

Traditional BPA Competitions

CHOICES DUE OCTOBER 12/13 **2022-23**

Students can compete in a maximum of 2 traditional events (2 individual or 1 individual + 1 team); there are no limits on special events.

FSS & FSJ STUDENTS MUST CHOOSE 2 EVENTS. FIF0 STUDENTS CAN CHOOSE EITHER 1 OR 2 EVENTS.

INDIVIDUAL TESTED EVENTS	TESTING WILL TAKE PLACE AT THE END OF JANUARY IN THE CLASSROOM
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- Fundamental Accounting [100]** TESTED INDIVIDUAL (Written Test): Assessment of entry-level accounting principles. Members analyze, journalize, post transactions, and prepare financial statements. You may not repeat event.
- Advanced Accounting [110]** TESTED INDIVIDUAL (Written Test): Assessment of intermediate and advanced accounting principles. Members analyze, journalize, update accounts in order to prepare financial statements for partnerships/corporations. Very challenging.
- 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 member's knowledge of bank operations, bank services, loans, credit administration, and customer service.
- Personal Financial Management [165]** TESTED INDIVIDUAL (Written Test): Members will answer objective questions and perform calculations related to the financial topics of credit, savings, budgeting, investing, income tax, retirement planning, risk management, and insurance.
- Fundamental Word Processing [200]** TESTED INDIVIDUAL (Word): Evaluate entry-level skills in word processing. You may not repeat event.
- Intermediate Word Processing [205]** TESTED INDIVIDUAL (Word): Evaluate intermediate skills in word processing. You may not repeat event.
- Advanced Word Processing [210]** TESTED INDIVIDUAL (Word): Evaluate advanced-level skills in word processing and 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. You may not repeat event.
- 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. Members enter/format data, enter/copy formulas, and print documents. You may not repeat event.
- 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.
- 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. [You can also do Advanced Desktop Publishing, which uses Adobe software.]

INDIVIDUAL JUDGED EVENTS	JUDGED EVENTS WILL TAKE PLACE ON JANUARY 28 AT COLERAIN CAREER CENTER
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- 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 and presentation. See contest details for more info.
 - TOPIC: Currently the US economy is dealing with high inflation. One of the tools the Federal Reserve uses to fight inflation is raising interest rates. Historically, how effective has the practice been? Compare and contrast the current period of inflation with prior periods of high inflation in the US.
- 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 judges. See contest details for more info.
 - TOPIC: What are three challenges that administrative assistants face in their day-to-day work? Why are these challenges, and how do those affect the organization? What are some solutions or strategies for each of the challenges?
- 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. See contest details for more info.
 - TOPIC: You have been hired by a local video game company called Games 'R Us create promotion materials for an upcoming conference. You will need to design a skin that will work on a phone, a computer, and a sticker for water bottles.
- 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): 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 10 minutes to develop the topic. Notes will be made on the 3 note cards provided by the event proctor. No materials or previously prepared notes will be allowed into the preparation room. 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. 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 3-7 minutes.
- Prepared Speech [545]** JUDGED INDIVIDUAL (Typed Speech; Oral Presentation with Visual Aids): Demonstrate communication skills in securing, arranging, organizing, and presenting information orally. 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): The contestant shall design a computer-generated multimedia presentation on the assigned topic listed below. The presentation will be no less than 7 and no more than 10 minutes and will be followed by judges' questions. See contest details for more info.
 - TOPIC: The cost of higher education continues to rise — and more and more future college students are finding it difficult to keep up. So, what are your options? One solution many students overlook is starting at a community college. Prepare a presentation for your counseling office showcasing community college as an option. Things to consider: pros and cons of a community college education; options for students while still in high school; promoting community college as an option; stories from current students.

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

JUDGED EVENTS WILL TAKE PLACE ON JANUARY 28 AT COLERAIN CAREER CENTER

- ❑ **Financial Analyst Team [150]** JUDGED TEAM (PowerPoint Presentation; Handouts using Word and Excel): Use analytical and problem solving skills to make decisions and recommendations using financial reports. See contest details for more info.
 - TOPIC: Prior to the pandemic, Amber was a yoga teacher at a local yoga studio in Cleveland, Ohio. During the pandemic, Amber began to post yoga videos to her personal social media accounts, since the yoga studio she taught at was closed. The yoga studio has since closed permanently, so Amber is now considering opening her own yoga studio and has identified two possible scenarios. Scenario 1: Amber found a building she could buy for \$550,000 in an older residential neighborhood. The studio has five rooms that could be used as activity rooms, plus a small office and front desk area. Scenario 2: Amber also found a space to lease for \$1,200 a month in the entertainment district. The studio has two small activity rooms and a small front desk area. Under both scenarios, Amber would need to hire a front desk receptionist, and estimates she can charge \$25 per yoga or Pilates class. Amber is unsure what she should do and would like your expert advice. Please prepare a financial analysis of both scenarios, including all additional expenses that Amber has not yet considered and potential revenue streams. Amber has hired you as a consultant to help her through this process.
- ❑ **Economic Research Project Team [160]** JUDGED TEAM (Typed Research Paper; PowerPoint Presentation): The team will conduct research on the topic below and present findings in a research paper and presentation. See contest details for more info.
 - TOPIC: In the NFL, the Raiders recently relocated from Oakland to Las Vegas. Research the economic situation that would lead a professional team to move from one city to another. What is the economic impact on both cities?
- ❑ **Global Marketing Team [500]** JUDGED TEAM (Typed Marketing Plan; PowerPoint Presentation): Develop a plan that details pricing strategies and promotional plans for a business. See contest details for more info.
 - TOPIC: The old adage "a picture is worth a thousand words" has become a standard in today's world of real estate. As the market evolves at lightning speed, the aerial photography services industry is reporting unprecedented growth, particularly in residential and commercial listings. By providing professionally captured 360-degree aerial photos and videos that showcase key selling points of a real estate listing, realtors are leveraging drone aerial photography services to increase online visibility and stand out to potential clients. Task - To capitalize on this growing trend, Nirvana Aerial Solutions, a local "fictitious" drone aerial photography company, has hired your marketing team to identify expansion opportunities into a domestic U.S. city of your choice within one to three years, with a vision for future international expansion in five to seven years. Be prepared to defend your ideas from a marketing standpoint.
- ❑ **Small Business Management Team [510]** JUDGED TEAM (PowerPoint Presentation): The team will use strategic planning and problem-solving skills to provide solutions to the business case study provided. See contest details for more info.
 - TOPIC: A local business owner, Juan Mendez, is looking for ways to grow his small electronics repair business. Juan runs the business by himself and often stays late at work to ensure that his orders are completed quickly for his customers. Juan has a reputation for being affordable and able to fix most issues his customers have with their devices from cell phones to gaming consoles to computers. Juan has earned himself a reputation for being very knowledgeable and always being able to help his customers. Juan spends more time at the business away from his family than he would like but is not able to take any time off from the business and continue to meet the demand of customers. Juan's services are the average price for repairs for his area, but he is only able to complete three to five repairs per day depending on what repairs need to be made and what equipment is needed to repair items. Juan has also accumulated several pieces of equipment that he has not needed and was unable to return. Things such as internal components of gaming controllers, outdated cell phone screen replacements, and other outdated equipment are scattered throughout the storage areas of his business. Additionally, Juan spends a large chunk of time learning how to repair new devices as he receives them due to the wide variety of services he offers. Juan has hired your team to provide possible strategies to allow him to grow his business.
- ❑ **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 (2-4 students in a team). The team shall design a computer-generated multimedia presentation on the assigned topic listed below. The presentation will be no less than 7 and no more than 10 minutes and will be followed by judges' questions.
 - TOPIC: The working world is changing. In our increasing flexible workplaces, the notion of a 'job for life' and the concept of a 9-5 workday is diminishing. In its place is the gig economy, including platforms such as Shipt, DoorDash, Fiverr, and Airbnb. Create a presentation for your local chamber of commerce explaining what the gig economy is and why a town/city should consider this a valid business model to include in their membership that can benefit their city and other member businesses. Things to consider but not limited to: The positives and negatives of gig work for a person; The role gig work can play in supporting local businesses; How gig workers can benefit a local community. See contest details for more info.

Special BPA Competitions

REGISTER BY DECEMBER 1 **2022-23**

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

VIRTUAL EVENTS

ONLINE

The ten contestants with the highest cumulative technical and presentation scores will be invited to attend Nationals to be recognized for their outstanding efforts and to participate in the National Showcase. Registration Deadline: December 1, 2022 / Entry Fee: \$20 per team, paid by students (2-4 per team). Submission Deadline: January 15, 2023. You may take as many Virtual Events as you would like.

- ❑ **Start-up Enterprise Team** JUDGED TEAM (Written Business Plan; Virtual Presentation): Develop an operating plan and structure to initiate a small business. Teams are to assume they are presenting their products to potential buyers. 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. See contest details for more info.
 - Round One: All registered teams will participate in a virtual stock market challenge.
 - Round Two: The top twenty (20) teams from Round One will be invited to create and present a virtual presentation no longer than 10 minutes on their strategies for success and challenges faced.
- ❑ **Social Media Marketing Campaign Team** JUDGED TEAM (Written Marketing Plan; Virtual Presentation): Teams will develop a social media marketing campaign that details pricing strategies and promotional plans for a business. See contest details for more info.
 - TOPIC: Your consulting firm has been retained to develop and present a social media marketing campaign for an event in your local region. Concerts have the potential to create additional excitement for both a performer and companies that sponsor them. One key component of ensuring success during live events is the social media marketing approach utilized by both the sponsoring corporations and the musical acts. Your task is to create a comprehensive social media marketing campaign for Digital Solutions, which is interested in partnering with a high-profile musician and hosting a charity concert benefiting a nonprofit organization.

OPEN EVENTS

TESTING WILL TAKE PLACE AT THE END OF JANUARY IN THE CLASSROOM

There are several open events to choose from ... see class website for details. These events get recognized on stage but do NOT advance you to state or nationals. You may take as many Open Events as you would like.