

# Traditional BPA Competitions

CHOICES DUE NOVEMBER 24 **2020-21**

*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 13, 14 DURING CLASS

- 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.
- Fundamental 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 30 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: Using traditional Keynesian economic models, research and analyze the effects of COVID-19 on unemployment in the US and the government's response. 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 issues or trends concerning the work-from-home environment? How does the remote workplace influence the role of the administrative professional? How can the administrative professional positively influence any of the change and/or transition required as they provide support for the remote 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, flyer and pin promoting the Business Professionals of America National Leadership Conference in Dallas, TX – May 4-8, 2022. 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. See contest details for more info.
- 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.
- Ethics & Professionalism [540]** JUDGED INDIVIDUAL (Oral Presentation): Explore the application of ethical frameworks to various aspects used in business today. The contestant will be provided 20 minutes to develop the presentation. Only the Ethics and Professionalism 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: The coronavirus pandemic has disrupted life for communities around the world and will continue to do so for the foreseeable future. For students setting their sights on a post-secondary education, the process of finding the right fit has become more challenging. Post-secondary institutions are grappling with the tasks of recruiting, admitting, and orienting students who may not be able to step foot on campus. And then there is the fact that the on-campus experience will have to change as well. As a student interested in pursuing continuing education, research and prepare a creative presentation outlining trends in the college admissions/new student arena. See contest details for more info.

- 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: The Stock-Up Paper Co. was started as a small, private corporation in 2000 in the Scranton, Ohio area. Scott, the Founder and CEO, began by selling paper products to local businesses with just three employees. Over the past twenty years, the company was so successful at selling paper products that they began selling all office products; by 2020, the Stock-Up Paper Co. was a leading distributor of all office products in the Ohio region. The Stock-Up Paper Co.'s CEO, Scott, has hired your firm to further analyze the company's business activities and make recommendations about how to reverse their recent profit slide. Your presentation should include, but is not limited to, Stock-Up's current financial position and your specific recommendations to improve profitability. 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: A balance of trade is the difference between the United States' exports and imports in a given year. This balance of trade can be a surplus or a deficit depending on the time and market. Both a surplus and a deficit are favorable and unfavorable simultaneously depending on who you ask. Research the recent history of the United States' balance of trade and discuss who the "winners" are and who the "losers" are. What, if anything, should be done to "correct" the balance of trade?
- 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: During the spring of 2020, Google searches for "smart garden" reached an all-time high. Not since the second World War have consumers faced empty supermarket shelves and fresh-food shortages common during the COVID-19 pandemic. Social distancing, sheltering in place, limiting grocery store visits, and being self-sufficient with fresh healthy greens that naturally strengthen immune systems resulted in an outpouring of new "green-thumb" enthusiasts in record numbers. To meet the growing needs of sustainable home-based gardens, Home Greens, a local company specializing in indoor hydroponic smart garden kits that fit comfortably inside small residential spaces, has hired your marketing firm to explore the feasibility of domestic expansion within one to three years and a vision for global expansion in five to seven years. Be prepared to defend your recommendations from a marketing standpoint. 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: A local business owner, Katie Jones, is looking for ways to improve her photography business. She has been taking professional photos for several years and has built clientele from the local area and surrounding cities. She takes photos for weddings, birthdays, family pictures, and other significant life events. The business keeps her extremely busy and takes away a significant amount of time from her family and other personal pursuits. She would like to spend less time working in order to spend more time with her family and pursue other types of photography but has to continue making the revenue she has been making in order to make her business worth her time and pay for equipment upgrades. She has hired your team to help her devise some business strategies that will help her continue her business and achieve her personal goals. Prepare a presentation for Katie with your suggestions for her 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: The majority of student internships were impacted this past year due to COVID-19. According to the National Association of Colleges and Employers, approximately 80 percent of employers nationwide made the decision to modify, rather than eliminate, their summer internship programs by making them virtual/remote, shortening them, or both. As students interested in pursuing internships this year, research and prepare a compelling presentation for a local company describing how they can successfully provide students with engaging, meaningful internship experiences in a remote setting. See contest details for more info.

## Special BPA Competitions

2020-21

*The competitions listed below are in addition to the traditional competitive events (they do not count against your limit of 2 events).*

### OPEN EVENTS

ONLINE

- 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, 2020 / Entry Fee: \$20 per team, paid by students (2-4 per team)*

*Submission Deadline: January 15, 2021*

- 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.