

Traditional BPA Competitions

CHOICES DUE OCTOBER 10 **2024-25**

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

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

INDIVIDUAL TESTED EVENTS

TESTING WILL TAKE PLACE ON JANUARY 22-23 IN THE CLASSROOM

- Fundamental Accounting [100]** TESTED INDIVIDUAL (Written Test): Assessment of entry-level accounting principles. Members analyze, journalize, post transactions, and prepare financial reports/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 reports/statements for partnerships/corporations. Very challenging.
- Payroll Accounting [125]** TESTED INDIVIDUAL (Written Test): Process payroll data using manual payroll procedures. Members 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 credit, savings, budgeting, investing, personal income tax, retirement planning, risk management, and insurance. Members will analyze financial scenarios to predict outcomes, advise use of financial instruments, and determine the proper financial planning.
- 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 25 AT COLERAIN CAREER CENTER

- 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: Investigate the economic impact of digital streaming services on traditional media.
- Administrative Support Research Project [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: The importance of business etiquette in the workplace is multi-faceted and contributes significantly to the success and functions of any organization. Business etiquette involves a set of behaviors and expectations that facilitate respectful and effective interactions among colleagues, clients, and stakeholders. Explain in detail how you would train a new administrative assistant on this topic.
- 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: A new energy drink called, Atom Bomb, has contacted you to design all the brand images and packaging for this new drink. You will need to create the following: (1) Logo with tagline - "Explosive Energy for Everyone". (2) Design full wrap around for the 16 oz. aluminum can. Packaging must include barcode, nutritional facts, ingredients, manufactured in the USA, and an energy drink warning label. (3) Design a fridge pack for four energy drinks. Packaging must include barcode, nutritional facts, ingredients, manufactured in the USA, and an energy drink warning label. (4) Design a Point of Purchase display/shelf stand.
- 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: Your task is to create a presentation based on both research and personal experience that uncovers the factors influencing student involvement in BPA to empower future members to make informed decisions about joining BPA and maximize their experience.

- ❑ **Financial Analyst Team [150]** JUDGED TEAM (PowerPoint Presentation; Handouts using Word and Excel): The team will use analytical and problem-solving skills to make recommendations regarding 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. See contest details for more info.
 - TOPIC: Ellie has always had a passion for gold jewelry and has decided to turn her hobby into a small business. As Ellie embarks on this entrepreneurial journey, she seeks advice on several critical aspects of starting and managing her business: the type of business entity to form, the inventory valuation method to use, the depreciation method to adopt, and the accounting for accounts receivables. Ellie has asked you to prepare a recommendation for these questions, as well as others that she has not considered, as well as pro forma financials to help her get her business off the ground.
- ❑ **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: Explain the primary objectives of monetary policy and discuss the tools central banks use to achieve these objectives. Evaluate the effectiveness of these tools in managing inflation and promoting economic stability, providing examples to support your argument.
- ❑ **Visual Design Team - PILOT [460]** JUDGED TEAM (Promotional Materials; PowerPoint Presentation): The team will create a new branding package for an up and coming movie.
 - TOPIC: Your team has been hired to design promotional components for a local farmers market, Rustic Roots – Nature’s Charm, Crafted with Care. The team must create a logo for the farmers market and at least three additional items. Other items could include a roadside sign/banner, postcard, T-shirt, swag, reusable bag, social media ads for Facebook, Instagram, and TikTok, etc. In addition to the logo, include the following information on the three items: (1) Location: Alligator Lake, Downtown Orlando, FL. (2) Dates: April – October on Saturdays. (3) Operating Hours: 7 a.m. – 1:30 p.m.
- ❑ **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: Background: VisionVR is an imaginative “fictitious” and forward-thinking virtual reality (VR) entertainment company founded by local entrepreneur, Emily Vision. Task: Your marketing team has been hired to devise a comprehensive marketing plan for VisionVR’s domestic expansion. Within the next one to three years, VisionVR is striving to establish a presence in a U.S. city of your choosing, with ambitions for international expansion within five to seven years. Additionally, your team will deliver a polished presentation encompassing the research findings and strategic recommendations for VisionVR.
- ❑ **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: Innovation Retail, a well-established chain of retail stores, is grappling with declining sales due to the surge in e-commerce. As a team, you will develop a plan with different strategies for the CEO and his team to employ to help Innovation Retail be more profitable. While developing your plan, consider the following questions: How can Innovation Retail use its physical stores to make online shopping better and attract more customers? What online marketing methods can help bring more people to both the website and the physical stores? What new technology is needed to connect online and in-store shopping smoothly? How can Innovation Retail make customers more loyal and keep them coming back? What ways can they save money without hurting employee morale or customer service?
- ❑ **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. See contest details for more info.
 - TOPIC: Imagine your team is tasked with delivering a presentation on a topic shaping our world: Artificial Intelligence. Your mission? Craft a 7-10-minute presentation exploring AI’s impact on society. As a team, you will need to conduct thorough research to uncover real-world examples and statistics that illustrate how AI is transforming industries, reshaping labor markets, and raising important ethical questions.

Virtual BPA Competitions

REGISTER BY DECEMBER 1 **2024-25**

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, 2024 / Entry Fee: \$20 per team (\$50 for Esports), paid by students (2-4 per team). Submission Deadline: January 15, 2025. You may take as many Virtual Events as you would like.

- ❑ **Start-up Enterprise Team [V08]** 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 [V09]** 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: 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. See contest details for more info.
- ❑ **Social Media Marketing Campaign Team [V12]** 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: You are the marketing team for Healthy Bytes, a fictitious company, which has developed a new brand of healthy snacks dedicated to promoting healthy eating habits among young people ages 13-18. Healthy Bytes offers a variety of great-tasting snacks, including granola bars, fruit chips, and veggie sticks, all made from natural, nutritious ingredients. The packaging is fun and vibrant, designed to appeal to teenagers and young adults. Healthy Bytes has a good reputation for its health-focused products and community engagement, but Healthy Bytes is a new company launching a new brand and new products into the teen market. The company wants to use this product line to promote healthier snacking options among high school students. Healthy Bytes wants to work to ensure the product's success and believes that a well-prepared and executed social media campaign can do just that. Task - Your task is to create a comprehensive, engaging social media marketing campaign to launch Healthy Bytes. The campaign should create brand awareness and excitement among high school students, engage with the target audience of teenagers aged 13-18, encourage healthy eating habits through fun and interactive content, and drive traffic to the Healthy Bytes website and social media platform.
- ❑ **Esports Team – PILOT [V13]** JUDGED TEAM (Research Paper; Virtual Presentation): This contest will test a team’s ability to research and create strategies to effectively compete in an esports competition. Teams will submit a research paper on the provided esports topic, compete in an esports tournament, and create a presentation highlighting strategies used and lessons learned. See contest details for more info.
 - TOPIC: Although esports has a perception of just playing video games, there are many factors that need to be considered when formulating team strategy. Teams advancing to the live virtual presentation round will share their research, planned strategies, and lessons learned to the panel of judges. The game played will be Fortnite. Game play format will be duos and require two (2) competitors. NOTE: Teams may consist of 2-4 members, not all members of the team are required to play during the game play round.