

Traditional BPA Competitions

CHOICES DUE NOVEMBER 26 **2019-20**

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 the junior/senior program and 1 traditional event for foundations classes.

INDIVIDUAL TESTED EVENTS

TAKE PLACE AT NORTHWEST ON JANUARY 15, 16, 17 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.
- 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, JANUARY 25 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: A student loan is a type of loan provided by the United States government or other private financial institutions to students and/or their parents who need help financing higher education. It is being said that student loan debt in this country is nearing crisis proportions. Write a research paper that addresses whether this statement is supported by evidence. 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: What are some specific current national political issues or trends impacting the workplace? How could this impact the role of the administrative professional and the support they provide? How can the administrative professional positively influence any of the change and/or transition required as a result of the current issues and trends as they provide support in the workplace? 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, and utilize the logo in a promotional flyer. TOPIC: Develop a logo, tagline, and flyer promoting the Business Professionals of America National Leadership Conference in Orlando, FL, May 5-9, 2021. 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/pitching their business plan to potential investors 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: TAL Manufacturing has struggled to keep and maintain quality staff over the past five years. Employee turnover and retention has become so difficult that the company may have to close operations. Loyal, highly skilled staff continue to retire in record numbers, and new hires rarely stay over three years. A recent survey by The Harris Poll reported 93 percent of employers agreed a good onboarding (organizational socialization) experience was a critical factor to a new hire's longevity. Even small businesses benefit from effective employee onboarding programs by helping build a solid foundation, improve morale, and increase both retention and productivity. As the newest member of the Human Resources Department, your first assignment is to research and present innovative, yet cost-effective, employee onboarding strategies that can be successfully integrated into your company culture. See contest details for more info.

TEAM JUDGED EVENTS (2-4 students in a team)

TAKE PLACE AT COLERAIN ON SATURDAY, JANUARY 25 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: Lynn's Kids first opened in 1998 as a single-store children's clothing boutique in Northampton, Massachusetts. Over the past 22 years, Lynn's Kids has incorporated into a small, private corporation, and expanded to Westborough in 2001 and Boston in 2014. While sales have remained steady since opening their most recent store, profits have fallen in recent years, and Lynn is concerned that she might have to close her business. Lynn's long-time bookkeeper, Scott, has compiled her financial data for the last five years. Lynn is asking for your advice. She would like to save her business, but isn't sure if maybe she should close all of her stores, close some of her stores, or start selling her clothes online. Please compile Lynn's financial statements for the past five years, and prepare your analysis and presentation for the Board of Directors of Lynn's Kids. See contest details for more info, including financial data.
- Economic Research Project Team [160]** JUDGED TEAM (Typed Research Paper; Presentation using PowerPoint): 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: Economic poverty is measured in several ways, most commonly in regard to income levels. The idea of providing a Guaranteed Annual Income (GAI) to all in the United States would aim to alleviate poverty especially as it relates to that caused by unemployment, underemployment, lack of educational opportunity, or any other impediment. Those in favor of such action would cite the great human need as a reason for guaranteeing an annual income to all. Those opposed would cite the cost of such a program and its unforeseen consequences. Research the concept of Guaranteed Annual Income as to whether it would be an effective solution to economic poverty. 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: Majestic bears in their natural habitat, eagles soaring overhead, a geyser erupting every 44 to 125 minutes—memories that last a lifetime. In operation since 2006, Grand Adventures is a Jackson, Wyoming eco-tourism company that specializes in nature-friendly wildlife, photography, and sightseeing safaris in the Yellowstone and Grand Teton National Park areas. Public and private hiking, biking, kayaking, and whitewater rafting excursions are popular year-round. Experiencing year-over-year growth and positive recognition for their tour offerings and certified personable guides has prompted the owners to consider expanding their eco-friendly operations. Your firm has been hired to provide a marketing plan for expansion to a second domestic location (within three years) and a vision for future global expansion in one country of your choice (within five years). Be prepared to justify both expansion markets in your marketing plan and your presentation. 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: Fred Jackson, owner of ABC Graphics, has noticed that his company has lost a significant amount of revenue over the past few years. Mr. Jackson opened his business in 2005 after graduating from a graphic design program. He is very knowledgeable in the tools used in the graphic design industry. At first, his company thrived and Mr. Jackson was the recipient of many local awards for his successful business. His success continued through 2008 where revenues plateaued and then starting in 2011 began to steadily decrease. Mr. Jackson was concerned that the market had potentially become saturated and that all graphic design businesses were suffering. However, after doing some market research, there are newer companies opening, charging similar prices and are continuing to be successful. The research also showed that most organizations are still paying other companies to complete their graphic design work rather than completing it through their own employees. However, most potential clients prefer the design of a competing graphics company. Prepare a presentation for Mr. Jackson with your suggestions for his company. 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: For six years in a row, Google landed the top spot on Fortune Magazine's prestigious "Best Companies to Work For" list. Famous for its innovative company culture and enviable employee perks (free gourmet food, nap pods, laundry services, and prized parental-leave policies), the industry leader continues to thrive year after year. With 50+ employees, your company is obviously operating on a much smaller scale than industry giant Google. However, like Google, your company recognizes the power of creating and maintaining a positive employee culture that is open to change and innovation. Your team has been assigned the task of creating a presentation for management with suggestions to improve and innovate the existing company culture. See contest details for more info.

Special BPA Competitions**2019-20***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 [OPEN]** TESTED INDIVIDUAL (Written Test): Assess knowledge of digital marketing concepts.

VIRTUAL EVENTS**ONLINE***The ten contestants with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase.**Registration Deadline: November 1, 2019 / Entry Fee: \$20 per team, paid by students (2-4 per team)**Submission Deadline: January 15, 2020*

- Start-up Enterprise Team** 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 pages, single-sided and must follow the Business Plan format in the Style & Reference Manual. See contest details for more info.
- Financial Portfolio Management Team** JUDGED TEAM (Online Stock Portfolio; Virtual Presentation): Teams will enter an investment simulation using an online platform provided by a BPA partner. The simulation will provide the students \$100,000 initially, to be used to invest in stocks, mutual funds, and/or bonds.

Round One: Teams manage their portfolios throughout the contest with the following requirements: Teams can buy any investment, including stocks, mutual funds, ETF's, and bonds. Teams will be limited on any one investment to 20% of their portfolio, thus mandating a diversification strategy. Teams will be allowed to buy on margin up to 100% of their initial cash balance. Teams will buy and sell as they wish, with each transaction subject to a pre-determined fee subtracted from their cash balance. Teams must make a minimum of five transactions to be eligible for placement. The top twenty teams, in terms of portfolio value, will be invited to participate in Round Two.

Round Two: The top twenty teams from Round One will be invited to create and present a virtual presentation (no longer than ten minutes) on their strategies for success and challenges faced.