

Traditional BPA Competitions

CHOICES DUE DECEMBER 17 **2018-19**

Students can compete in a maximum of 2 traditional events (2 individual or 1 individual + 1 team); there are no limits on special events. Students are required to take 2 traditional events for programs and 1 event (either traditional or special) for foundations classes.

INDIVIDUAL TESTED EVENTS

TAKE PLACE AT NORTHWEST ON JANUARY 29, 30, 31 DURING BELL 4

- Fundamental Accounting [100]** TESTED INDIVIDUAL (Written Test): Assessment of entry-level basic accounting principles utilizing manual procedures. Students analyze, journalize, and post transactions and prepare financial reports/statements.
- Advanced Accounting [110]** TESTED INDIVIDUAL (Written Test): Assessment advanced accounting principles utilizing manual procedures. Contestants analyze, journalize, update accounts in order to prepare financial reports/statements for partnerships and corporations.
- Payroll Accounting [125]** TESTED INDIVIDUAL (Written Test): Process payroll data using manual payroll procedures. Contestants calculate earnings, complete payroll registers, update employee records, journalize payroll entries, and prepare payroll income tax forms.
- Banking & Finance [145]** TESTED INDIVIDUAL (Written Test): Demonstrate and apply fundamental knowledge of the banking industry. This entry-level event tests the student's knowledge of bank operations, bank services, loans, credit administration, and customer service.
- Personal Financial Management [165]** TESTED INDIVIDUAL (Written Test): Answer objective questions dealing with concepts and perform calculations related to the financial topics of credit, saving, investing, personal income tax, risk management/insurance, and retirement planning. Analyze financial scenarios to predict outcomes, advise use of financial instruments and determine proper financial planning.
- Fundamental Word Processing [200]** TESTED INDIVIDUAL (Word): Evaluate entry-level skills in keyboarding and document production.
- Intermediate Word Processing [205]** TESTED INDIVIDUAL (Word): Evaluate intermediate skills in word processing/document production.
- Advanced Word Processing [210]** TESTED INDIVIDUAL (Word): Evaluate advanced level skills in word processing/document production.
- Basic Office Systems [220]** TESTED INDIVIDUAL (Word and Written Test): Evaluate fundamental skills in office procedures, records and file management, and document production.
- Advanced Office Systems [225]** TESTED INDIVIDUAL (Word and Written Test): Evaluate advanced skills in office procedures, records and file management, and document production.
- Fundamental Spreadsheet Applications [230]** TESTED INDIVIDUAL (Excel): Create and design spreadsheet applications that include variables, reports, and formats. Students enter and format data, enter and copy formulas, and print full documents or cell contents.
- Advanced Spreadsheet Applications [235]** TESTED INDIVIDUAL (Excel): Develop effective solutions to business problems using many of the advanced features within the Microsoft Excel skill standards for the MOS Spreadsheet Expert Exam.
- Legal Office Procedures [245]** TESTED INDIVIDUAL (Word and Written Test): Evaluate knowledge of legal terminology and skills needed to prepare legal documents and function effectively in a law office.
- Medical Office Procedures [250]** TESTED INDIVIDUAL (Word and Written Test): Evaluate knowledge of medical terminology and skills needed to prepare medical documents and function effectively in a medical office.
- Business Law & Ethics [265]** TESTED INDIVIDUAL (Written Test): This contest will test the student's knowledge and skills in the areas of ethics, law, business law, and personal law.
- Desktop Publishing [400]** TESTED INDIVIDUAL (Publisher, Word): Evaluate knowledge and skills in using desktop publishing software to create a variety of business documents.

INDIVIDUAL JUDGED EVENTS

TAKE PLACE AT COLERAIN ON SATURDAY, FEBRUARY 2 BETWEEN 10AM-2PM

- Economic Research Project Individual [155]** JUDGED INDIVIDUAL (Typed Research Paper; Presentation using PowerPoint): The student will conduct research on the topic below and present findings in a research paper, an oral presentation, and respond to questions from a panel of judges. TOPIC: When a business holds a real or perceived monopoly, they have an advantage over their competitors that is often deemed an unfair competitive advantage. Research the different types of monopolies and the impact of monopolistic behavior on the market, both positive and negative. Your research may include, but is not limited to: (1) Vertical and Horizontal integration; (2) Legal vs. Illegal monopolistic behavior; and (3) Global and US Antitrust lawsuits on US companies (Sherman Antitrust Act, Clayton Act, Bell Atlantic, Microsoft, Google, et.al). See contest details for more info.
- Administrative Support Research Project Individual [260]** JUDGED INDIVIDUAL (Typed Research Paper; Presentation using PowerPoint): The student will conduct research on the topic below and present findings in a research paper, an oral presentation, and respond to questions from a panel of judges. TOPIC: There has been a dramatic increase in the accessibility and connectivity to others in the world today. What should the expectations be for those in the administrative support role to be available and connected to their job, coworkers and supervisors outside of scheduled working hours? What is the importance of a work-life balance? See contest details for more info.
- Graphic Design Promotion [410]** JUDGED INDIVIDUAL (Logo and Flyer designed in Publisher): Develop a theme, illustrate the theme in a logo design, then utilize the logo in a promotional flyer. TOPIC: Develop a flyer and logo promoting the Business Professionals of America National Leadership Conference in Washington, D.C., May 6-10, 2020. See contest details for more info.
- Entrepreneurship [505]** JUDGED INDIVIDUAL (Typed Business Plan; Presentation using PowerPoint): Develop an operating plan and organizational structure to initiate a small business. Competitors are to assume they are presenting their business plan to potential investors at a bank with the objective of securing financing for their business venture.
- Interview Skills [515]** JUDGED INDIVIDUAL (Resume, Cover Letter, Interview): Assess proficiency in job search/interview situations.
- Advanced Interview Skills [520]** JUDGED INDIVIDUAL (Resume, Cover Letter Portfolio, Interview): Assess advanced proficiency in job search/interview situations, and portfolio development.
- Extemporaneous Speech [525]** JUDGED INDIVIDUAL (Oral Presentation): Demonstrate communication skills in arranging, organizing, and effectively presenting information orally without prior knowledge of the topic. TOPIC: The contestant will draw two different business topics and will select either one. The topics may deal with BPA, office situations, the business world, etc. The contestant will be provided ten minutes to develop the topic. The length of the speech will be 2-4 minutes.
- Human Resource Management [535]** JUDGED INDIVIDUAL (Oral Presentation): Assess interpretation of personnel policies and knowledge of human resource management. TOPIC: The contestant will be given a human resource management scenario. The scenario may deal with office situations, workplace issues, legal matters, etc. The contestant will be provided 20 minutes to develop the presentation. Only the Human Resources Manual and 3 note cards may be used in the prep/presentation rooms. The speech will be 3-5 minutes.
- Prepared Speech [545]** JUDGED INDIVIDUAL (Typed Speech; Oral Presentation with Visual Aids): Demonstrate communication skills in securing, arranging, organizing, and presenting information orally. TOPIC: Each contestant is to select a topic related to business, entrepreneurship, or Business Professionals of America, and develop a 5-7 minute oral presentation.
- Presentation Management Individual [555]** JUDGED INDIVIDUAL (PowerPoint Presentation with Multimedia): Assess use of current desktop technologies and software to prepare and deliver an effective multimedia presentation. TOPIC: You have been hired to present at an Emerging Executives Conference. Your presentation is to target how executives demonstrate professionalism in the workplace and how it effects company branding. Things to consider, but not limited to: (1) Identify appropriate dress for business men and women including casual Fridays, company social events, and social media; (2) How does demonstration of professionalism effect verbal and nonverbal communication? (3) What other etiquette procedures for meetings and meal functions need to be addressed? (4) Use data to support your presentation; (5) Follow copyright when using company logos and likenesses. See contest details for more info.

TEAM JUDGED EVENTS (2-4 students in a team)TAKE PLACE AT COLERAIN ON SATURDAY, FEBRUARY 2 BETWEEN 10AM-2PM

- Financial Analyst Team [150]** JUDGED TEAM (Presentation using PowerPoint; Handouts using Word and Excel): Use analytical and problem solving skills to make decisions and recommendations using financial reports, both internal and external. The team analyzes and interprets reports from a business case study. At state and national level, teams will be presented with an additional element to the scenario that requires revision of their final presentation. TOPIC: Golden Goddess Enterprises began 60 years ago when its founder, Donna Lowenstein, began selling her organic shampoo and conditioner in her local drugstore in Columbus, OH. Over the years, Golden Goddess has grown to be a multi-million dollar corporation, with their products being sold in stores across the Midwest as well as online. Ten years ago Golden Goddess expanded its product line and began producing a line of natural sunscreens. While the haircare lines are manufactured at the same facility, the sunscreen is manufactured at a separate facility. Both the shampoo lines and sunscreen lines have been profitable, while the conditioner line continues to struggle. Golden Goddess's Board of Directors is considering several possible scenarios and has hired your financial consulting company to analyze the data and make a recommendation. Possible recommendations could include (but are not limited to): (1) Drop the conditioner line since it is unprofitable and focus resources on expanding the shampoo and sunscreen lines; (2) Drop the sunscreen line and refocus resources on their core haircare lines; or (3) Keep all three lines as currently produced. See contest details for more info, including financial data.
- Economic Research Project Team [160]** JUDGED TEAM (Typed Research Paper; Presentation w/o Visual Aids): The team will conduct research on the topic below and present findings in a research paper, an oral presentation, and respond to questions from a panel of judges. TOPIC: The most common barrier to free trade, governments around the world employ, is the use of tariffs. Research the reasons a country will use to institute tariffs in varying markets and the impacts of those tariffs on that good, as well as, the national and global economy as a whole. Your research may include, but is not limited to: (1) Comparative advantage and trade benefits; (2) Trade balances; (3) US historical examples such as the United States Tariff Act of 1930 (Smoot-Hawley or Hawley-Smoot) or current US and global tariffs; (4) Reciprocity; (5) The costs and benefits of tariffs; and (6) Consumer impact of tariffs. See contest details for more info.
- Global Marketing Team [500]** JUDGED TEAM (Typed Marketing Plan; Presentation using PowerPoint): Develop a plan that details pricing strategies and promotional plans for a business. TOPIC: In recent years, many companies have adopted a social mission as a way to help better society and the world around us, such as selecting a green initiative, providing natural disaster relief, or even sharing their products with those in need. Compassion Reality, a not-for-profit organization, has asked your team to help develop a social mission they can use throughout their efforts. Compassion Reality helps with need-efforts in the United States and is investigating opening an international department to expand their efforts globally. Your team will suggest a new mission, develop a marketing plan to communicate this new mission, as well as make suggestions on marketing and expansion in international territories. Your marketing plan should include, but is not limited to: (1) Logistics for implementation; (2) Liabilities and legal issues; (3) Organizational makeup; and (4) International considerations. See contest details for more info.
- Small Business Management Team [510]** JUDGED TEAM (Presentation using PowerPoint): The team will use strategic planning and problem-solving skills to provide solutions to the business case study provided. TOPIC: You have been contacted by Mr. Steve Anderson, small business owner, to help him find some creative solutions to the problems he is facing in his business. Mr. Anderson owns a small retail business (Anderson's Retail) that sells items from toys to clothes to office supplies to hardware. His business is located in three small towns throughout the state. His business is well-received by the communities where they are located, but since retailers like Walmart and Amazon have become popular he has seen a significant drop in his profits. The company runs under the same name, but each store acts independently of the other. Merchandise is ordered from the supplier separately by all three locations, based on need. Each store has different rules and policies. Each store has a manager who decided when to run sales and clearances when they feel the store could benefit. Mr. Anderson does visit each location at least weekly to check to see how things are being run and help where needed. Mr. Anderson has had to increase prices due to the lack of profit. He has also had to cut back on employees and charitable donations to schools and community fundraisers. Mr. Anderson even tried to sell product online and ship products to customer homes, but he found that the online sales cost him more money because his online payment provider charges him and packaging his product cost him too much money (i.e. cardboard boxes, packaging material, etc.). Mr. Anderson feels like he has tried everything possible and is becoming disheartened thinking his business is going to fail. What do you suggest Mr. Anderson do to help his struggling business become profitable again? See contest details for more info.
- Presentation Management Team [560]** JUDGED TEAM (PowerPoint Presentation with Multimedia): Assess use of current desktop technologies and software to prepare and deliver an effective multimedia presentation. TOPIC: You are a conference event planning team. You are proposing a new venue location for a national conference. The conference will: (1) Have approximately 6,000 attendees ages 14 – 25 with chaperones; (2) Need approximately 1,500 sleeping rooms; (3) There will be whole group meetings and breakout sessions; (4) Provide a social event opportunity for all attendees; and (5) Create a stage layout with a theme. Things to consider, but not limited to: (1) Identify location and capacity minimums; (2) What services and amenities are provided? (3) Address accessibility and flow of facility; (4) Identify costs; (5) Do attendees get a conference gift with their registration? (6) Use data to support your presentation; (7) Follow copyright when using company logos. You may not use any BPA NLC locations from 2014-2024. See contest details for more info.

Special BPA Competitions**2018-19***The competitions listed below are in addition to the traditional competitive events (they do not count against your limit of 2 events).***OPEN EVENTS**TAKE PLACE AT NORTHWEST IN JANUARY (TBD)

- Financial Math & Analysis Concepts [OPEN]** TESTED INDIVIDUAL (Written Test): Assesses knowledge of financial math concepts.
- Administrative Support Concepts [OPEN]** TESTED INDIVIDUAL (Written Test): Evaluate knowledge of basic administrative support concepts.
- Information Technology Concepts [OPEN]** TESTED INDIVIDUAL (Written Test): Demonstrate general knowledge of the info tech industry.
- Business Meeting Management Concepts [OPEN]** TESTED INDIVIDUAL (Written Test): Assess knowledge of business meetings management.
- Management, Marketing, HR Concepts [OPEN]** TESTED INDIVIDUAL (Written Test): Assess knowledge of mgmt, marketing, and HR concepts.
- Digital Marketing Concepts - Pilot [OPEN]** TESTED INDIVIDUAL (Written Test): Assess knowledge of digital marketing concepts.

VIRTUAL/PARTNER EVENTS**ONLINE**

- Start-up Enterprise Team [V08]** JUDGED TEAM (Written Business Plan; Virtual Presentation): Develop an operating plan and organizational structure to initiate a small business. Teams are to assume they are presenting their products/services to potential buyers. The business plan must not exceed fifteen (15) pages, single-sided (excluding the title page, table of contents, and supporting documentation) and must follow the Business Plan format in the Style & Reference Manual. The completed plan must include, but is not limited to, the following: Title Page and Table of Contents; Executive Summary; Description of proposed business; Objectives of the business; Proposed business strategies; Product(s) and/or service(s) to be provided; Management and ownership of the business; Marketing analysis; Financial analysis; Supporting documentation (Financial analysis, income statement, balance sheet, cash flow statement, and other analyses); and Supporting documents (research, charts, brochures, resumes, etc.). See contest details for more info.

Registration Deadline: November 9, 2018
Entry Fee: \$20 per Team, Paid by Students (2-4 per team)

Submission Deadline: January 25, 2019
Video Conference Presentation: TBD (top 20)

- How The Market Works** JUDGED INDIVIDUAL (Online Stock Portfolio): For the fifth year in a row, How The Market Works is proud to once again sponsor the BPA Investment Challenge for the 2018-2019 school year. The Contest is open to all Secondary level members of Business Professionals of America. All contest participants will be given \$100,000 to invest across any US stocks, ETFs, or mutual funds. The Top Ten performers will be given an opportunity to attend the 2019 National Leadership Conference in Anaheim, CA where they will present their portfolios to a panel of judges for a chance at winning the Grand Prize. There will be a practice session that will run during the month of December. The official challenge begins in January 2019 and runs through March. Cash Prize