



FBLA Competitive Event Changes for 2021-2022

July 2, 2021, 9 a.m., EDT

Agenda

1. Competitive Event Changes for 2021-2022
2. Competitive Event Topics for 2021-2022

1. Competitive Event Changes

These changes will be in effect for the 2022 NLC to be held in Chicago, IL.

FBLA: New Events

- **Data Analysis** will be an individual/team presentation event with equipment. The topic will be posted on the FBLA website and competitors will research and develop the topic prior to presenting to the judges, followed by a Q&A. Competitors will use their data analysis skills and tools to analyze the data and prepare a presentation, including data visualizations.
- **UX Design** will be an individual, objective test event based on effective user experience design principles (balance, font, size, white space), readability, ease of navigation, accommodations for special needs (vision, language, other disabilities), appealing and consistent color scheme, accessibility laws in relation to design (ADA), mobile and desktop responsive web design.
- **Human Resource Management** will be an individual, objective test event.

FBLA: Modified Events

- **Coding & Programming** will now be an individual or team event, with teams of two to three members.
- **E-Business** will be modified to become focused on the e-commerce piece and will include topic requirements related to conducting e-commerce.
- Vendor-sponsored events (**LifeSmarts, VBC Finance, VBC Management**) will be moved to a separate category of programs that recognizes winners, but not as a part of the National Awards Program. This will allow students to qualify and compete nationally in these events but still can compete in events that are part of the National Awards Program.

FBLA: Events with Changed Names

- **Introduction to Business** will be renamed **Introduction to Business Concepts** to better align with standards and high school curriculum.
- **Management Decision Making** will be renamed **Business Management** to better align with standards and high school curriculum.

2. Competitive Event Topics

These topics will be in effect for the 2022 NLC to be held in Chicago, IL.

It is suggested you check with your states to see if they will use the same topic for your SLC.

FBLA Competitive Event Topics

3-D Animation

Using 3D animation, create a promotional video advocating for a career choice related to a Career and Technical Education course or program in your school.

Broadcast Journalism

Develop and deliver a LIVE news report that covers at least three of the following areas and genres with at least one pre-recorded interview:

- Business—National current event story or stock market report
- World—Pandemic recovery and the impact
- Technology—Online learning in the 21st century
- Civic—Organizations or clubs that support diversity and racial equality
- Sports—A report of a school, local, or regional sports team
- Entertainment/Fashion—Report on current events at the national level

FBLA Competitive Event Topics

Business Ethics

The topic/case study for this modified event will be fully released in August. The topic will relate to the following:

- The ethics of community guidelines on social media.

Business Financial Plan

Create a Business Financial Plan for a work-from-home business. Identify a specific objective for the enterprise. Explain what the business does that is helpful to others and why they would want to work with you as well as how much borrowing is necessary to start. The new business should be specifically targeted for your community and demographics. The Business Financial Plan should include but is not limited to describing and detailing the costs of the network of relationships necessary, office or remote equipment including use of computer and cloud resources, inventory if any, virtual or physical facilities relative to the customer experience, and operations management.

FBLA Competitive Event Topics

Coding & Programming

You have been hired by your state or local area's tourism bureau to develop a program that suggests attractions (can be tourist attractions, restaurants, shopping, things to do, etc.) to potential visitors. Your program will allow users to search for attractions in the area based on desired attributes, such as location, type of attraction, and amenities. Your program must include at least 50 attractions, and users must be able to define at least five desired attributes to search for an attraction.

Computer Game & Simulation Programming

Develop an arcade-style game that is inspired by 1980s-style arcade games, such as Pac Man, Donkey Kong, or Frogger.

- The game should be a standalone and executable game.
- The game should contain a scoreboard.
- The game should contain a leaderboard and celebratory messages.
- The game should have a minimum of three levels.
- The game should have an instructional display.

FBLA Competitive Event Topics

Data Analysis

You and/or your team are working as data analysts on a committee that oversees the impact of new housing sales across the United States. The U.S. Census Bureau makes regular releases of data regarding the sale of new housing across the United States. Use the given datasets, as well as additional research, to analyze and visualize trends, as well as future predictions regarding the construction and sale of new housing in the United States. During your presentation to the judges, you will need to analyze the data for trends, develop at least three visualizations, and present any recommendations to the committee.

- Use the following datasets in your analysis: (Datasets will be uploaded to the FBLA PBL website in August 2021.)
 - Houses Sold, Houses for Sale, Median and Average Sale Price of Houses Sold, Houses Sold and For Sale by Stage of Construction, Houses Sold and For Sale by Sales Price Range (2002-present), Houses Sold and For Sale by Sales Price Range (1999-2005), Median and Average Sales Price of Houses Sold by Region, Houses Sold by Type of Financing, Median and Average Sales Price of houses Sold by Type of Financing
- Publicly accessible datasets provided by the U.S. Census Bureau at https://www.census.gov/construction/nrs/historical_data/index.html

FBLA Competitive Event Topics

Digital Video Production

Create a "How-to Video." Your video should be about instructing an audience on the steps to complete a task. All video content must be original. Be sure to create a video for a particular target audience.

E-Business

Develop an e-business (e-commerce) website that focuses on business-to-consumer (B2C) or consumer-to-consumer (C2C) sales through physical products, digital products, or services. The products or services should be aligned to a community, school, local, or regional need. The website should show both the storefront and the administration side of the website.

FBLA Competitive Event Topics

Graphic Design

Your design team has been asked to create the logo and artwork for a new men's clothing store. The clothing store should be designed towards a certain target market and geographic area. The package should include store logo, store interior design, T-shirt or polo, webpage design, and specialty items.

Introduction to Business Presentation

Acme, Inc. is a large corporation providing insurance and banking services to consumers and businesses around the world. The COVID-19 pandemic has brought huge changes to Acme, Inc.'s business practices and workplace expectations, such as a temporary work-from-home policy as well as the implementation of virtual meetings, which were not widely used before the pandemic. Develop a presentation to Acme, Inc. executives about changes in business practices and workplace policies that should remain in place after the pandemic, including work schedule, work location, format of meetings, or networking opportunities.

FBLA Competitive Event Topics

Introduction to Social Media Strategy

You are part of a marketing team for a professional sports franchise. Your team has just been given the task of creating a promotional event at the stadium that will benefit a local non-profit organization. Create the promotion theme and the social media strategy. The following must be addressed:

- A schedule of social media posts
- An example of social media posts
- The promotional theme of the event
- The plan to develop awareness of the non-profit organization

Mobile Application Development

Develop a new mobile application for the students at your school. Your app should include a scheduling feature allowing students to input their schedule, information about extracurricular activities, a lunch menu, the ability to email teachers and staff, and a calendar that is updated with school information.

FBLA Competitive Event Topics

Public Service Announcement

Create a 30-second public service announcement that helps promote mental health awareness. All video content must be original.

Publication Design

Your design team has been asked to create the logo and artwork for a new men's clothing store. The clothing store should be designed for a specific target market and geographic area. The package should include a print ad, store signage, logo stickers, and store clothing tags.

FBLA Competitive Event Topics

Social Media Strategies

Develop a social media campaign that raises awareness and sales at a local restaurant using multiple social media platforms. The following strategies must be addressed:

- ❑ Growing the brand
- ❑ Turning customers into advocates
- ❑ Driving sales or customer leads
- ❑ Improving customer retention

Website Design

Create a website for a new business in your local community, region, or state. The website must include the business name, photos, and description for the entity. The website must include a minimum of four web pages, including a contact us page and embedded features. The website should feature social media and marketing material to promote the new business.