciliation		Read and reconcile bank statements (FI:070) (PQ)
	Payroll		Account for payroll transactions (e.g., earnings, taxes, benefits, other deductions) (FI:686) (SP)
			Process payroll payments and remittances (e.g., employees, benefits, taxes) (FI:687) (SP)
	Depreciation		Discuss the nature of depreciation (FI:345) (SP)
	Manual & computerized systems		Use accounting applications and systems (NF:225) (CS) Explain the use of technology in accounting (FI:352) (SP) Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Ethics		Discuss the role of ethics in accounting (FI:351) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Accounting II	Financial statements	✓	<p>Explain information that can be obtained from financial statements (FI:276) (SP)</p> <p>Discuss the nature of annual reports (FI:388) (SP)</p> <p>Interpret financial statements (FI:102) (MN)</p> <p>Spot problems in/issues with financial statements (FI:335) (MN)</p> <p>Prepare income statements (FI:149) (MN)</p> <p>Prepare statements of changes to equity (FI:392) (MN)</p> <p>Prepare balance sheets (FI:393) (MN)</p>
	Corporate accounting		<p>Discuss the nature of consolidated financial statements (FI:470) (MN)</p> <p>Explain the consolidation elimination process (FI:711) (MN)</p> <p>Complete a worksheet for a corporation (FI:476) (MN)</p>
	Ratios and analysis		<p>Calculate financial ratios (FI:097) (MN)</p> <p>Interpret financial ratios significant to investors (FI:281) (SP)</p> <p>Calculate business profitability (FI:554) (MN)</p>
	Accounts receivable and payable		<p>Explain the nature of accounts receivable (FI:424) (CS)</p> <p>Process accounts receivable (e.g. post to ledger, process payment, process uncollectible account, etc.) (FI:683) (SP)</p> <p>Explain the nature of accounts payable (FI:409) (CS)</p> <p>Process accounts payable (e.g., maintain vendor file, post to ledger, process invoices and checks) (FI:680) (SP)</p>
	Budgeting and cash flow		<p>Describe the nature of budgets (FI:106) (SP)</p> <p>Discuss the role of standard costing in the preparation and analysis of nature of cost accounting budgets (FI:722) (SP)</p> <p>Describe the nature of flexible budgets (FI:723) (SP)</p> <p>Explain types of budgeting systems (e.g., top-down, bottom-up, incremental, etc.) (FI:728) (SP)</p> <p>Process preliminary budget detail (FI:460) (MN)</p> <p>Prepare budget statements (e.g., overhead, production, operating, capital expenditure, cash) (FI:461) (MN)</p> <p>Explain cash control procedures (e.g. signature cards, deposit slips, internal/external controls, cash clearing, etc.) (FI:113) (CS)</p> <p>Account for petty cash (FI:676) (CS)</p> <p>Account for cash receipts (e.g., record cash, record income) (FI:677) (CS)</p>

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Accounting II (cont'd)	Budgeting and cash flow (cont'd)		Account for cash payments (e.g., record cash, record expenses) (FI:678) (CS) Reconcile cash (FI:396) (CS) Describe the nature of cash flow statements (FI:091) (SP) Prepare cash flow statements (FI:092) (MN) Analyze cash-flow patterns (FI:100) (MN)
	Cost accounting/manufacturing		Discuss cost accounting systems (e.g. job order costing, process costing, activity-based costing [ABC], project costing, etc.) (FI:719) (SP) Distinguish between variable costing and absorption costing (FI:720) (SP) Discuss the role of standard costing in the preparation and analysis of nature of budgets (FI:722) (SP) Maintain job order cost sheets (FI:450) (SP) Calculate the cost of goods sold (FI:451) (SP) Apply cost accounting techniques (e.g., overhead calculation, job and process costing, activity-based costing) (FI:726) (SP)
	Purchases and sales		Account for purchases (e.g., purchase requisitions, purchase orders, invoices, vouchers, etc.) (FI:679) (CS) Account for sales (e.g., invoices, sales slips, etc.) (FI:682) (CS)
	Journalizing	✓	Journalize business transactions (FI:381) (CS)
	Income tax		Prepare personal income tax forms (i.e., 1040 EZ form) (FI:074) (CS) Prepare tax returns for clients (i.e., individuals and business) (FI:698) (SP) Analyze business tax returns (FI:699) (MN)
	Payroll	✓	Explain the nature of payroll expenses (e.g., Social Security tax, Medicare tax, FUTA, SUTA, workers' compensation (FI:638) (CS) Maintain employee earnings records (e.g. timecards, time sheets, etc.) (FI:134) (CS) Calculate employee earnings (FI:438) (SP) Calculate employee- deductions (FI:439) (SP) Calculate payroll taxes (FI:442) (SP) Account for payroll transactions (e.g., earnings, taxes, benefits, other deductions) (FI:686) (SP)

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Accounting II (cont'd)	Payroll (cont'd)		Prepare federal, state, and local payroll tax reports (FI:443) (SP)
	Inventory	✓	Explain methods used to value inventory (e.g., FIFO, LIFO, average cost, etc.) (FI:586) (CS)
			Process inventory adjustments (e.g., shrinkage, obsolescence, returns, etc.) (FI:435) (CS) Record inventory transactions (FI:432) (CS)
	Plant assets and depreciation		Account for long-term assets (e.g., record acquisition, record depreciation/amortization, record disposal) (FI:691) (SP) Analyze transactions and accounts (e.g., purchase, sales, sales returns and allowances, uncollectible accounts, depreciation, debt) (FI:449) (MN)
	Departmentalized accounting		Differentiate among management accounting responsibility centers (i.e., cost, profit, investment, revenue) (FI:717) (SP) Perform responsibility center budgeting (i.e., cost, profit, investment, revenue) (FI:769) (SP)
	Ethics		Discuss the role of ethics in accounting (FI:351) (SP)
		Trial balance	Prepare a trial balance (FI:383) (CS) Prepare a post-closing trial balance (FI:386) (CS)
		Bank reconciliations	Read and reconcile bank statements (FI:070) (PQ) Reconcile cash (FI:396) (CS)
		Depreciation	Discuss the nature of depreciation (FI:345) (SP) Account for long-term assets (e.g., record acquisition, record depreciation/amortization, record disposal) (FI:691) (SP)
		Adjusting/closing entries	Journalize and post adjusting entries (FI:384) (CS) Journalize and post closing entries (FI:385) (CS) Identify and correct accounting errors (FI:675) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Accounting II (cont'd)	Partnerships		<p>Account for partnership capital investments and withdrawals (FI:700) (MN)</p> <p>Account for significant partnership changes (e.g., admission of new partner, withdrawal of partner, etc.) (FI:701) (MN)</p> <p>Prepare partnership financial schedules (e.g., K-1) (FI:702) (MN)</p>
Agribusiness	Economics		<p>Distinguish between economic goods and services (EC:002, EC LAP 10) (CS)</p> <p>Explain the concept of economic resources (EC:003, EC LAP 14) (CS)</p> <p>Describe the concepts of economics and economic activities (EC:001, EC LAP 6) (CS)</p> <p>Determine economic utilities created by business activities (EC:004, EC LAP 13) (CS)</p> <p>Explain the principles of supply and demand (EC:005, EC LAP 11) (CS)</p> <p>Describe the functions of prices in markets (EC:006, EC LAP 12) (CS)</p> <p>Explain the types of economic systems (EC:007, EC LAP 17) (CS)</p> <p>Identify the impact of small business/entrepreneurship on market economies (EC:065) (CS)</p> <p>Explain the concept of private enterprise (EC:009, EC LAP 15) (CS)</p> <p>Identify factors affecting a business's profit (EC:010, EC LAP 2) (CS)</p> <p>Determine factors affecting business risk (EC:011, EC LAP 3) (CS)</p> <p>Explain the concept of competition (EC:012, EC LAP 8) (CS)</p> <p>Determine the relationship between government and business (EC:008, EC LAP 16) (CS)</p> <p>Describe the nature of taxes (EC:072, EC LAP 27) (SP)</p> <p>Explain the concept of productivity (EC:013, EC LAP 18) (CS)</p> <p>Analyze impact of specialization/division of labor on productivity (EC:014, EC LAP 7) (SP)</p>

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Agribusiness (cont'd)	Finance and accounting		Describe the need for financial information (FI:579, FI LAP 9) (CS) Explain the concept of accounting (FI:085, FI LAP 5) (CS) Discuss the role of ethics in accounting (FI:351) (SP) Explain the use of technology in accounting (FI:352) (SP) Explain legal considerations for accounting (FI:353) (SP) Describe the nature of cash flow statements (FI:091, FI LAP 6) (SP) Explain the nature of balance sheets (FI:093, FI LAP 10) (SP)
			Describe the nature of income statements (FI:094, FI LAP 4) (SP) Explain the role of finance in business (FI:354, FI LAP 7) (CS) Discuss the role of ethics in finance (FI:355) (SP) Explain legal considerations for finance (FI:356) (SP) Describe the nature of budgets (FI:106, FI LAP 3) (SP)
	Health, safety, and environmental management		Describe health and safety regulations in business (OP:004) (PQ) Follow instructions for use of equipment, tools, and machinery (OP:006) (PQ) Follow safety precautions (OP:007) (PQ) Maintain a safe work environment (OP:008) (CS) Explain procedures for handling accidents (OP:009) (CS) Handle and report emergency situations (OP:010) (CS) Explain routine security precautions (OP:013) (CS) Follow established security procedures/policies (OP:152) (CS)
	Management analysis and decision making		Explain the concept of management (SM:001, SM LAP 3) (CS) Describe the nature of cost/benefit analysis (FI:357, FI LAP 11) (MN) Explain the nature of risk management (SM:075, FI LAP 8) (SP) Conduct a risk assessment of an event (SM:076) (SP) Select and apply metrics for measuring organizational success (SM:074) (MN) Analyze operating results in relation to budget/industry (SM:005) (MN) Discuss the use of variance analysis in managerial accounting (PD:173) (SP) Determine alternative actions to take when goals are not being met (SM:043) (MN) Determine causes of staff turnover (HR:492) (MN)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Agribusiness (cont'd)	Marketing		<p>Explain marketing and its importance in a global economy (MK:001, MK LAP 4) (CS)</p> <p>Describe marketing functions and related activities (MK:002, MK LAP 1) (CS)</p> <p>Explain the concept of marketing strategies (MP:001, MP LAP 2) (CS)</p> <p>Explain the concept of market and market identification (MP:003, MP LAP 3) (CS)</p> <p>Identify market segments (MP:004) (MN)</p> <p>Develop customer profile (MP:031) (MN)</p> <p>Select target market (MP:005) (MN)</p> <p>Explain the nature of marketing planning (MP:006) (SP)</p> <p>Explain the nature of marketing plans (MP:007, MP LAP 1) (SP)</p> <p>Explain the role of situation analysis in the marketing planning process (MP:008) (SP)</p> <p>Conduct market analysis (market size, area, potential, etc.) (MP:009) (MN)</p> <p>Conduct competitive analysis (MP:012) (MN)</p> <p>Explain the nature of sales forecasts (MP:013, MP LAP 5) (SP)</p> <p>Set marketing budget (MP:017) (MN)</p> <p>Develop marketing plan (MP:018) (MN)</p> <p>Explain the nature and scope of the pricing function (PI:001, PI LAP 2) (SP)</p> <p>Describe the role of business ethics in pricing (PI:015) (SP)</p> <p>Explain the use of technology in the pricing function (PI:016) (SP)</p> <p>Explain legal considerations for pricing (PI:017) (SP)</p> <p>Explain factors affecting pricing decisions (PI:002, PI LAP 3) (SP)</p> <p>Explain the nature of product/service branding (PM:021, PM LAP 6) (SP)</p> <p>Explain the nature of corporate branding (PM:206) (SP)</p> <p>Explain the role of promotion as a marketing function (PR:001, PR LAP 2) (CS)</p> <p>Explain the types of promotion (PR:002, PR LAP 4) (CS)</p> <p>Explain types of advertising media (PR:007, PR LAP 3) (SP)</p> <p>Describe word-of-mouth channels used to communicate with targeted audiences (PR:247) (SP)</p>

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Agribusiness (cont'd)	Marketing (cont'd)		<p>Explain the nature of direct marketing channels (PR:089) (SP)</p> <p>Explain the nature and scope of the selling function (SE:017, SE LAP 117) (CS)</p> <p>Explain the role of customer service as a component of selling relationships (SE:076, SE LAP 130) (CS)</p> <p>Explain key factors in building a clientele (SE:828, SE LAP 115) (SP)</p>
	Terminology and trends		Describe current business trends (NF:013) (SP)
American Enterprise Project		Promote American Enterprise system	<p>Explain the concept of private enterprise (EC:009, LAP-EC-015) (CS)</p> <p>Plan promotional strategy (PR:343) (MN)</p> <p>Obtain publicity (PR:055) (MN)</p> <p>Create promotional signs (PR:109) (SP)</p>
		Conduct research into school/community needs	<p>Assess information needs (NF:077) (CS)</p> <p>Obtain needed information efficiently (NF:078) (CS)</p> <p>Evaluate quality and source of information (NF:079) (CS)</p> <p>Determine appropriate level and depth of information needed for decision-making (IM:477) (MN)</p> <p>Select research method appropriate for the research problem (i.e., exploratory, descriptive, or causal) (IM:398) (MN)</p> <p>Determine research approaches (e.g., observation, survey, experiment; quantitative or qualitative) appropriate to the research problem (IM:339) (MN)</p> <p>Select data-collection methods (e.g., observations, mail, telephone, Internet, online communities, social media, virtual platforms, discussion groups, interviews, case studies, text analyses, scanners) (IM:399) (MN)</p> <p>Administer questionnaires (IM:297) (SP)</p> <p>Conduct telephone interviews (IM:328) (SP)</p> <p>Employ techniques to assess ongoing behavior (e.g., business records; manual record sheets; electronic recording devices for telephone, personal and computer interviewing; smart cards; video recording) (IM:349) (SP)</p>

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American Enterprise Project (cont'd)		Create written report explaining project purpose, research into community needs, project planning and development, project implementation, evaluation and results	Write research reports (CO:186) (SP)
		Clear and concise information with logical arrangement of information	Write research reports (CO:186) (SP) Prepare reports (NF:181) (CS)
		Professional report design appropriate to audience	Write research reports (CO:186) (SP)
		Correct grammar, punctuation, spelling, and acceptable business style	Explain the nature of effective written communications (CO:016) (CS) Write research reports (CO:186) (SP)
		Conduct a professional businesslike presentation	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate excellent verbal skills	Explain the nature of effective verbal communications (CO:147) (PQ) Employ communication styles appropriate to target audience (CO:084) (CS) Make oral presentations (CO:025, QS LAP 9) (SP)
		Display effective decision-making and problem-solving skills	Make decisions (PD:017, PD LAP 10) (CS) Demonstrate problem-solving skills (PD:077, PD LAP 17) (CS)
		Express self-confidence and poise	Make oral presentations (CO:025, QS LAP 9) (SP)
		Work well as a team when applicable	Participate as a team member (EI:045) (CS)
		Exhibit logic and systematic understanding	Make oral presentations (CO:025, QS LAP 9) (SP)
		Answer questions effectively (when applicable)	Provide legitimate responses to inquiries (CO:060) (PQ)
Banking & Financial Systems	Concepts and practices		

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
	Basic terminology		Explain key ratios/terms in banking (FI:543) (SP)
	Government regulation of financial services		<p>Discuss e-compliance issues in banking services (BL:091) (SP)</p> <p>Discuss federal regulation of lending functions (BL:092) (SP)</p> <p>Discuss federal regulation of operations functions in banking services (BL:093) (SP)</p> <p>Discuss federal and state regulation governing the insurance industry (BL:101) (SP)</p> <p>Explain federally mandated health insurance requirements and restrictions (e.g., ERISA, COBRA, HIPAA, Affordable Care Act, etc.) (BL:137) (SP)</p> <p>Discuss laws and regulations governing of the securities and investments industry (BL:105) (SP)</p> <p>Discuss state regulation of the securities and investments industry (BL:105) (SP)</p>
	Impact of technology on financial services		<p>Describe the use of technology in compliance (CC:004) (SP)</p> <p>Discuss the impact of technology on the banking industry (NF:117) (SP)</p> <p>Discuss the impact of technology on securities and investments (NF:217) (CS)</p> <p>Identify ways that technology impacts business (NF:003) (PQ)</p>
	Types/differences of various institutions		<p>Describe types of banking institutions (e.g., central banks, retail banks, universal banks, etc.) (PD:288) (SP)</p> <p>Describe the nature of the national banking system (PD:195) (SP)</p> <p>Discuss the role of credit unions (PD:200) (SP)</p> <p>Explain the role of savings and loan associations (PD:201) (SP)</p> <p>Discuss the nature and scope of investment banking (PD:198) (MN)</p>
	Ethics		<p>Explain the nature of business ethics (EC:106, EC LAP 021) (SP)</p> <p>Discuss ethical issues in the banking industry (PD:192) (SP)</p> <p>Discuss ethical considerations in the securities and investments industry (BL:104) (SP)</p> <p>Explain ethical issues in insurance (PD:290) (SP)</p>

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Banking & Financial Systems (cont'd)	Careers in financial services		Discuss career opportunities in the finance industry (PD:152) (CS) Explain career opportunities in banking services (PD:285) (SP) Explain career opportunities in insurance (PD:293) (SP) Describe the role and responsibilities of individuals in the securities and investments industry (PD:231) (SP)
	Taxation		Describe the nature of taxes (EC:072, EC LAP 16) (SP) Discuss the effect of tax laws and regulations on financial transactions (BL:134) (SP)
		Problem is understood and well-defined	Demonstrate problem-solving skills (PD:077, PD LAP 17) (CS) Make oral presentations (CO:025, QS LAP 9) (SP)
		Alternatives are recognized with pros and cons stated and evaluated	Make decisions (PD:017, PD LAP 10) (CS)
		Logical solution is selected with positive and negative aspects of its implementation given	Make decisions (PD:017, PD LAP 10) (CS) Make oral presentations (CO:025, QS LAP 9) (SP)
		Demonstrates knowledge and understanding of banking and financial systems concepts	Make oral presentations (CO:025, QS LAP 9) (SP)
		Statements are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrates self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP)
		Demonstrate ability to work as a team	Participate as a team member (EI:045) (CS)
		Answer questions effectively (when applicable)	Provide legitimate responses to inquiries (CO:060) (PQ)
Business Calculations	Consumer credit		Explain the purposes and importance of credit (FI:002) (CS) Calculate miscellaneous charges for retail sales (SE:116) (CS)

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	Mark-up and discounts		Determine cost of product (breakeven, ROI, markup) (PI:019) (MN) Set prices (PI:007) (MN) Adjust prices to maximize profitability (PI:008) (MN)
	Data analysis and reporting		Determine relevant cost and revenue data for decision-making purposes (FI:462) (MN) Display data in charts/graphs or in tables (IM:347) (SP) Monitor inventory data (IM:378) (MN) Monitor sales data (by volume, product, territory, channel, time period, etc.) (IM:379) (SP) Create data matrix (IM:331) (SP) Tabulate data (IM:402) (SP) Track cost data (IM:408) (SP)
	Payroll		Calculate employee earnings (FI:438) (SP) Calculate employee- deductions (FI:439) (SP) Calculate payroll taxes (FI:442) (SP) Complete payroll tax expense forms (FI:442) (SP) Interpret a pay stub (FI:068) (PQ)
	Interest rates		Compute key banking calculations (e.g., interest, annual percentage rate, exchange rates, etc.) (FI:544) (SP)

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Business Calculations (cont'd)	Investments		<p>Interpret financial ratios significant to investors (FI:281) (SP)</p> <p>Calculate real-estate-related values (e.g., capitalization rate, gross rental multiplier, rate of return, etc.) (FI:668) (SP)</p> <p>Assess securities' fundamentals (FI:282) (SP)</p> <p>Conduct qualitative and quantitative analysis of real-estate investments (FI:670) (SP)</p> <p>Interpret descriptive statistics for investment decision making (NF:222) (SP)</p> <p>Interpret correlations for investment decision making (NF:223) (SP)</p> <p>Calculate cash flows associated with an investment (e.g., initial investment, operating cash inflows, operating cash outflows, terminal flows) (FI:492) (SP)</p> <p>Calculate capital investment return (e.g., payback, net present value, internal rate of return) (FI:748) (SP)</p> <p>Calculate return on investment (ROI) (FI:647) (MN)</p> <p>Calculate the cost of preferred stock (FI:527) (MN)</p> <p>Calculate the cost of common stock (FI:529) (MN)</p> <p>Calculate stock-related values (e.g. the value of a constant growth stock, the expected value of future dividends, the expected rate of return, etc.) (FI:367) (SP)</p> <p>Calculate bond-related values (e.g. the price of a bond given its yield to maturity, the coupon interest payment for a bond, the effects of interest rates on the price of a bond, etc.) (FI:236) (SP)</p>
	Taxes		<p>Prepare personal income tax forms (i.e., 1040 EZ form) (FI:074) (CS)</p> <p>Calculate payroll taxes (FI:442) (SP)</p> <p>Prepare federal, state, and local payroll tax returns and reports (FI:443) (SP)</p> <p>Analyze business tax returns (FI:699) (MN)</p>
	Bank records		<p>Prepare bank deposits (FI:400) (CS)</p> <p>Read and reconcile bank statements (FI:070) (PQ)</p>
	Insurance		<p>Settle insurance losses (FI:083) (ON)</p> <p>Assign value to an insurance claim (OP:372) (SP)</p> <p>Process an insurance claim (OP:289) (SP)</p>

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Business Calculations (cont'd)	Ratios and proportions		Calculate financial ratios (FI:097) (MN) Calculate corporate activity ratios (FI:552) (MN) Calculate corporate debt ratios (FI:553) (MN) Calculate market ratios (FI:555) (MN) Determine business liquidity (FI:551) (MN) Calculate activity/efficiency ratios (FI:552) (MN) Calculate debt/leverage ratios (FI:553) (MN) Calculate financial risk ratios (FI:695) (MN) Calculate business profitability (FI:554) (MN) Calculate market ratios (FI:555) (MN) Calculate internal performance measures (e.g., product-line profitability, business unit profitability, return on investments) (FI:732) (MN)
	Depreciation		Account for long-term assets (e.g. record acquisition, record depreciation/amortization, record disposal) (FI:691) (SP)
	Inventory		Process inventory adjustments (e.g., shrinkage, obsolescence, returns, etc.) (FI:435) (CS) Determine inventory shrinkage (OP:415) (SP) Evaluate inventory status/performance (stock turnover, gross margin, return on inventory, open to buy, etc.) (OP:428) (MN) Conduct inventory valuation (LIFO, FIFO) (OP:427) (MN) Determine the cost/value of inventory (FI:436) (SP)
Business Communication	Nonverbal and verbal communication		Interpret others' nonverbal cues (CO:059) (PQ) Make oral presentations (CO:025, QS LAP 9) (SP)
	Communication concepts		Instructional Area: Communication Skills
	Report application		Assess information needs (NF:077) (CS) Evaluate quality and source of information (NF:079) (CS)
	Grammar		Explain the nature of effective communications (EI:077, QS LAP 25) (PQ)
	Reading comprehension		Extract relevant information from written materials (CO:055) (PQ) Evaluate quality and source of information (NF:079) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Business Communication (cont'd)	Editing and proofreading		Edit and revise written work consistent with professional standards (CO:089) (CS) Proofread documents (NF:180) (CS)
	Word definition and usage		Explain the nature of effective communications (EI:077, QS LAP 25) (PQ)
	Capitalization and punctuation		Explain the nature of effective written communications (CO:016) (CS)
	Spelling		Explain the nature of effective written communications (CO:016) (CS)
	Digital communication		Write professional e-mails (CO:090) (CS) Demonstrate basic e-mail functions (NF:004) (PQ)
Business Ethics		Situation understood and effectively defined	Extract relevant information from written materials (CO:055) (PQ) Apply written directions to achieve tasks (CO:056) (PQ)
		Ethical dimensions of the problem are clearly defined	Demonstrate problem-solving skills (PD:077, PD LAP 17) (CS) Explain the nature of business ethics (EC:106, EC LAP 21) (SP)
		Team's position is clearly stated	Make oral presentations (CO:025, QS LAP 9) (SP)
		Effective ethical solution is offered	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of business ethics (EC:106, EC LAP 21) (SP)
		Quality of research	Identify sources that provide relevant, valid written material (CO:054) (PQ) Extract relevant information from written materials (CO:055) (PQ)
		Case synopsis clearly written with references	Select and utilize appropriate formats for professional writing (CO:088) (CS) Edit and revise written work consistent with professional standards (CO:089) (CS) Prepare simple written reports (CO:094) (SP)
Business Ethics (cont'd)		Statements are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective verbal communications (CO:147) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025) (SP)
		Demonstrate ability to work as a team	Participate as a team member (EI:045) (CS)
		Answer questions effectively	Provide legitimate responses to inquiries (CO:060) (PQ)
Business Financial Plan		Develop financial plan for a business venture	Discuss the nature of short-term (operating) financial plans (FI:503) (SP) Describe the nature of long-term (strategic) financial plans (FI:504) (MN) Assess start-up requirements (EN:009) (ON) Component of: Develop business plan (SM:013) (ON)
		Present information clearly, concisely, and arranged logically	Write research reports (CO:186) (SP)
		Use correct grammar, punctuation, spelling, and acceptable business style	Explain the nature of effective communications (EI:007) (PQ) Explain the nature of effective written communications (CO:016) (CS)
		Present financial plan	Make oral presentations (CO:025, QS LAP 9) (SP)
		Present well-organized and clear statements; use appropriate business language	Explain the nature of effective verbal communications (CO:147) (PQ) Employ communication styles appropriate to target audience (CO:084) (CS) Make oral presentations (CO:025, QS LAP 9) (SP)
		Demonstrate self-confidence, poise, and good voice projection	Explain the nature of effective verbal communications (CO:147) (PQ) Make oral presentations (CO:025, QS LAP 9) (SP)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
Business Law	Legal system		Discuss the nature of law and sources of law in the United States (BL:067) (SP) Describe the United States' judicial system (BL:068) (SP)
	Contracts and sales		Describe the nature of legally binding contracts (BL:002) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
	Business organization		Explain types of business ownership (BL:003, LAP-BL-001) (CS)
	Property laws		Describe methods used to protect intellectual property (BL:051) (SP)
	Agency and employment laws		Explain the nature of agency relationships (BL:072) (SP) Explain the nature of human resources regulations (BL:007) (SU) Explain the nature of workplace regulations (including OSHA, ADA) (BL:008) (SU) Comply with compensation and benefit laws (BL:120) (SP) Determine human resources management's legal responsibility in maintaining labor relations (BL:121) (MN) Ensure compliance with all applicable workplace health and safety laws and regulations (OP:226) (MN)
	Negotiable instruments, insurance, secured transactions, bankruptcy		Describe provisions of bankruptcy law (BL:096) (MN) Describe the nature of corporate bankruptcy (FI:773) (MN) Discuss fundamental legal principles that pertain to insurance (e.g. indemnity, insurable interest, subrogation, utmost good faith) (BL:082) (MN) Describe the nature of insurance contracts (BL:083) (MN)
	Consumer and product/personal liability		Identify consumer protection provisions of appropriate agencies (PM:017) (SP)
	Domestic and private law		Follow domestic laws governing business expansion (BL:123) (MN)
	Computer law		Adhere to laws pertaining to computer crime, fraud, and abuse (OP:208) (CS)
Business Math	Basic math concepts		
	Consumer credit		Explain the purposes and importance of credit (FI:002) (CS) Interpret loan terms for a client (CR:033) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
	Data analysis and probability		Determine relevant cost and revenue data for decision-making purposes (FI:462) (MN) Display data in charts/graphs or in tables (IM:347) (SP) Create data matrix (IM:331) (SP) Tabulate data (IM:402) (SP) Explain the principles of data analysis (NF:139) (SP) Explain sampling techniques for probability and non-probability samples (IM:439) (SP) Apply mathematical data analysis modeling techniques (NF:234) (SP)
	Fractions		Set prices (PI:007) (MN) Calculate financial ratios (FI:097) (MN) Determine relationships among total revenue, marginal revenue, output, and profit (FI:358) (MN) Adjust prices to maximize profitability (PI:008) (MN)
	Percentages		Calculate return on marketing investment (ROMI) (FI:321) (MN) Calculate miscellaneous charges for retail sales (SE:116) (CS) Calculate bond-related values (e.g. the price of a bond given its yield to maturity, the coupon interest payment for a bond, the effects of interest rates on the price of a bond, etc.) (FI:236) (SP) Calculate variances (FI:456) (MN) Calculate capital investment return (e.g., payback, net present value, internal rate of return) (FI:748) (SP) Calculate business profitability (FI:554) (MN) Calculate commissions (OP:270) (MN) Calculate stock-related values (e.g. the value of a constant growth stock, the expected value of future dividends, the expected rate of return, etc.) (FI:367) (SP)
	Discounts		Calculate miscellaneous charges for retail sales (SE:116) (CS) Adjust prices to maximize profitability (PI:008) (MN)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Business Math (cont'd)	Decimals		Calculate business profitability (FI:554) (MN) Calculate commissions (OP:270) (MN) Calculate stock-related values (e.g. the value of a constant growth stock, the expected value of future dividends, the expected rate of return, etc.) (FI:367) (SP) Process special orders for retail sales (SE:009) (CS) Calculate miscellaneous charges for retail sales (SE:116) (CS) Process customer payments (FI:127) (CS)
Business Plan		Develop a business plan	Develop business plan (SM:013) (ON)
		Present clear, concise report with logical arrangement of information	Explain the nature of effective written communications (CO:016) (CS) Prepare reports (NF:181) (CS)
		Use professional written presentation appropriate to the audience	Explain the nature of effective written communications (CO:016) (CS) Write research reports (CO:186) (SP)
		Write report using proper grammar, punctuation, spelling, and acceptable business style	Explain the nature of effective written communications (CO:016) (CS) Write research reports (CO:186) (SP)
		Describe business concept and company profile	Develop business plan (SM:013) (ON)
		Cover marketing aspects of business thoroughly	Conduct market analysis (market size, area, potential, etc.) (MP:009) (MN)
		Describe operations and management plans	Develop business plan (SM:013) (ON)
		Provide understandable final documents and projections	Develop business plan (SM:013) (ON)
		Anticipate, analyze, and plan for risks	Assess risks associated with venture (EN:010) (ON) Evaluate risk-taking opportunities (EN:024) (ON) Measure risk (RM:049) (MN)
		Identify reasonable long-term goals	Develop company goals/objectives (SM:008) (ON)
		Conduct a professional businesslike presentation	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Business Plan (cont'd)		Demonstrate excellent verbal skills	Explain the nature of effective verbal communications (CO:147) (PQ) Employ communication styles appropriate to target audience (CO:084) (CS) Make oral presentations (CO:025, QS LAP 9) (SP)
		Display effective decision-making and problem-solving skills	Make decisions (PD:017, PD LAP 10) (CS) Demonstrate problem-solving skills (PD:077, PD LAP 17) (CS)
		Express self-confidence and poise	Make oral presentations (CO:025, QS LAP 9) (SP)
		Work well as a team when applicable	Participate as a team member (EI:045) (CS)
		Exhibit logic and systematic understanding	Make oral presentations (CO:025, QS LAP 9) (SP)
		Answer questions effectively (when applicable)	Provide legitimate responses to inquiries (CO:060) (PQ)
Business Presentation		Use a presentation software program as an aid in delivering a business presentation	Demonstrate basic presentation applications (NF:008) (PQ)
		Use visual aids and samples specifically related to the project during the presentation	Demonstrate effective use of audiovisual aids (NF:037) (SP)
		Comply with state and federal copyright laws	Describe methods used to protect intellectual property (BL:051) (SP)
		Deliver presentation content clearly related to topic	Demonstrate basic presentation applications (NF:008) (PQ)
		State presentation purpose clearly	Demonstrate basic presentation applications (NF:008) (PQ)
		Use a variety of formatting and effect features of program such as text, graphics, and transitions	Demonstrate basic presentation applications (NF:008) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Business Presentation (cont'd)		Deliver professional design whose elements are appropriate for a business presentation	Demonstrate effective use of audiovisual aids (NF:037) (SP)
		Integrate technology effectively into overall presentation	Prepare and use presentation software to support reports (IM:386) (SP)
		Make suitable and accurate statements during the presentation	Make oral presentations (CO:025, QS LAP 9) (SP)
		Develop topic adequately	Make oral presentations (CO:025, QS LAP 9) (SP)
		Sequence ideas logically	Make oral presentations (CO:025, QS LAP 9) (SP)
		Organize presentation to accomplish purpose	Make oral presentations (CO:025, QS LAP 9) (SP)
		Present well-organized and clear statements; use appropriate business language	Explain the nature of effective verbal communications (CO:147) (PQ) Employ communication styles appropriate to target audience (CO:084) (CS) Make oral presentations (CO:025, QS LAP 9) (SP)
		Demonstrate self-confidence, poise, and good voice projection	Explain the nature of effective verbal communications (CO:147) (PQ) Make oral presentations (CO:025, QS LAP 9) (SP)
		Answer questions effectively	Provide legitimate responses to inquiries (CO:060) (PQ)
Business Procedures	Human relations		Emotional Intelligence Standard: Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others
	Technology concepts		Information Management Standard: Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making
	Business operations		Operations Standard: Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning
	Communication skills		Communication Skills Standard: Understands the concepts, strategies, and systems used to obtain and convey ideas and information

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Business Procedures (cont'd)	Information processing		Demonstrate basic word processing skills (NF:007) (PQ) Demonstrate basic presentation applications (NF:008) (PQ)
	Decision making/management		Make decisions (PD:017, PD LAP 10) (CS) Strategic Management Standard: Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department
	Career development		Professional Development Standard: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career
	Database and information management		Demonstrate basic database applications (NF:009) (PQ) Describe the nature of business records (NF:001, NF LAP 1) (SP) Explain legal issues associated with information management (NF:076) (SP) Discuss the nature of information management (NF:110) (CS) Explain the role of ethics in information management (NF:111) (SP) Monitor internal records for business information (NF:014) (SP)
	Ethics and safety		Explain the nature of business ethics (EC:106, EC LAP 21) (SP) Explain the nature of managerial ethics (EI:079) (MN) Use ethics in staff supervision (EI:078) (SU) Utilize an established professional code of ethics (PD:262) (MN) Describe health and safety regulations in business (OP:004) (PQ) Identify potential safety issues (OP:151) (MN)
	Finance		Explain the role of finance in business (FI:354, FI LAP 7) (CS) Calculate financial ratios (FI:097) (MN) Interpret financial statements (FI:102) (MN) Discuss legal considerations in the finance industry (BL:133) (SP) Discuss the nature of convergence/consolidation in the finance industry (FI:573) (SP)
Client Service		Understand and define client service scenario	Handle customer/client complaints (CR:010, CR LAP 10) (CS) Explain the nature of effective verbal communications (CO:147) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
		State position clearly	Handle customer/client complaints (CR:010, CR LAP 10) (CS) Interpret business policies to customers/clients (CR:007) (CS) Explain the nature of effective verbal communications (CO:147) (PQ)
		Offer effective solution to client	Handle customer/client complaints (CR:010, CR LAP 10) (CS)
		Organize and clearly state statements	Explain the nature of effective verbal communications (CO:147) (PQ)
		Display empathy/diplomacy when responding to customer-service situation	Reinforce service orientation through communication (CR:005) (CS)
		Ask and answer questions effectively	Provide legitimate responses to inquiries (CO:060) (PQ) Respond to customer inquiries (CR:006) (CS)
		Interact actively with judges	Employ communication styles appropriate to target audience (CO:084) (CS)
Community Service Project		Create clear, concise report that is arranged logically	Write research reports (CO:186) (SP) Prepare reports (NF:181) (CS)
		Create professional report with design appropriate to the audience	Explain the nature of effective written communications (CO:016) (CS) Write research reports (CO:186) (SP)
		Create report that uses correct grammar, punctuation, and spelling in an acceptable business style	Explain the nature of effective written communications (CO:016) (CS) Write research reports (CO:186) (SP)
Computer Applications	Basic computer terminology and concepts		Discuss principles of computer systems (NF:084) (PQ)
	Presentation, publishing, and multimedia applications		Explain how to effectively incorporate video into multimedia (NF:099) (SP)
	Security		Maintain data security (OP:064) (CS) Adhere to technology safety and security policies (e.g., acceptable use policy, web page policies) (OP:206) (CS)
	Basic application knowledge and word processing		Demonstrate basic word processing skills (NF:007) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Computer Applications (cont'd)	E-mail, integrated and collaboration application		Demonstrate basic e-mail functions (NF:004) (PQ) Use an integrated business software application package (NF:088) (CS) Demonstrate collaborative/groupware applications (NF:011) (CS)
	Netiquette and legal issues		Demonstrate basic e-mail functions (NF:004) (PQ) Explain legal issues associated with information management (NF:076) (SP)
	Spreadsheet and database applications		Demonstrate basic spreadsheet applications (NF:010) (PQ) Demonstrate basic database applications (NF:009) (PQ)
	Formatting, grammar, punctuation, spelling, and proofreading		Select and utilize appropriate formats for professional writing (CO:088) (CS) Edit and revise written work consistent with professional standards (CO:089) (CS) Explain the nature of effective written communications (CO:016) (CS)
		Database—Creating a database, applying various functions such as searching, querying, etc.	Demonstrate basic database applications (NF:009) (PQ)
		Spreadsheets—Applying functions such as move, combine, format, creating and applying formulas	Demonstrate basic spreadsheet applications (NF:010) (PQ)
		Presentation—preparing text slides with graphics	Demonstrate basic presentation applications (NF:008) (PQ)
		Business graphics—bar, line, pie, exploded pie, stacked bar	Display data in charts/graphs or in tables (IM:347) (SP)
		Word processing—letters, memorandum, tables, reports, or other type of word processing problems	Demonstrate basic word processing skills (NF:007) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Computer Game & Simulation Programming	Program addresses the topic and is appropriate for the audience		NA
	Required information is effectively communicated		
	User interface is intuitive and responsive to program operations		
	Navigation is logical and designed to lead the player to the intended objective		
	Program demonstrate a finished and well-tuned product free of artifacts and glitches		
	Gameplay incorporates both entertainment and edutainment play within topic specifications		
	World graphics, text treatment, and special effects show creativity and cohesiveness of design		
	Artistry, character, overall layout, color choice and design are creative and appealing to the target audience		
	Program contains some element of skill, chance, competition, or random actions that will inspire replay more than once		

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Computer Game & Simulation Programming (cont'd)	Player interactions with other characters, objects, obstacles, and iconic graphics are appropriate to the topic and create a feeling of immersion within the game world		
	Storyline is sufficient to engage player and communicate a clear thought process and an intended, planned direction with formulation and execution of a firm idea		
	Player tasks are non-trivial and receive appropriate rewards		
	Copyright laws are followed		Protect company information and intangibles (OP:153) (CS)
		Explain content logically and systematically	Make oral presentations (CO:025, QS LAP 9) (SP)
		Understanding of the programming logic and coding is evident	NA
		Design process is effectively communicated	
		Tips, techniques, and tools used are presented including identifying the most difficult programming task(s) completed and explanation of the scenario/logic used to overcome and implement these tasks	

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Computer Game & Simulation Programming (cont'd)		Presentation is professionally presented	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Self-confidence apparent through knowledge of content and articulation of ideas	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Answer questions effectively	Provide legitimate responses to inquiries (CO:060) (PQ)
Computer Problem Solving	Operating systems		Discuss principles of computer systems (NF:084) (PQ) Use basic operating systems (NF:085) (PQ)
	Networks		Explain the nature of enterprise-resource systems (NF:262) (SP) Discuss the nature of enterprise architecture (NF:157) (MN) Establish specifications for selecting hardware/software systems (NF:091) (MN)
	Personal computer components		Use computer smart systems to assist in the underwriting process (NF:134) (SP)
	Security		Adhere to laws pertaining to computer crime, fraud, and abuse (OP:208) (CS) Maintain data security (OP:064) (CS) Adhere to technology safety and security policies (e.g., acceptable use policy, web page policies) (OP:206) (CS)
	Safety and environmental issues		Adhere to technology safety and security policies (e.g., acceptable use policy, web page policies) (OP:206) (CS)
	Laptop and portable devices		Discuss principles of computer systems (NF:084) (PQ)
	Printers and scanners		Operate printer (OP:199) (PQ) Operate scanner (OP:202) (CS)
Cyber Security	Defend and attack (virus, spam, spyware, etc.)		Maintain data security (OP:064) (CS)
	Network security		Adhere to laws pertaining to computer crime, fraud, and abuse (OP:208) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Cyber Security (cont'd)	Disaster recovery		Follow procedures used to restart and recover from situations (e.g., system failure, virus infection) (OP:209) (CS) Recommend an emergency response and business recovery plan (OP:317) (SP)
	E-mail security		Follow procedures used to restart and recover from situations (e.g., system failure, virus infection) (OP:209) (CS)
	Intrusion detection		Explain information privacy, security, and confidentiality considerations in business (OP:441) (CS)
	Authentication		Describe methods of securely transmitting data (NF:243) (CS)
	Public key		Describe methods of securely transmitting data (NF:243) (CS)
	Physical security		Identify potential security issues (OP:154) (MN) Establish policies and procedures to maintain physical security of the work environment (OP:157) (MN)
	Cryptography		Describe methods of securely transmitting data (NF:243) (CS)
	Forensics security		Explain information privacy, security, and confidentiality considerations in business (OP:441) (CS)
	Cyber security policy		Adhere to technology safety and security policies (e.g., acceptable use policy, web page policies) (OP:206) (CS) Explain information privacy, security, and confidentiality considerations in business (OP:441) (CS)
Database Design & Applications	Data definitions/terminology		Demonstrate basic database applications (NF:009) (PQ)
	Query development		Demonstrate basic database applications (NF:009) (PQ)
	Table relationships (include referential integrity)		Demonstrate advanced database applications (NF:124) (SP)
	Form development		Demonstrate basic database applications (NF:009) (PQ)
	Reports (sorts, group, graphics, calculations)		Demonstrate basic database applications (NF:009) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Database Design & Applications (cont'd)		Design of multiple table databases (selection of tables, fields and data types, ER diagrams, relationships)	Demonstrate advanced database applications (NF:124) (SP)
		Creation of tables and inserting data into tables	Demonstrate basic database applications (NF:009) (PQ)
		Development of single table SQL statements	Demonstrate basic database applications (NF:009) (PQ)
		Development of multiple table SQL statements	Demonstrate advanced database applications (NF:124) (SP)
		Creation of forms/reports	Demonstrate basic database applications (NF:009) (PQ)
Desktop Application Programming	Development of topic is logical and creative		NA
	Code is commented at appropriate points		
	Interface is a logical arrangement and contains all necessary information		
	Program runs without error		
		Explain content logically and systematically	Make oral presentations (CO:025, QS LAP 9) (SP)
		Understanding of programming logic and coding is evident	NA
		Design process effectively communicated	

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Desktop Application Programming (cont'd)		Tips, techniques, and tools used are presented including identifying the most difficult programming task(s) completed and explanation of the scenario/logic used to overcome and implement these tasks	
		Professional presentation	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Self-confidence apparent through knowledge of content and articulation of ideas	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Answer questions effectively	Provide legitimate responses to inquiries (CO:060) (PQ)
Desktop Publishing	Basic desktop terminology and concepts		Demonstrate basic desktop publishing functions to prepare promotional materials (NF:038) (SP)
	Related desktop application knowledge		Demonstrate basic desktop publishing functions to prepare promotional materials (NF:038) (SP)
	Digital imaging and graphics		Demonstrate basic desktop publishing functions to prepare promotional materials (NF:038) (SP)
	Desktop layout rules and standards		Demonstrate basic desktop publishing functions to prepare promotional materials (NF:038) (SP)
	Safety, ethics, and legal issues		Explain legal issues associated with information management (NF:076) (SP)
	Print process		Operate printer (OP:199) (PQ)
	Message presentation, accuracy, and proofreading		Prepare materials for presentations (NF:195) (CS) Proofread documents (NF:180) (CS)
		Documents address topic and are appropriate for the audience	Apply information to accomplish a task (NF:080) (CS)
		Required information is effectively communicated	Apply information to accomplish a task (NF:080) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Desktop Publishing (cont'd)		Graphics, text treatment, and special effects show creativity and cohesiveness of design	Demonstrate basic desktop publishing functions to prepare promotional materials (NF:038) (SP) Explain the impact of color harmonies on composition (PR:314) (SP)
		Appropriate selection of fonts and type sizes	Explain type styles used in advertisements (PR:326) (SP)
		Overall layout and design is creative and appealing	Describe the elements of design (PR:222) (SP) Apply information to accomplish a task (NF:080) (CS)
		Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea	Demonstrate basic desktop publishing functions to prepare promotional materials (NF:038) (SP) Apply information to accomplish a task (NF:080) (CS)
Digital Design & Promotion		Content describes promotional piece.	Write informational messages (CO:039) (CS) Write persuasive messages (CO:031) (SP)
		Content describes development and design ideas.	Describe the elements of design (PR:222) (SP) Explain the marketing-communications development process (PR:316) (SP)
		Content creates interest and desire for design	Describe the elements of design (PR:222) (SP) Explain the impact of color harmonies on composition (PR:314) (SP) Demonstrate basic desktop publishing functions to prepare promotional materials (NF:038) (SP) Describe effective advertising layouts (PR:275) (SP)
		Content's graphic design is consistent with theme.	Describe the elements of design (PR:222) (SP) Demonstrate basic desktop publishing functions to prepare promotional materials (NF:038) (SP)
		Content matches benefits to customer needs.	Demonstrate basic desktop publishing functions to prepare promotional materials (NF:038) (SP)
		Statements are well-organized and clearly stated; appropriate business language used.	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Digital Design & Promotion (cont'd)		Display self-confidence, poise, and good voice projection.	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Answer questions effectively.	Provide legitimate responses to inquiries (CO:060) (PQ)
Digital Video Production-- Production		Theme fully and properly developed. Solution properly addresses assigned topic.	Apply information to accomplish a task (NF:080) (CS)
		Elements included are suitable, appropriate, and directed towards a specific audience.	Employ communication styles appropriate to target audience (CO:084) (CS) Adapt communication to the cultural and social differences among clients (CR:019) (CS)
		Copyright information is noted in credits.	Describe methods used to protect intellectual property (BL:051) (SP) Apply information to accomplish a task (NF:080) (CS)
		Video content is clear and concise.	
		Content uses technology effectively.	
		Video uses proper grammar, spelling, punctuation, etc.	Explain the nature of effective communications (EI:007) (PQ)
		Video shows creativity and originality.	
		Video includes an effective opening, body, and conclusion.	
		Video transitions are effective and appealing	
		Video's audio and visual elements are coordinated and complimentary.	
		Video's audio editing is of good quality and appropriate volume.	
		Video uses multiple camera angles, is smooth and steady, and is in focus.	
		Video's titles and graphics enhance overall quality of presentation.	

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Digital Video Production— Production (cont'd)		Video motivates audience to action.	
Digital Video Production-- Presentation		Content develops the topic of the presentation	Make oral presentations (CO:025, QS LAP 9) (SP)
		Content uses and implements innovative technology.	Demonstrate effective use of audiovisual aids (NF:037) (SP)
		Content describes development and design process.	Discuss the nature of product development (VM:001) (SP)
		Content of presentation uses video.	Demonstrate effective use of audiovisual aids (NF:037) (SP)
		Content of presentation provides proper documentation of pictures, audio, etc.	
		Statements are well-organized and clearly stated; appropriate business language used.	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Presenter demonstrates self-confidence, poise, and good voice projection.	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Presenter demonstrates ability of answer questions effectively.	Provide legitimate responses to inquiries (CO:060) (PQ)
E-business— Production		Format of page layout and design is consistent and appropriate, projecting a good image of the company while maintaining a balance between design and functionality.	Identify website design/components (PR:336) (MN) Identify strategies for attracting targeted audience to website (PR:333) (SP) Create a web page for business applications (NF:127) (SP)
		Graphic design of page layout shows creativity, originality, and supports the topic.	Identify website design/components (PR:336) (MN) Identify strategies for attracting targeted audience to website (PR:333) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
E-business— Production (cont'd)		Page layout and design page elements are effective without being distracting.	Identify website design/components (PR:336) (MN) Identify strategies for attracting targeted audience to website (PR:333) (SP) Create a web page for business applications (NF:127) (SP)
		Catalog information is organized in a logical and meaningful manner. Navigation path allows customers to make purchasing decision easily.	Identify website design/components (PR:336) (MN) Explain the capabilities of tools used in website creation (NF:053) (SP) Create a web page for business applications (NF:127) (SP)
		Product information is useful, informative, and adequate. If product images are used, they download quickly.	Write content for use on the website (PR:370) (SP) Create a web page for business applications (NF:127) (SP)
		Site clearly explains shipping and handling procedures, return policies, and product or service guarantees.	Write content for use on the website (PR:370) (SP) Create a web page for business applications (NF:127) (SP)
		Customer experience in the store is quick and easy enough to bring the customer back and keep the customer from going to competitors.	Identify website design/components (PR:336) (MN) Create a web page for business applications (NF:127) (SP)
		Site allows customer to provide feedback/comments.	Identify website design/components (PR:336) (MN) Explain the capabilities of tools used in website creation (NF:053) (SP) Create a web page for business applications (NF:127) (SP)
		Shopping cart is easy to use and understandable and features are clearly explained.	Identify website design/components (PR:336) (MN) Explain the capabilities of tools used in website creation (NF:053) (SP) Create a web page for business applications (NF:127) (SP)
		Customer can easily add items to and delete items from the shopping cart.	Identify website design/components (PR:336) (MN) Explain the capabilities of tools used in website creation (NF:053) (SP) Create a web page for business applications (NF:127) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
E-business— Production (cont'd)		Shopping cart provides obvious navigation path to the cash register.	Identify website design/components (PR:336) (MN) Explain the capabilities of tools used in website creation (NF:053) (SP) Create a web page for business applications (NF:127) (SP)
		Customer can get back to shopping easily from shopping cart.	Identify website design/components (PR:336) (MN) Explain the capabilities of tools used in website creation (NF:053) (SP) Create a web page for business applications (NF:127) (SP)
		Order form in the shopping cart is easy to understand and complete.	Write content for use on the website (PR:370) (SP)
		Adequate information is provided for confirmation of a successful transaction.	Write content for use on the website (PR:370) (SP) Identify website design/components (PR:336) (MN)
		Site contains proper grammar spelling, punctuation, etc.	Write content for use on the website (PR:370) (SP)
		Site is compatible with multiple browsers and platforms.	Explain the capabilities of tools used in website creation (NF:053) (SP) Create a web page for business applications (NF:127) (SP)
		Copyright laws have been followed, permissions are cited on the website, and use of templates is identified at the bottom of the home page.	Identify website design/components (PR:336) (MN) Create a web page for business applications (NF:127) (SP)
E-business— Performance		Presenter describes development of the topic.	Identify website design/components (PR:336) (MN)
		Presenter demonstrates the customer's shopping experience.	Demonstrate good/service (SE:374) (SP)
		Presenter explains the use and implementation of technology.	Explain website-development process (PR:328) (SP) Create a web page for business applications (NF:127) (SP) Identify website design/components (PR:336) (MN)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
E-business— Performance (cont'd)		Presenter explain the development and design process.	Explain website-development process (PR:328) (SP) Identify website design/components (PR:336) (MN)
		Presenter notes copyright information in credits.	Write content for use on the website (PR:370) (SP)
		Statements in the presentation are well-organized and clearly stated; appropriate business language used.	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Presenter demonstrates self-confidence, poise, and good voice projection.	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Presenter demonstrates the ability to effectively answer questions.	Provide legitimate responses to inquiries (CO:060) (PQ)
Economics	Basic economic concepts and principles		Distinguish between economic goods and services (EC:002, EC LAP 10) (CS) Explain the concept of economic resources (EC:003, EC LAP 14) (CS) Describe the concepts of economics and economic activities (EC:001, EC LAP 6) (CS) Determine economic utilities created by business activities (EC:004, EC LAP 13) (CS) Explain the principles of supply and demand (EC:005, EC LAP 11) (CS) Describe the functions of prices in markets (EC:006, EC LAP 12) (CS)
	Monetary and fiscal policy		Discuss the nature of monetary policy (EC:073) (MN) Explain the concept of fiscal policies (EC:074) (MN)
	Productivity		Explain the concept of productivity (EC:013, EC LAP 18) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Economics (cont'd)	Macroeconomics		Analyze impact of specialization/division of labor on productivity (EC:014) (SP) Explain the nature of global trade (EC:016) (SP) Explain the concept of Gross Domestic Product (GDP) (EC:017, EC LAP 1) (SP) Determine the impact of business cycles on business activities (EC:018) (SP) Discuss the nature of monetary policy (EC:073) (MN) Explain the concept of fiscal policies (EC:074) (MN)
	Market structures		Explain the concept of competition (EC:012, EC LAP 8) (CS)
	Investments and interest rates		Explain types of investments (FI:077, FI LAP 77) (CS) Explain the economic impact of interest-rate fluctuations (EC:084) (SP)
	Government role		Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)
	Types of businesses/economic institutions		Explain the role of business in society (EC:070, LAP-EC-070) (CS)
	Business cycles/circular flow		Determine the impact of business cycles on business activities (EC:018, LAP-EC-009) (SP)
	Supply and demand		Explain the principles of supply and demand (EC:005, LAP-EC-011) (CS)
	International trade/global economics		Explain the nature of global trade (EC:016, LAP-EC-004) (SP) Discuss the impact of globalization on business (EC:109) (SP) Explain the impact of a country's economic development on world trade (EC:116) (SP)
	International trade/global economics		Explain the nature of global trade (EC:016, EC LAP 4) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Electronic Career Portfolio—Modified		Develop a résumé that displays evidence of professional experience, career related experience, and leadership experience; outlines any special certifications or training; overviews academic success	Prepare a résumé (PD:031) (CS)
		Prepare a career research summary that targets and clearly identifies the specific career, needed skills and Education, money/salary projections, career outlook, & research evidence.	Identify sources of career information (PD:022) (CS) Identify tentative occupational interest (PD:023) (CS)
		Provide samples of career-related education, educational enhancement, and examples of special skills and/or abilities related to job and career goals	Demonstrate effective use of audiovisual aids (NF:037) (SP)
		Statements in presentation are well-organized and clearly stated' appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
Emerging Business Issues—Modified		Demonstrate understanding of issue/topic	Make oral presentations (CO:025, QS LAP 9) (SP)
		Deliver affirmative argument	Defend ideas objectively (CO:061) (CS)
		Present negative argument	Defend ideas objectively (CO:061) (CS)
		Statements in presentation are well-organized and clearly stated' appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Emerging Business Issues—Modified (cont'd)		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
		Involve all team members in presentation	Participate as a team member (EI:045) (CS)
		Statements in presentation are well-organized and clearly stated appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
Entrepreneurship	Business plan		Explain the nature of business plans (SM:007, LAP-SM-001) (MN) Develop business plan (SM:013, LAP-SM-002) (ON) Use components of business plan to define venture idea (EN:014) (ON)
	Community/business relations		Explain the importance of company involvement in community activities (PR:315) (SP) Propose community issues for company involvement (PR:347) (SP) Participate in community outreach activities ((PR:341) (SP) Analyze costs/benefits of company participation in community activities (PR:056) (SP)
	Legal issues		Describe legal issues affecting businesses (BL:001) (SP)
	Initial capital and credit		Assess start-up requirements (EN:009) (ON) Describe processes used to acquire adequate financial resources for venture creation/start-up (EN:015) (ON) Select sources to finance venture creation/start-up (EN:016) (ON) Explain the purposes and importance of obtaining business credit (FI:023) (ON) Complete loan application package (FI:033) (ON)
	Personnel management		Instructional Area: Human Resources

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Entrepreneurship (cont'd)	Financial management		<p>Explain the nature and scope of the financial-information management function (FM:002) (SP)</p> <p>Analyze critical banking relationships (FI:039) (ON)</p> <p>Identify risks associated with obtaining business credit (FI:041) (ON)</p> <p>Make critical decisions regarding acceptance of bank cards (FI:040) (ON)</p> <p>Determine financing needed for business operations (FI:043) (ON)</p> <p>Describe the nature of short-term financial management (FI:513) (SP)</p> <p>Interpret financial statements (FI:102) (MN)</p> <p>Spot problems in/issues with financial statements (FI:335) (MN)</p>
	Marketing management		Pathway in Marketing Cluster: Marketing Management
	Taxes		<p>Explain the nature of tax regulations on business (BL:009) (ON)</p> <p>Discuss the effect of tax laws and regulations on financial transactions (BL:134) (SP)</p>
	Government regulations		<p>Explain the nature of trade regulations (BL:004) (MN)</p> <p>Explain the nature of human resources regulations (BL:007) (SU)</p> <p>Explain the nature of workplace regulations (including OSHA, ADA) (BL:008) (SU)</p> <p>Ensure compliance with all applicable workplace health and safety laws and regulations (OP:226) (MN)</p>
		Understand and define problem	<p>Demonstrate problem-solving skills (PD:077, PD LAP 17) (CS)</p> <p>Identify the business process problem/issue (OP:458) (SP)</p>
		Recognize alternatives with pros and cons stated and evaluated	Demonstrate problem-solving skills (PD:077, PD LAP 17) (CS)
		Select logical solution with positive and negative aspects of its implementation given	Demonstrate problem-solving skills (PD:077, PD LAP 17) (CS)
		Present issues in case and address them completely	Demonstrate problem-solving skills (PD:077, PD LAP 17) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Entrepreneurship (cont'd)		Base anticipated results on correct reasoning	Demonstrate problem-solving skills (PD:077, PD LAP 17) (CS)
		Statements in presentation are well-organized and clearly stated' appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Involve all team members in presentation	Participate as a team member (EI:045) (CS)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
FBLA Principles and Procedures	FBLA organization		Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) (PD:036) (SP)
	FBLA bylaws and handbook		
	FBLA national competitive events guidelines		
	FBLA national publications		
	FBLA creed and national goals		
Future Business Leader	FBLA organization, bylaws, and handbook		Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) (PD:036) (SP)
	National competitive event guidelines		
	National publications		
	Creed and national goals		
Future Business Leader (cont'd)	Business knowledge (i.e., accounting, banking, law, etc.)		Business Administration Core
		Write cover letter	Write persuasive messages (CO:031) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
		Write résumé	Prepare a résumé (PD:031) (CS)
		Interview	Interview for a job (PD:028) (PQ) Exhibit a positive attitude (EI:019, LAP-EI-003) (PQ) Exhibit self-confidence (EI:023) (PQ) Demonstrate interest and enthusiasm (EI:020) (PQ) Demonstrate initiative (EI:024, LAP-EI-002) (PQ) Provide legitimate responses to inquiries (CO:060) (PQ) Maintain appropriate personal appearance (PD:002, LAP-PD-005) (PQ)
		Exhibit leadership ability	Explain the concept of leadership (EI:009, LAP-EI-016) (CS)
Global Business	Basic international concepts		Discuss the global environment in which businesses operate (EC:104, LAP-EC-022) (SP) Discuss the impact of globalization on business (EC:109) (SP) Explain the nature of global trade (EC:016, LAP-EC-004) (SP) Describe the impact of the political environment on world trade (EC:113) (SP) Explain the impact of geography on world trade (EC:114) (SP) Describe the impact of a country's history on world trade (EC:115) (SP) Explain the impact of a country's economic development on world trade (EC:116) (SP) Explain the impact of major trade alliances on business activities (EC:112) (SP) Discuss the potential impact of emerging economies on business activities (EC:117) (MN) Discuss the effects of foreign fiscal and monetary policies on the domestic economy (EC:139) (MN)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Global Business (cont'd)	Ownership and management		<p>Describe market-entry strategies for conducting business internationally (EC:142) (MN)</p> <p>Discuss the nature of global management (SM:029) (MN)</p> <p>Describe organizational structures for managing foreign business activities (SM:031) (MN)</p> <p>Develop an organizational strategy for foreign businesses (SM:033) (MN)</p> <p>Discuss global supply chain issues (OP:480) (SP)</p> <p>Explain the scope of domestic and global transport systems (OP:506) (SP)</p>
	Marketing		<p>Explain marketing and its importance in a global economy (MK:001, LAP-MK-004) (CS)</p> <p>Identify considerations in implementing global marketing strategies (MP:002) (MN)</p> <p>Describe the nature of channel intermediaries for foreign markets (e.g., distributors, agents) (OP:509) (SP)</p> <p>Explain considerations affecting global promotion (PR:117) (SP)</p> <p>Assess global trends and opportunities (MP:011) (MN)</p> <p>Determine the impact of product standards' issues associated with global business (PM:278) (SP)</p>
	Finance		<p>Explain the nature and scope of financial globalization (FI:575) (SP)</p> <p>Select sources to finance venture creation/start-up (EN:016) (ON)</p>

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Global Business (cont'd)	Communication (including culture and language)		Adapt communication to the cultural and social differences among clients (CR:019) (CS) Discuss the impact of cultural and social environments on global trade (EC:045, LAP-EC-024) (SP) Explain cultural considerations that impact global business relations (EC:110) (SP) Describe the impact of electronic communication tools (e.g., internet, video- and computer-conferencing, webcasts, email) on global business activities (EC:111) (SP) Explain the nature of business customs and practices in the North American market (EI:083) (SP) Explain the nature of business customs and practices in Western Europe (EI:084) (SP) Explain the nature of business customs and practices in Latin America (EI:085) (SP) Describe the nature of business customs and practices in the Pacific Rim (EI:086) (SP) Discuss the nature of business customs and practices in the Middle East (EI:087) (SP) Explain the nature of business customs and practices in South Asia (EI:118) (SP) Explain the nature of business customs and practices in Eastern Europe (EI:117) (SP) Describe the nature of business customs and practices in Northern Africa (EI:119) (SP) Discuss the nature of business customs and practices in Sub-Saharan Africa (EI:120) (SP)
	Treaties and trade agreements		Explain the nature of global trade (EC:016) (SP) Explain the impact of major trade alliances on business activities (EC:112) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Global Business (cont'd)	Legal issues		<p>Discuss the nature and sources of foreign law (i.e., country judicial and legislative actions) (BL:143) (MN)</p> <p>Describe the impact of bribery and foreign monetary payments on business (EC:140) (SP)</p> <p>Explain the nature of legal recourse in resolving global business disputes (BL:129) (MN)</p> <p>Explain the impact of global legal systems on settling international business disputes (BL:144) (MN)</p>
	Human resource management		<p>Explain labor issues associated with global trade (EC:101) (SU)</p> <p>Explain approaches to the identification of human resources in foreign markets (HR:491) (SU)</p> <p>Describe expatriation and repatriation issues and practices (HR:435) (SP)</p>
	Ethics		<p>Explain cultural considerations that impact global business relations (EI:110) (SP)</p>
	Taxes and government regulations		<p>Explain the nature of trade regulations (BL:004) (MN)</p> <p>Follow laws governing global expansion (BL:124) (MN)</p> <p>Describe customs regulations (BL126) (SP)</p> <p>Comply with export licensing regulations (BL:127) (SP)</p> <p>Obtain releases and clearances to export products (BL:128) (SP)</p>
	Currency exchange		<p>Describe the determinants of exchange rates and their effects on the domestic economy (EC:100, LAP-EC-030) (SP)</p>
	International travel		<p>Identify requirements for international business travel (e.g., passport, visa, proof of citizenship, immunizations, and sponsorship letters) (EC:141) (SP)</p>
	Career development		<p>Explain possible advancement patterns for jobs (PD:034) (PQ)</p> <p>Identify skills needed to enhance career progression (PD:035) (SP)</p> <p>Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) (PD:036) (SP)</p> <p>Use networking techniques to identify employment opportunities (PD:037) (SP)</p>

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Global Business (cont'd)		Understand and define problem	Extract relevant information from written materials (CO:055) (PQ)
		Recognize alternatives with pros and cons stated and evaluated	Participate in problem-solving groups (CO:067) (CS)
		Select logical solution with positive and negative aspects given	Defend ideas objectively (CO:061) (CS)
		Base anticipated results on correct reasoning	Participate in problem-solving groups (CO:067) (CS)
		Statements in presentation are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Involve all team members in presentation	Participate as a team member (EI:045) (CS)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Health Care Administration	Managing office procedures		Act as the office “gatekeeper” (EI:094) (CS) Overcome problems and difficulties associated with office politics/turf wars (EI:095) (CS) Initiate and facilitate social interactions in a business environment (EI:096) (SP) Act as the liaison between departments (EI:100) (SP) Manage office atmosphere (EI:101) (MN) File records electronically/manually (NF:171) (CS) Organize and maintain files (NF:172) (CS) Collect documentation needed to compile reports (NF:173) (CS) Set up filing system appropriate for media/documents being stored (NF:175) (SP) Control incoming/outgoing documentation process (NF:176) (SP) Develop retention system appropriate for media/documents being stored (NF:177) (SP) Archive information according to retention procedures (NF:178) (SP) Audit records periodically (NF:179) (MN) Implement process improvement techniques (OP:362) (SP)
	Medical terminology		N/A

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Health Care Administration (cont'd)	Legal and ethical issues		<p>Explain the nature of business ethics (EC:106, LAP-EC-021) (SP)</p> <p>Demonstrate ethical work habits (EI:004, LAP-EI-004) (PQ)</p> <p>Explain ethical considerations in providing information (EI:038) (SP)</p> <p>Apply ethics to digital communications (EI:073) (CS)</p> <p>Discuss the role of ethics in accounting (FI:351) (SP)</p> <p>Discuss the role of ethics in finance (FI:355) (SP)</p> <p>Explain the role of ethics in human resources management (HR:411) (SP)</p> <p>Discuss the importance of ethics in data mining (NF:150) (SP)</p> <p>Discuss the importance of utilizing ethical purchasing methods (OP:246) (SP)</p> <p>Discuss the role of ethics in knowledge management (KM:002) (SP)</p> <p>Explain the role of ethics in risk management (RM:041) (SP)</p> <p>Exercise confidentiality (EI:076) (CS)</p> <p>Use ethics in staff supervision (EI:078) (SU)</p> <p>Describe legal issues affecting businesses (BL:001) (SP)</p> <p>Describe the nature of legally binding contracts (BL:002) (SP)</p> <p>Explain legal considerations for accounting (FI:353) (SP)</p> <p>Explain legal considerations for finance (FI:356) (SP)</p> <p>Explain legal issues associated with information management (NF:076) (SP)</p> <p>Describe factors affecting the settlement of legal matters (BL:159) (SP)</p> <p>Describe the litigation process (BL:160) (SP)</p> <p>Discuss the arbitration/mediation process (BL:161) (SP)</p> <p>Discuss legal considerations in operations (OP:339) (SP)</p> <p>Explain legal considerations for knowledge management (KM:004) (SP)</p> <p>Discuss legal considerations affecting risk management (RM:043) (SP)</p>
	Communication skills		Instructional Area: Communication Skills

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Health Care Administration (cont'd)	Managing financial functions		Explain cash control procedures (e.g. signature cards, deposit slips, internal/external controls, cash clearing, etc.) (FI:113) (CS) Maintain petty cash fund (FI:310) (SP) Track expenses (FI:604) (SP) Track client billing (FI:605) (MN) Perform payroll duties (i.e., compile hours, write payroll checks, distribute checks) (FI:606) (MN) Assist with overflow work (OP:231) (CS) Support staff with assigned project-based work (OP:351) (CS) Use multi-tasking techniques for timely completion of job responsibilities (OP:352) (CS) Solve information flow problems (OP:353) (SP) Monitor and ensure completion of delegated tasks (OP:354) (SP) Streamline work processes (OP:355) (SP)
	Health insurance		Describe the concept of insurance (FI:081) (CS) Discuss the nature of health insurance coverage (PD:320) (SP) Process insurance documentation (OP:455) (SP)
	Records management		Maintain customer records (NF:002) (SP) File records electronically/manually (NF:171) (CS) Discuss the nature of records management (KM:021) (SP)
	Infection control		N/A
	Medical history		N/A
	Technology		N/A
Help Desk	Help desk concepts		N/A
	Help desk operations		N/A

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
	People component: Help desk roles and responsibilities		<p>Explain communication techniques that support and encourage a speaker (CO:082) (PQ)</p> <p>Demonstrate active listening skills (CO:017) (PQ)</p> <p>Ask relevant questions (CO:058) (PQ)</p> <p>Provide legitimate responses to inquiries (CO:060) (PQ)</p> <p>Give verbal directions (CO:083) (PQ)</p> <p>Employ communication styles appropriate to target audience (CO:084) (CS)</p> <p>Handle telephone calls in a businesslike manner (CO:114) (CS)</p> <p>Explain the nature of positive customer relations (CR:003, LAP-CR-001) (CS)</p> <p>Demonstrate a customer-service mindset (CR:004, LAP-CR-004) (CS)</p> <p>Develop rapport with customers (CR:029) (CS)</p> <p>Reinforce service orientation through communication (CR:005) (CS)</p> <p>Respond to customer inquiries (CR:006) (CS)</p> <p>Adapt communication to the cultural and social differences among clients (CR:019) (CS)</p> <p>Demonstrate problem-solving skills (PD:077, LAP-PD-018) (CS)</p> <p>Handle difficult customers (CR:009, LAP-CR-003) (CS)</p> <p>Handle customer/client complaints (CR:010, LAP-CR-010) (CS)</p> <p>Explain professional responsibilities in administrative services (PD:178) (CS)</p>
	Process component: Help desk process and procedures		<p>Assess information needs (NF:077) (CS)</p> <p>Obtain needed information efficiently (NF:078) (CS)</p> <p>Apply information to accomplish a task (NF:080) (CS)</p> <p>Isolate and identify source of technical problem (OP:203) (CS)</p>
	Information component: Help desk performance measure		N/A
	Help desk setting		N/A
Help Desk (cont'd)	Customer support as a profession		<p>Explain career opportunities in administrative services (PD:183) (CS)</p> <p>Describe certifications in administrative services (PD:184) (CS)</p>

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
	Management processes		Train staff on system usage (HR:430) (SU) Demonstrate effective organizational skills (PD:281) (CS)
		Describe the situation in the case study	
		Document problem/incident properly	Utilize note-taking strategies (CO:085) (CS)
		Suggest a solution or recommendation; resolve problem	Demonstrate problem-solving skills (PD:077, LAP-PD-018) (CS)
		Demonstrate basic hardware/software knowledge; use correct terminology	Use basic operating systems (NF:085) (PQ) Demonstrate basic word processing skills (NF:007) (PQ) Demonstrate basic database applications (NF:009) (PQ) Mine databases for information (NF125) (SP)
		Demonstrate ability to effectively answer client's technical questions	Respond to customer inquiries (CR:006) (CS) Provide legitimate responses to inquiries (CO:060) (PQ)
		Meet the needs of the client/customer	Determine customer/client needs (SE:111) (CS) Propose solution to prospect's needs/challenges (SE:115) (SP)
		Demonstrate troubleshooting skills and effective investigative methods	Isolate and identify source of technical problem (OP:203) (CS)
		Statements in are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
		Demonstrate conflict resolution skills	Use conflict-resolution skills (EI:015, LAP-EI-007) (CS)
Help Desk (cont'd)		Bring situation(s) to closure	Handle customer/client complaints (CR:010, LAP-CR-010) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Hospitality Management	Hospitality operation and management functions		Explain the concept of management (SM:001, LAP-SM-003) (CS)
	Hotel sales process		Explain the selling process (SE:048, LAP-SE-126) (CS)
	Hospitality marketing concepts		Explain the nature of hospitality and tourism marketing (MK:013) (CS) Describe the nature of target marketing in hospitality and tourism marketing (MP:034) (CS) Identify ways to segment hospitality and tourism markets (MP:035) (CS)
	Human resource management in the hospitality industry		Instructional Area: Human Resources Management
	Environmental, ethical, and global issues		Explain the nature of regulations affecting the hospitality and tourism industry (BL:065) (SP) Track environmental changes that impact hospitality and tourism (IM:425) (SP) Demonstrate ethical work habits (EI:004, LAP-EI-004) (PQ) Explain ethical considerations in providing information (EI:038) (SP) Apply ethics to digital communications (EI:073) (CS) Discuss the global environment in which businesses operate (EC:104, LAP-EC-022) (SP) Determine the impact of product standards' issues associated with global business (PM:278) (SP) Discuss global supply chain issues (OP:480) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Hospitality Management (cont'd)	Customer service in the hospitality industry		<p>Explain the nature of positive customer relations (CR:003, LAP-CR-001) (CS)</p> <p>Demonstrate a customer-service mindset (CR:004, LAP-CR-004) (CS)</p> <p>Reinforce service through communication (CR:005) (CS)</p> <p>Respond to customer inquiries (CR:006) (CS)</p> <p>Interpret business policies to customers/clients (CR:007) (CS)</p> <p>Handle difficult customers (CR:009, LAP-CR-003) (CS)</p> <p>Handle customer/client complaints (CR:010, LAP-CR-010) (CS)</p> <p>Discuss the importance of meeting and exceeding customer expectations (CR:015) (CS)</p> <p>Recommend hospitality and tourism services (SE:221) (SP)</p> <p>Discuss actions employees can take to achieve the company's desired results (MK:015, LAP-MK-002) (SP)</p>
	Legal issues, financial management, and budgeting		<p>Explain the nature of regulations affecting the hospitality and tourism industry (BL:065) (SP)</p> <p>Describe the rights of customers in the hospitality and tourism industry (BL:135) (SP)</p> <p>Protect against identity theft (FI:073) (CS)</p> <p>Monitor hospitality and tourism sales data (IM:426) (SP)</p> <p>Explain the concept of accounting (FI:085, LAP-FI-005) (CS)</p> <p>Describe the nature of cash flow statements (FI:091, LAP-FI-006) (SP)</p> <p>Explain the nature of balance sheets (FI:093, LAP-FI-010) (SP)</p> <p>Describe the nature of income statements (FI:094, LAP-FI-004) (SP)</p> <p>Forecast sales (FI:096) (MN)</p> <p>Develop company/department's budget (FI:099, LAP-FI-099) (MN)</p> <p>Analyze financial statements (FI:102) (MN)</p> <p>Explain cash control procedures (FI:113) (CS)</p> <p>Describe the nature of budgets (FI:106, LAP-FI-003) (SP)</p>
	Current hospitality industry trends		<p>Describe current issues and trends in the hospitality and tourism industry (NF:048) (CS)</p>

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Hospitality Management (cont'd)	Types of hospitality markets and customers		Describe the nature of the hospitality and tourism industry (PD:011) (CS) Identify ways to segment hospitality and tourism markets (MP:035) (CS)
		Understand and define problem	Extract relevant information from written materials (CO:055) (PQ)
		Recognize alternatives with pros and cons stated and evaluated	Participate in problem-solving groups (CO:067) (CS)
		Select logical solution with positive and negative aspects given	Defend ideas objectively (CO:061) (CS)
		Base anticipated results on correct reasoning	Participate in problem-solving groups (CO:067) (CS)
		Statements in presentation are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
Impromptu Speaking		Relate content of speech to the topic	Make oral presentations (CO:025, QS LAP 9) (SP)
		State and repeat a memorable central theme	Make oral presentations (CO:025, QS LAP 9) (SP)
		Provide accurate and supporting information in speech	Make oral presentations (CO:025, QS LAP 9) (SP)
		Introduce the topic immediately	Make oral presentations (CO:025, QS LAP 9) (SP)
Impromptu Speaking (cont'd)		Provide strong support for topic	Make oral presentations (CO:025, QS LAP 9) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
		Make effective and memorable conclusion	Make oral presentations (CO:025, QS LAP 9) (SP)
		Deliver speech extemporaneously; i.e., not merely read from the notes	Make oral presentations (CO:025, QS LAP 9) (SP)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Exhibit professional tone, appropriate language (inflection, pace, emphasis, and enthusiasm)	Make oral presentations (CO:025, QS LAP 9) (SP)
		Deliver sincere, interesting, creative, and convincing presentation	Make oral presentations (CO:025, QS LAP 9) (SP)
Introduction to Business	Money management, banking, and investments		<p>Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.) (FI:058) (PQ)</p> <p>Explain the need to save and invest (FI:270) (CS)</p> <p>Explain the time value of money (FI:062) (CS)</p> <p>Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.) (FI:059) (PQ)</p> <p>Read and reconcile bank statements (FI:070) (PQ)</p> <p>Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.) (FI:061) (PQ)</p> <p>Prepare bank account documents (e.g., checks, deposit/withdrawal slips, endorsements, etc.) (FI:560) (PQ)</p> <p>Describe the nature of budgets (FI:106, LAP-FI-003) (SP)</p> <p>Explain types of investments (FI:077, LAP-FI-077) (CS)</p> <p>Describe the need for financial information (FI:579, LAP-FI-009) (CS)</p> <p>Explain the concept of accounting (FI:085, LAP-FI-005) (CS)</p>
	Consumerism		Identify consumer protection provisions of appropriate agencies (PM:017, LAP-PM-007)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Introduction to Business (cont'd)	Characteristics and organization of business		Explain the role of business in society (EC:070, LAP-EC-070) (CS) Explain types of business ownership (BL:003, LAP-BL-001) (CS) Describe types of business activities (EC:071, LAP-EC-019) (CS) Describe types of business models (EC:138) (SP) Explain the organizational design of businesses (EC:103, LAP-EC-023) (SP)
	Economic systems		Explain the types of economic systems (EC:007, LAP-EC-017) (CS)
	Rights and responsibilities of employees, managers, owners, and government		Explain the rights of workers (PD:021) (PQ) Analyze employer expectations in the business environment (PD:020) (PQ) Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)
	Career awareness		Identify sources of career information (PD:022) (CS) Identify tentative occupational interest (PD:023) (CS) Explain employment opportunities in business (PD:025, LAP-PD-015) (CS)
	Global business		Discuss the global environment in which businesses operate (EC:104, LAP-EC-022) (SP) Explain the nature of global trade (EC:016, LAP-EC-004) (SP) Discuss the impact of globalization on business (EC:109) (SP)
	Ethics		Explain the nature of business ethics (EC:106, LAP-EC-021) (SP)
	Insurance		Describe the concept of insurance (FI:081) (CS)
Introduction to Business Communication	Grammar		Explain the nature of effective communications (EI:007) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
	Punctuation and capitalization		Explain the nature of effective written communications (CO:016) (CS)
	Oral communication concepts		Explain the nature of effective verbal communications (CO:147) (PQ)
	Reading comprehension		Extract relevant information from written materials (CO:055) (PQ)
	Word definition and usage		Explain the nature of effective written communications (CO:016) (CS)
	Proofreading and editing		Edit and revise written work consistent with professional standards (CO:089) (CS) Proofread documents (NF:180) (CS)
	Spelling		Explain the nature of effective written communications (CO:016) (CS)
Introduction to Information Technology	Computer hardware and software		Discuss principles of computer systems (NF:084) (PQ)
	Operating systems		Use basic operating systems (NF:085) (PQ)
	Common program functions		Use basic operating systems (NF:085) (PQ)
	Word processing		Demonstrate basic word processing skills (NF:007) (PQ)
	Spreadsheets		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Presentation software		Demonstrate basic presentation applications (NF:008) (PQ)
	Networking concepts		
	Email and electronic communication		Demonstrate basic e-mail functions (NF:004) (PQ)
Introduction to Parliamentary Procedure	Parliamentary procedure principles		Conduct a staff meeting (CO:140) (SU)
	FBLA Bylaws		NA
Job Interview		Demonstrate proper nonverbal communication (eye contact, posture, facial expressions, body language, smile)	Interview for a job (PD:028) (PQ) Explain the nature of effective verbal communications (CO:147) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
		Demonstrate a strong introduction (smile and handshake) and closing (thank interviewer)	Interview for a job (PD:028) (PQ)
		Demonstrate self-confidence, take initiative, and is enthusiastic	Interview for a job (PD:028) (PQ) Exhibit self-confidence (EI:023) (PQ) Demonstrate interest and enthusiasm (EI:020) (PQ) Demonstrate initiative (EI:024, LAP-EI-002) (PQ)
		Exhibit professional appearance	Interview for a job (PD:028) (PQ) Maintain appropriate personal appearance (PD:002, LAP-PD-005) (PQ)
		Demonstrate the ability to understand and respond to interview questions	Interview for a job (PD:028) (PQ) Provide legitimate responses to inquiries (CO:060) (PQ)
		Relate previous experience/activities with position's duties and skills necessary to succeed (realistic appraisal of self)	Interview for a job (PD:028) (PQ) Analyze company resources to ascertain policies and procedures (CO:057) (CS)
		Possess knowledge about the position and career field	Interview for a job (PD:028) (PQ) Analyze company resources to ascertain policies and procedures (CO:057) (CS)
		Possess excellent communication skills, and use appropriate grammar, and use appropriate length of time to answer questions	Interview for a job (PD:028) (PQ) Explain the nature of effective communications (EI:007) (PQ) Provide legitimate responses to inquiries (CO:060) (PQ)
		Participant asks questions that demonstrate interest in organization and understanding of position	Interview for a job (PD:028) (PQ) Ask relevant questions (CO:058) (PQ)
LifeSmarts	Banking Services		
	Compare and contrast financial institutions		Describe types of financial-services providers (FI:075) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
	Understand financial institution's basic services and fees		Describe types of financial-services providers (FI:075) (CS) Prepare bank account documents (e.g., checks, deposit/withdrawal slips, endorsements, etc.) (FI:560) (PQ) Maintain financial records (FI:069) (PQ) Read and reconcile bank statements (FI:070) (PQ)
	Budgeting		
	Identify and prioritize personal and financial goals		Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.) (FI:064) (CS) Set financial goals (FI:065) (CS) Develop personal budget (FI:066) (CS)
	Credit		
	Distinguish between the use and abuse of credit		Demonstrate the wise use of credit (FI:071) (CS)
	Compare and contrast open- and closed-end credit		Explain the purposes and importance of credit (FI:002, LAP-FI-002) (CS)
	Decision Making		
	Identify and explain common decision-making strategies		Make decisions (PD:017, LAP-PD-010) (CS)
	Predict the unintended consequences of financial decisions		Describe types of financial risks (e.g., interest rate risk, equity risk, commodity risk, etc.) (RM:086) (SP)
	Analyze the impact media has on perceived needs and wants		NA
LifeSmarts (cont'd)	Making Money		
	Analyze sources of income		Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.) (FI:061) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
	Examine payroll deductions and their impact on present and future income		Explain the nature of tax liabilities (FI:067) (PQ) Interpret a pay stub (FI:068) (PQ)
	Fraud Action		
	Identify warning signs of fraud		Validate credit history (FI:072) (CS) Assess fraud risk associated with monetary instruments (FI:654) (MN) Assess fraud risk (FI:777) (MN)
	Explain how to protect yourself from fraud		Protect against identity theft (FI:073) (CS)
	Fraud Awareness		
	Identify the warning signs of fraud		Validate credit history (FI:072) (CS) Assess fraud risk associated with monetary instruments (FI:654) (MN) Assess fraud risk (FI:777) (MN)
	Discuss the reasons individuals are attracted to schemes		NA
	Fraud Analysis		
	Identify the warning signs of fraud		Validate credit history (FI:072) (CS) Assess fraud risk associated with monetary instruments (FI:654) (MN) Assess fraud risk (FI:777) (MN)
	Examine and deconstruct typical fraudulent schemes		Assess fraud risk (FI:777) (MN)
LifeSmarts (cont'd)	Drug Facts Label		
	Understand the purpose of each component of the Drug Facts Label		NA

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
	Develop strategies to use Drug Facts Labels when managing medication		NA
	Support the fact that over-the-counter medications are drugs		NA
	Medicine 101		
	Compare and contrast over-the-counter medicine with prescription medicine		NA
	Describe the risks and benefits of over-the-counter medicine		NA
	Explain the appropriate use of over-the-counter pain relievers		NA
Local Chapter Annual Business Report--Modified		Prepare report with appropriate introduction	Prepare simple written reports (CO:094) (SP)
		Prepare report identifying activities to benefit chapter and its members	Prepare simple written reports (CO:094) (SP)
Local Chapter Annual Business Report—Modified (cont'd)		Prepare report identifying activities to benefit other individuals and organizations	Prepare simple written reports (CO:094) (SP)
		Prepare report identifying conference participations and recognitions received	Prepare simple written reports (CO:094) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
		Develop report with clear, concise presentation and logical arrangement of information	Explain the nature of effective written communications (CO:016) (CS) Prepare simple written reports (CO:094) (SP)
		Use correct grammar, punctuation, spelling, and acceptable business style	Explain the nature of effective communications (EI:007) (PQ) Explain the nature of effective written communications (CO:016) (CS) Select and utilize appropriate formats for professional writing (CO:088) (CS)
		Develop design and graphics appropriate for purpose	Select and use appropriate graphic aids (CO:087) (CS) Use data visualization techniques (e.g., infographics, linked charts, etc.) (CO:204) (SP)
Management Decision Making	Information and communication systems		Explain the role of information systems (NF:083) (PQ) Explain the strategic role of information systems/information communication technology within an organization (SM:037) (SP) Integrate information systems planning with business planning (SM:039) (MN) Explain issues involved in designing systems for different environments (NF:136) (SP)
	Human resource management		Instructional Area: Human Resources Management
	Financial management		Instructional Area: Financial Analysis
	Business operations		Instructional Area: Operations
	Management functions and environment		Explain the concept of management (SM:001, LAP-SM-003) (CS) Discuss the global environment in which businesses operate (EC:104, LAP-EC-022) (SP) Describe factors that affect the business environment (EC:105, LAP-EC-026) (SP)
Management Decision Making (cont'd)	Business ownership and law		Instructional Area: Business Law
	Strategic management		Instructional Area: Strategic Management
	Marketing management or information systems management		Pathway: Marketing Management

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
		Understand and define problem in case study	Extract relevant information from written materials (CO:055) (PQ) Identify the business process problem/issue (OP:458) (SP)
		Recognize alternatives with pros and cons stated and evaluated	Participate in problem-solving groups (CO:067) (CS)
		Select logical solution with positive and negative aspects of its implementation given	Defend ideas objectively (CO:061) (CS) Draw conclusions on the research question/issue (NF:239) (SP) Make oral presentations (CO:025, QS LAP 9) (SP)
		Present and address completely the issues in the case	Make oral presentations (CO:025, QS LAP 9) (SP) Extract relevant information from written materials (CO:055) (PQ)
		Present clear management decision	Make decisions (PD:017, LAP-PD-010) (CS) Make oral presentations (CO:025, QS LAP 9) (SP)
		Statements in presentation are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Involve all team members in presentation	Participate as a team member (EI:045) (CS)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Management Information Systems	Systems analysis and design		Explain types of requirements (e.g., business, system, functional, nonfunctional) (OP:329) (SP) Document business processes (OP:457) (SP) Identify the business process problem/issue (OP:458) (SP) Define data needs and limitations (e.g., data fields, constraints, assumptions, variations expectations) (OP:459) (SP) Identify data acquisition strategies (OP:460) (SP) Plan the requirements for data analysis (OP:330) (SP) Analyze business processes (e.g., measure efficiency, benchmark metrics) (OP:461) (SP) Recommend improvements to business processes (OP:462) (SP)
	Database management and modeling concepts		Explain the nature of tools that can be used to access information in the database system (NF:140) (SP) Manipulate data in the database management system (NF:144) (SP)
	Object-oriented analysis and design		Design a database to meet business requirements (NF:146) (SP)
	User interfaces		Design a database to meet business requirements (NF:146) (SP)
	System controls		Establish specifications for selecting hardware/software systems (NF:091) (MN)
	Defining system and business requirements		Integrate information systems planning with business planning (SM:039) (MN)
		Describe the situation in the content	Extract relevant information from written materials (CO:055) (PQ) Make oral presentations (CO:025, QS LAP 9) (SP)
		Issue a solution or recommendation	Explain issues involved in designing systems for different environments (NF:136) (SP) Translate findings into actionable business recommendation (IM:454) (MN) Make oral presentations (CO:025, QS LAP 9) (SP)
		Use correct terminology	Explain the nature of effective communications (EI:007) (PQ) Make oral presentations (CO:025, QS LAP 9) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Management Information Systems (cont'd)		Present effective strategy	Make oral presentations (CO:025, QS LAP 9) (SP)
		Identify system appropriate for size of business	Explain issues involved in designing systems for different environments (NF:136) (SP) Establish specifications for selecting hardware/software systems (NF:091) (MN) Determine venture's information technology needs (NF:012) (MN)
		Identify technology currently available	Establish specifications for selecting hardware/software systems (NF:091) (MN)
		Consider future needs	Explain issues involved in designing systems for different environments (NF:136) (SP) Establish specifications for selecting hardware/software systems (NF:091) (MN)
		Address information security issues	Describe methods of securely transmitting data (NF:243) (CS) Identify strategies to protect digital data (OP:105) (MN)
		Meet the needs of the company	Establish specifications for selecting hardware/software systems (NF:091) (MN) Determine venture's information technology needs (NF:012) (MN)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Statements in presentation are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
		Involve all team members in presentation	Participate as a team member (EI:045) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Marketing	Basic marketing fundamentals		Explain marketing and its importance in a global economy (MK:001, LAP-MK-004) (CS) Describe marketing functions and related activities (MK:002, LAP-MK-001) (CS) Explain the concept of market and market identification (MP:003, LAP-MP-003) (CS) Explain the concept of marketing strategies (MP:001, LAP-MP-002) (CS)
	Economics		Instructional Area: Economics
	Selling and merchandising		Instructional Area: Selling Pathway: Merchandising
	Channels of distribution		Explain the nature of channels of distribution (CM:003, LAP-CM-003) (CS)
	Marketing, information research and planning		Explain marketing and its importance in a global economy (MK:001, LAP-MK-004) (CS) Describe marketing functions and related activities (MK:002, LAP-MK-001) (CS) Explain the nature and scope of the marketing information management function (IM:001, LAP-IM-002) (SP) Explain the nature of marketing research (IM:010, LAP-IM-005) (SP) Pathway: Marketing Research Explain the nature of marketing planning (MP:006) (SP)
	Promotion and advertising media		Explain types of advertising media (PR:007, LAP-PR-003) (SP) Select advertising media (PR:010) (MN) Instructional Area: Promotion

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Marketing (cont'd)	Legal, ethical, and social marketing aspects		Describe ethical considerations in channel management (CM:006) (SP)
			Explain legal considerations in channel management (CM:005) (SP) Explain the role of ethics in marketing-information management (IM:025) (SP) Describe the regulation of marketing-information management (IM:419) (SP) Describe the regulation of marketing-information management (IM:419) (SP) Describe the role of business ethics in pricing (PI:015) (SP) Explain legal considerations for pricing (PI:017) (SP) Explain business ethics in product/service management (PM:040) (SP) Identify consumer protection provisions of appropriate agencies (PM:017, LAP-PM-007) (SP) Describe the use of business ethics in promotion (PR:099) (SP) Describe the regulation of promotion (PR:101) (SP) Explain business ethics in selling (SE:106, LAP-SE-129) (SP) Describe the nature of selling regulations (SE:108) (SP)
	E-commerce		Explain website-development process (PR:328) (SP) Identify strategies to protect digital customer data (e.g., information about customers, customers' credit-card numbers, passwords, customer transactions (OP:125) (MN) Identify website design/components (PR:336) (MN)
		Understand and define problem in case study	Extract relevant information from written materials (CO:055) (PQ) Identify the business process problem/issue (OP:458) (SP)
		Recognize alternatives with pros and cons stated and evaluated	Participate in problem-solving groups (CO:067) (CS)
		Select logical solution with positive and negative aspects of its implementation given	Defend ideas objectively (CO:061) (CS) Draw conclusions on the research question/issue (NF:239) (SP) Make oral presentations (CO:025, QS LAP 9) (SP)
		Present and address completely the issues in the case	Make oral presentations (CO:025, QS LAP 9) (SP) Extract relevant information from written materials (CO:055) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Marketing (cont'd)		Present clear marketing decision	Make decisions (PD:017, LAP-PD-010) (CS) Make oral presentations (CO:025, QS LAP 9) (SP)
		Statements in presentation are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Involve all team members in presentation	Participate as a team member (EI:045) (CS)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
Microsoft Office Specialist (MOS)--Excel	Create and manage worksheets and workbooks		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Create cells and ranges		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Create tables		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Apply formulas and functions		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Create charts and objects		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Manage and share workbooks		Demonstrate advanced spreadsheet applications (NF:126) (SP)
	Apply custom formats and layouts		Demonstrate advanced spreadsheet applications (NF:126) (SP)
	Create advanced formulas		Demonstrate advanced spreadsheet applications (NF:126) (SP)
	Create advanced charts and tables		Demonstrate advanced spreadsheet applications (NF:126) (SP)
Microsoft Office Specialist (MOS)--Word	Create and manage documents		Demonstrate basic word processing skills (NF:007) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
	Format text, paragraphs, and sections		Demonstrate basic word processing skills (NF:007) (PQ)
	Create tables and lists		Demonstrate basic word processing skills (NF:007) (PQ)
	Apply references		Demonstrate basic word processing skills (NF:007) (PQ)
	Insert and format objects		Demonstrate basic word processing skills (NF:007) (PQ)
	Manage and share documents		Demonstrate advanced word-processing skills (NF:122) (SP)
	Design advanced documents		Demonstrate advanced word-processing skills (NF:122) (SP)
	Create advanced references		Demonstrate advanced word-processing skills (NF:122) (SP)
	Create custom word elements		Demonstrate advanced word-processing skills (NF:122) (SP)
			Demonstrate advanced word-processing skills (NF:122) (SP)
Mobile Application Development		Package code and include readme file with instructions for testing application	NA
		Launch and functionalize program on appropriate IDE (Xcode, Eclipse, Visual Studio)	
		Address concept and topic fully in design	
		Use graphics that are appropriate and consistent for concept and age group	
		Incorporate social media elements as appropriate to topic	
		Develop ICON appropriate for application	
		Utilize MVC and navigation is clear	
Mobile Application Development (cont'd)		Develop bug free application that does not crash	

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
		Write and design code logically	
		Describe the scenario	
		Describe the planning process used to design the application	
		Describe application documentation	
		Describe input-output and application parameters	
		Describe how the application flows	
		Describe application template of structure	
		Describe the usefulness of the application	
		Statements in presentation are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
Network Design	Network installation		NA
	Problem solving and troubleshooting		
	Network administrator functions		
	Configuration of Internet resources		
Network Design (cont'd)	Backup and disaster recovery		

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
	Configuration network resources and services		
		Analyze the computing environment situation	Determine venture's information technology needs (NF:012) (MN)
		Recommend a network solution that describes the situation, resolves the problem, uses correct terminology and presents an effective strategy	Explain issues involved in designing systems for different environments (NF:136) (SP) Translate findings into actionable business recommendation (IM:454) (MN) Explain the nature of effective communications (EI:007) (PQ) Make oral presentations (CO:025, QS LAP 9) (SP)
		Recommend system appropriate for size of business	Explain issues involved in designing systems for different environments (NF:136) (SP) Establish specifications for selecting hardware/software systems (NF:091) (MN) Determine venture's information technology needs (NF:012) (MN)
		Recommend technology currently available or being developed	Establish specifications for selecting hardware/software systems (NF:091) (MN)
		Recommend solution that considers future needs	Explain issues involved in designing systems for different environments (NF:136) (SP) Establish specifications for selecting hardware/software systems (NF:091) (MN)
		Recommend solution that meets the needs of the company	NA
		Statements in presentation are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)
		Demonstrate self-confidence, poise, and good voice projection	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
Network Design (cont'd)		Involve all team members in presentation	Participate as a team member (EI:045) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
Networking Concepts	General network terminology and concepts		NA
	Network operating system concepts		
	Equipment for network access (firewall, DSU/CSU, TI, WiFi, etc.)		
	OSI model and functionality		
	Network topologies and connectivity		
	Network security		
Parliamentary Procedure-- Modified	Parliamentary procedure principles		NA
	FBLA Bylaws		
		Demonstrate five classes of motions	
		Determine business of the meeting	
		Implement general parliamentary procedure	

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Partnership With Business Project		Develop and implement innovative, creative, and effective partnership plan that describes the partnership goals and planning activities; roles of business leaders and chapter members in developing and implementing the partnership; results, concepts learned and impact of the project' degree of involvement; and examples of publicity and recognition received as a result of the partnership	
		Develop report with clear, concise presentation and logical arrangement of information	Explain the nature of effective written communications (CO:016) (CS) Prepare simple written reports (CO:094) (SP)
		Develop design and graphics appropriate for purpose	Select and use appropriate graphic aids (CO:087) (CS) Use data visualization techniques (e.g., infographics, linked charts, etc.) (CO:204) (SP)
		Use correct grammar, punctuation, spelling, and acceptable business style	Explain the nature of effective communications (EI:007) (PQ) Explain the nature of effective written communications (CO:016) (CS) Select and utilize appropriate formats for professional writing (CO:088) (CS)
Personal Finance	Credit and debt		Explain the purposes and importance of credit (FI:002, LAP-FI-002) (CS) Demonstrate the wise use of credit (FI:071) (CS)
	Earning a living (income, taxes)		Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.) (FI:061) (PQ) Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.) (FI:064) (CS) Interpret a pay stub (FI:068) (PQ) Explain the nature of tax liabilities (FI:067) (PQ) Prepare personal income tax forms (i.e., 1040 EZ form) ((FI:074) (CS)
	Managing budgets and finance		Develop personal budget (FI:066) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Personal Finance (cont'd)	Saving and investing		Explain the need to save and invest (FI:270) (CS) Explain types of investments (FI:077, LAP-FI-077) (CS) Explain factors to consider when selecting investments (FI:279) (SP)
	Banking and insurance		Describe the concept of insurance (FI:081) (CS) Prepare bank account documents (e.g., checks, deposit/withdrawal slips, endorsements, etc.) (FI:560) (PQ) Read and reconcile bank statements (FI:070) (PQ)
	Financial principles related to personal decision making		Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.) (FI:064) (CS)
	Buying goods and services		Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.) (FI:058) (PQ) Explain legal responsibilities associated with financial exchanges (FI:063) (CS) Demonstrate the wise use of credit (FI:071) (CS)
Public Service Announcement		Create a script and video on designated topic	Create a public-service announcement (PR:268) (SP) Explain the use of video/images for digital marketing (PR:366) (SP) Evaluate storyboards for broadcast advertisements (PR:309) (MN)
		Demonstrate excellent verbal communication	Explain the nature of effective verbal communications (CO:147) (PQ) Make oral presentations (CO:025, LAP-QS-009) (SP)
		Display effective decision-making and problem-solving skills	Make decisions (PD:017, LAP-PD-010) (CS) Demonstrate problem-solving skills (PD:077, LAP-PD-017) (CS)
		Express self-confidence and poise	Exhibit self-confidence (EI:023) (PQ)
		Work well as a team when applicable	Participate as a team member (EI:045) (CS)
		Exhibit logic and systematic understanding	Make oral presentations (CO:025, LAP-QS-009) (SP)
		Conduct a professional business presentation	Make oral presentations (CO:025, LAP-QS-009) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Public Service Announcement (cont'd)		Answer questions effectively (when applicable)	Provide legitimate responses to inquiries (CO:060) (PQ)
Public Speaking I		Demonstrate excellent verbal communication	Explain the nature of effective verbal communications (CO:147) (PQ) Make oral presentations (CO:025, LAP-QS-009) (SP)
		Display effective decision-making and problem-solving skills	Make decisions (PD:017, LAP-PD-010) (CS) Demonstrate problem-solving skills (PD:077, LAP-PD-017) (CS)
		Express self-confidence and poise	Exhibit self-confidence (EI:023) (PQ)
		Work well as a team when applicable	Participate as a team member (EI:045) (CS)
		Exhibit logic and systematic understanding	Make oral presentations (CO:025, LAP-QS-009) (SP)
Public Speaking II		Demonstrate excellent verbal communication	Explain the nature of effective verbal communications (CO:147) (PQ) Make oral presentations (CO:025, LAP-QS-009) (SP)
		Display effective decision-making and problem-solving skills	Make decisions (PD:017, LAP-PD-010) (CS) Demonstrate problem-solving skills (PD:077, LAP-PD-017) (CS)
		Express self-confidence and poise	Exhibit self-confidence (EI:023) (PQ)
		Work well as a team when applicable	Participate as a team member (EI:045) (CS)
		Exhibit logic and systematic understanding	Make oral presentations (CO:025, LAP-QS-009) (SP)
Sales Presentation		Demonstrate excellent verbal communication	Explain the nature of effective verbal communications (CO:147) (PQ) Make oral presentations (CO:025, LAP-QS-009) (SP)
		Display effective decision-making and problem-solving skills	Make decisions (PD:017, LAP-PD-010) (CS) Demonstrate problem-solving skills (PD:077, LAP-PD-017) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
		Express self-confidence and poise	Exhibit self-confidence (EI:023) (PQ)
		Work well as a team when applicable	Participate as a team member (EI:045) (CS)
		Exhibit logic and systematic understanding	Make oral presentations (CO:025, LAP-QS-009) (SP)
		Use appropriate customer approach	Establish relationship with customer/client (SE:110) (CS)
		Demonstrate product	Acquire product information for use in selling (SE:062, LAP-SE-131) (CS) Analyze product information to identify product features and benefits (SE:109, LAP-SE-113) (SP) Determine customer/client needs (SE:111) (CS)
		Demonstrate suggestion selling	Demonstrate suggestion selling (SE:875, LAP-SE-110) (SP)
		Handle customer objections	Convert customer/client objections into selling points (SE:874, LAP-SE-100) (SP)
		Close the sale	Close the sale (SE:895, LAP-SE-107) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Securities & Investments	Investment fundamentals		<p>Explain types of investments (FI:077, LAP-FI-077) (CS)</p> <p>Explain the need to save and invest (FI:270, LAP-QS-030) (CS)</p> <p>Explain the nature of stocks (PD:309, LAP-QS-034) (SP)</p> <p>Describe the rights of stockholders (PD:310) (SP)</p> <p>Describe the nature of mutual funds (PD:304, LAP-QS-035) (SP)</p> <p>Explain the rights of mutual fund shareholders (PD:305) (SP)</p> <p>Explain the nature of bonds (PD:313, LAP-QS-033) (SP)</p> <p>Interpret securities table (FI:275, LAP-QS-037) (SP)</p> <p>Obtain investment information from online sources (e.g., search engines, online databases, blogs, forums, listservs, websites, social media) (NF:219) (CS)</p> <p>Obtain investment information from publications (e.g., newspapers, magazines—current trends, regulations, business issues) (NF:220) (CS)</p> <p>Explain causes of stock price fluctuations (PD:238, LAP-QS-040) (SP)</p> <p>Explain fundamental analysis used in making investment decisions (FI:280, LAP-QS-042) (SP)</p>
	Personal investing		<p>Explain factors to consider when selecting investments (FI:279, LAP-QS-041) (SP)</p> <p>Interpret financial ratios significant to investors (FI:281, LAP-QS-043) (SP)</p> <p>Explain strategies for selecting investments (FI:283, LAP-QS-045) (SP)</p> <p>Choose investments based on securities fundamental analysis (FI:284, LAP-QS-046) (SP)</p> <p>Explain the nature of dividend reinvestment plans (DRIPS) (FI:530) (SP)</p> <p>Explain the nature of real estate investments (PD:317) (SP)</p> <p>Discuss considerations in selecting a financial services provider (FI:076) (CS)</p>
	Retirement and estate planning		<p>Discuss the role of insurance in investment, retirement,, and estate planning (PD:334) (SP)</p> <p>Discuss the nature of retirement investment plans (PD:306) (SP)</p> <p>Explain the estate planning process (OP:366) (SP)</p>

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Securities & Investments (cont'd)	Financial services industry		Describe the role of financial institutions (FI:336) (CS) Describe types of banking institutions (e.g., central banks, retail banks, universal banks, etc.) (PD:288) (SP) Describe types of securities and investment firms (PD:235) (SP) Explain the role and responsibilities of individuals in the securities and investments industry (PD:231) (SP)
	Financial assets & markets		Explain types of financial markets (e.g., money market, capital market, insurance market, commodities markets, etc. (FI:337) (SP)
	Financial services regulation		Discuss laws and regulations governing the securities and investments industry (BL:105) (SP) Discuss federal regulations of lending functions (BL:092) (SP) Discuss federal regulation of operations functions in banking services (BL:093) (SP) Discuss federal and state regulation governing the insurance industry (BL:101) (SP)
	Stock market		Describe how securities are traded (PD:236, LAP-QS-047) (SP) Track business environment changes that impact business financial results (e.g., stock market activity, economic developments, political developments, competitive landscape changes, product issues, etc.) (NF:221) (CS)
	Mutual funds		Describe the nature of mutual funds (PD:304, LAP-QS-035) (SP) Explain the rights of mutual fund shareholders (PD:305) (SP) Explain the nature of a mutual fund prospectus (FI:361) (SP)
Social Media Campaign		Address a recruitment opportunity and a strategic approach to targeting prospective members, as well as engaging existing members	Develop digital marketing campaign (PR:382) (MN)
		Address topic effectively and ensure appropriateness for the audience	Develop digital marketing campaign (PR:382) (MN)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Social Media Campaign (cont'd)		Develop campaign with a high level of engagement and interactivity: Likes, share, Retweets, RSVPs, etc.	Develop digital marketing campaign (PR:382) (MN) Implement digital marketing campaign (PR:381) (SP)
		Demonstrate 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	Explain the use of social media for digital marketing (PR:365) (SP) Write content for use in social media (PR:371) (SP) Repurpose content for social media (CO:210) (SP) Develop and package content for social distribution (PR:390) (SP) Develop an integrated approach for social media content creation (PR:392) (MN) Monitor user-generate content (UGC) (PR:393) (SP)
		Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement and outreach strategies	Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews scanners, tracking tools) (IM:289) (SP) Discuss the use of search-engine optimization tactics for digital marketing (PR:299) (SP)
		Develop overall campaign—images, videos, copywriting, graphic designs (if applicable—that is creative and appealing	Develop digital marketing campaign (PR:382) (MN)
		Exhibit use of a clear thought process, a well-formulated campaign, and execution of a firm idea	Develop digital marketing campaign (PR:382) (MN)
		Communicate required information effectively, and drive the campaign toward a clear call-to-action	Develop digital marketing campaign (PR:382) (MN)
		Follow copyright laws	Develop digital marketing campaign (PR:382) (MN)
		Graphic design, when used, shows creativity, originality, and supports the theme	Develop digital marketing campaign (PR:382) (MN)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Social Media Campaign (cont'd)		Use additional technologies (e.g., videos, linked social media pages) appropriately	Develop digital marketing campaign (PR:382) (MN)
		Campaign elements gain attention and have eye appeal	Develop digital marketing campaign (PR:382) (MN)
		Format is consistent and appropriate	Make oral presentations (CO:025, QS LAP 9) (SP)
		Statements are well organized and appropriate	Make oral presentations (CO:025, QS LAP 9) (SP)
		Demonstrate self-confidence, pose, and good voice projection	Exhibit self-confidence (EI:023) (PQ)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
Sports & Entertainment Management	Management basics		Explain the concept of management (SM:001, LAP-SM-003) (CS) Describe factors that influence management (SM:028) (MN) Explain management theories and their applications (SM:030) (MN)
	Event management		Plan events (OP:358) (MN) Current research in Hospitality and Tourism Cluster addresses event planning, event design and event execution
	Management functions		Discuss the nature of managerial planning (SM:063) (SP) Describe the nature of managerial control (control process, types of control, what is controlled) (SM:004) (SP) Describe managerial considerations in staffing (SM:065) (SP) Discuss managerial considerations in directing (SM:066) (SP)
	Decision making		Make decisions (PD:017, LAP-PD-010) (CS) Take responsibility for decisions and actions (EI:075) (PQ) Determine appropriate level and depth of information needed for decision-making (IM:477) (MN) Describe the impact of governance processes on decision-making and management functions (PD:303) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Sports & Entertainment Management (cont'd)	Management strategies		Integrate information systems planning with business planning (SM:039) (MN) Develop strategies for achieving company vision (SM:042) (MN) Determine alternative actions to take when goals are not being met (SM:043) (MN)
	Strategic planning tools		Describe the strategic planning process in an organization (SM:040) (MN) Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.) (SM:027) (MN) Interpret internal information for strategic planning (e.g., financial/accounting, marketing, operations, human resources, information technology, individual employee data) (SM:058) (MN) Apply environmental scanning techniques to assess strategic-planning processes (SM:060) (MN) Apply results of environmental scan to business goals/objectives (SM:061) (MN) Develop company goals/objectives (SM:008) (ON) Develop action plans (SM:012) (ON) Develop business plan (SM:013) (ON) Develop company's management plan (SM:049) (ON)
	Networking and delegating		Use networking techniques to identify employment opportunities (PD:037) (SP) Identify emerging customer trends through social networking (NF:213) (SP) Maintain collaborative partnerships with colleagues (EI:061) (SP) Establish strategic relationships with others (EI:114) (MN) Delegate work to others (HR:386) (SU) Monitor and ensure completion of delegated tasks (OP:354) (SP)
	Leadership		Explain the concept of leadership (EI:009, LAP-EI-016) (CS) Explain the nature of leadership in organizations (HR:493) (SU)
	Managing groups and teams		

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Sports & Entertainment Management (cont'd)	Ethics		Demonstrate ethical work habits (EI:004, LAP-EI-004) (PQ) Explain the nature of business ethics (EC:106) (SP) Use ethics in staff supervision (EI:078) (SU) NOTE: Each functional area in the Business Administration Core, Business Management and Administration, Finance, and Marketing Clusters addresses ethics.
	Management for entertainment industry		????>
	Marketing concepts and buyer behavior		Explain marketing and its importance in a global economy (MK:001, LAP-MK-004) (CS) Describe marketing functions and related activities (MK:002, LAP-MK-001) (CS) Explain factors that influence customer/client/business buying behavior (MK:014, LAP-MK-006) (SP) Differentiate between consumer and organizational buying behavior (SE:112) (SP)
	Marketing information management and research		INSTRUCTIONAL AREA: Marketing-information Management
	Marketing mix and product life cycle		Explain the concept of marketing strategies (MP:001, LAP-MP-002) (CS) Identify the impact of product life cycles on marketing decisions (PM:024, LAP-PM-018) (SP)
	Distribution, pricing, and market conditions		INSTRUCTIONAL AREAS: Distribution and Pricing Adapt to changes in the business environment (EN:033) (ON) Conduct an environmental scan to obtain business information (NF:015, LAP-NF-002) (SP)
	Promotion, advertising, and sponsorship		INSTRUCTIONAL AREA: Promotion (includes Advertising) Identify types of public-relations activities (PR:252) (SP)
	Sales		INSTRUCTIONAL AREA: Selling PATHWAY: Sales Management

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Sports & Entertainment Management (cont'd)	Entrepreneurship		Explain the nature of business plans (SM:007, LAP-SM-001) (MN) Define business mission (SM:009) (ON) INSTRUCTIONAL AREA: Entrepreneurship
	Human resource management		INSTRUCTIONAL AREA: Human Resources Management PATHWAY: Human Resources Management Describe the impact of unions on sport/event industries (EC:053) (SP)
	Careers		Explain career opportunities in sport/event marketing (PD:051) (CS)
		Understand and define marketing challenge for sports and entertainment industry	Extract relevant information from written materials (CO:055) (PQ) Identify the business process problem/issue (OP:458) (SP)
		Identify alternative promotions and sponsorships for sports and entertainment with pros and cons stated and evaluated	Participate in problem-solving groups (CO:067) (CS)
		Select logical solution for the sports and entertainment challenge with positive and negative aspects of its implementation given	Defend ideas objectively (CO:061) (CS) Draw conclusions on the research question/issue (NF:239) (SP) Make oral presentations (CO:025, QS LAP 9) (SP)
		Present issues regarding branding strategies of products for sports and entertainment	Make oral presentations (CO:025, QS LAP 9) (SP) Extract relevant information from written materials (CO:055) (PQ)
		Determine clear marketing decision for a specific sports and entertainment market segment	Make decisions (PD:017, LAP-PD-010) (CS) Make oral presentations (CO:025, QS LAP 9) (SP)
		Statements in presentation are well-organized and clearly stated; appropriate business language used	Make oral presentations (CO:025, QS LAP 9) (SP) Explain the nature of effective communications (EI:007) (PQ)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
Sports & Entertainment Management (cont'd)		Demonstrate self-confidence, poise, and good voice projection while accurately describing marketing strategies for sports and entertainment challenge	Make oral presentations (CO:025, QS LAP 9) (SP) Exhibit self-confidence (EI:023) (PQ)
		Involve all team members in presentation	Participate as a team member (EI:045) (CS)
		Demonstrate the ability to effectively answer questions	Provide legitimate responses to inquiries (CO:060) (PQ)
Spreadsheet Applications	Formulas		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Functions		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Graphics, charts, reports		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Purpose for spreadsheets		Demonstrate basic spreadsheet applications (NF:010) (PQ)
	Pivot tables and advanced tools		Demonstrate advanced spreadsheet applications (NF:126) (SP)
	Macros and templates		Demonstrate advanced spreadsheet applications (NF:126) (SP)
	Filters and extraction of data		Demonstrate advanced spreadsheet applications (NF:126) (SP)
	Format and print options		Demonstrate basic spreadsheet applications (NF:010) (PQ)
		Basic mathematical concepts	Demonstrate basic spreadsheet applications (NF:010) (PQ)
		Data organization concepts	Demonstrate basic spreadsheet applications (NF:010) (PQ)
		Use data by creating formulas	Demonstrate basic spreadsheet applications (NF:010) (PQ)
		Use functions	Demonstrate basic spreadsheet applications (NF:010) (PQ)
Spreadsheet Applications (cont'd)		Generate graphs for analysis purposes	Demonstrate basic spreadsheet applications (NF:010) (PQ)
		Use pivot tables	Demonstrate advanced spreadsheet applications (NF:126) (SP)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
		Create macros	Demonstrate advanced spreadsheet applications (NF:126) (SP)
		Filter and extract data	Demonstrate advanced spreadsheet applications (NF:126) (SP)
Virtual Business Management Challenge	NA		
Web Site Design		Demonstrate excellent verbal communication	Explain the nature of effective verbal communications (CO:147) (PQ) Make oral presentations (CO:025, LAP-QS-009) (SP)
		Display effective decision-making and problem-solving skills	Make decisions (PD:017, LAP-PD-010) (CS) Demonstrate problem-solving skills (PD:077, LAP-PD-017) (CS)
		Express self-confidence and poise	Exhibit self-confidence (EI:023) (PQ)
		Work well as a team when applicable	Participate as a team member (EI:045) (CS)
		Exhibit logic and systematic understanding	Make oral presentations (CO:025, QS LAP 9) (SP)
		Conduct a professional business presentation	Make oral presentations (CO:025, QS LAP 9) (SP)
		Answer questions effectively (when applicable)	Provide legitimate responses to inquiries (CO:060) (PQ)
		Develop website	Create a web page for business applications (NF:127) (SP)
Word Processing I	Related application knowledge		Demonstrate basic word processing skills (NF:007) (PQ)
	Advanced applications		Demonstrate advanced word-processing skills (NF:122) (SP)
	Document formatting rules and standards		Select and utilize appropriate formats for professional writing (CO:088) (CS)
	Grammar, punctuation, spelling, and proofreading		Explain the nature of effective written communications (CO:016) (CS)

FBLA Event	Objective Test Competencies	Production/Performance Competencies	Business Administration Performance Indicators
	Printing		Operate printer (OP:199) (PQ)
		Production of all types of business forms	Prepare simple written reports (CO:094) (SP) Prepare complex written reports (CO:009) (MN)
		Letters and mail merge	Write business letters (CO:133) (CS) Demonstrate advanced word-processing skills (NF:122) (SP)
		Memos	Prepare internal company correspondence (NF:192) (CS)
		Tables	Display data in charts/graphs or in tables (IM:347) (SP)
		Reports (including statistical)	Prepare reports (NF:181) (CS)
		Materials from rough draft and unarranged copy	Edit documents (NF:196) (SP) Prepare internal company correspondence (NF:192) (CS) Prepare external company correspondence (NF:193) (CS) Prepare agendas (NF:194) (CS) Prepare materials for presentations (NF:195) (CS) Prepare reports (NF:181) (CS) Proofread documents (NF:180) (CS)
		Email messages	Write professional e-mails (CO:090) (CS) Demonstrate basic e-mail functions (NF:004) (PQ)