

# MANAGEMENT/ MARKETING/ HUMAN RESOURCES EVENTS

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## Global Marketing Team (S) (60)

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### Description

Develop a plan that details pricing strategies and promotional plans for a business.

### Eligibility

Any Secondary student may enter this event. A team will consist of 2-4 members. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

<p><b>Team must supply</b> Team may use computer, projection equipment, product props (product samples and promotional items), prepared posters, flip charts, easels or graphs in presentation Carry-in and set-up of equipment must be done solely by the contestants and take place within the time allotted for orientation/warm-up. Team must bring all supporting devices (e.g., extension cords, power supply, etc.)</p>	<p><b>Business Professionals of America assumes no responsibility for hardware/software provided by the team. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification.</u></b></p>
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### Competencies:

- Demonstrate knowledge and understanding of management and international business concepts
- Communicate research in a clear and concise manner both orally and in writing
- Demonstrate teamwork skills needed to function in a global marketing environment
- Demonstrate successful price selection methods
- Demonstrate effective persuasive and informative communication and presentation skills
- Develop a written marketing plan
- Identify customer base including consumer and organizational markets
- Identify customer relations or markets
- Illustrate fundamentals of consumer behavior in different cultures
- Explore and expand customer base including demographics
- Develop promotional mix
- Demonstrate successful price selection methods, including the reasoning and method(s) used in determining the price
- Identify and utilize internal and external resources

### Specifications:

- The team will develop a marketing plan and demonstrate oral communication skills.
- The marketing plan must not exceed ten (10) pages single-sided (excluding the title page, table of contents, supporting documentation and signed Statement of Originality) and must follow the Marketing Plan format in the *Style and Reference Manual*.

The completed plan should include, but is not limited to, the following:

- Title Page and Table of Contents\*
- Synopsis or mini-plan
- Company goals
- Description of customers and their needs
- Description of pricing strategy
- Competition
- Marketing mix
- Economic, social, legal, and technological trends
- Human resource requirements
- Marketing timeline
- Methods of measuring success
- Supporting documentation (research, charts, brochures, etc.)\*
- A signed Statement of Originality by the team members and advisor certifying that the plan is an original composition. \*

\*Not included in 10-page limit

- The completed plan **only** as listed above (excluding supporting documentation and Statement of Originality) must be submitted as a PDF file to the National Center by e-mail at **globmark@bpa.org** no later than 11:59 pm Eastern Time on April 1, 2010. The subject line of the message should be "Global Marketing- *chapter number*." The use of e-mail delivery receipt is encouraged, as **confirmation of receipt cannot be provided by the National Center. The limit for file size is five (5) MB. No fax or mailed copies will be accepted.**
- **Contestants must be registered for National-level competition prior to submission of materials. The chapter number must be included as indicated. Materials from non-registered contestants and/or those missing chapter number cannot be accepted.**
- No changes can be made to the project after the date of submission.
- An additional copy of the plan **including supporting documentation and signed Statement of Originality** must be presented at the time of the presentation at the NLC at both Preliminary and Final Competition.
- Contestants will present before a panel of judges and a timekeeper. No audience will be allowed.
- The length of the presentation will be no more than ten (10) minutes.
- Presentation will be stopped at ten (10) minutes.
- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at [www.copyright.gov/title17/circ92.pdf](http://www.copyright.gov/title17/circ92.pdf). Use the Copyright and Fair Use Guidelines in the *Style & Reference Manual*. **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**

\*Not included in 10-page limit

## Topic

"Home Away From Home" is a vacation home-sharing business handling properties on the Eastern Seaboard. Through "Home Away From Home," homeowners connect with other homeowners to arrange a trade of homes for a vacation at a specific time. For example, a family in Portland, Maine, may agree to exchange homes for the first week in June with a family in Miami, Florida.

Your firm has been hired to provide a marketing plan for the expansion in the domestic market and a vision for future global expansion in one country of your choice. Be prepared to justify the country you have chosen from a marketing standpoint.

Use the marketing plan format in the *Style & Reference Manual* and the rubric as your guide. **Teams who do not submit an entry that follows this topic will be disqualified.**

**Method of evaluation:**

- Application (judges' rating sheet)
- Presentation of project
- Question/answer period by judges on the project presented

**Length of event:**

- No more than ten (10) minutes set-up
- No more than ten (10) minutes oral presentation
- No more than five (5) minutes judges' questions
- Finals may be included at State and National levels

**Equipment Provided:**

- Projection surface at National competition only.

**Entries:**

- Each state is allowed two (2) entries.

**Please note:**

**Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.**

**Materials submitted for technical judging cannot be returned. It is the local chapter advisor's responsibility to pick up materials submitted at the time of competition. A time and place for material pick-up will be published in the conference program. Any materials not picked up will be destroyed on site.**

## Global Marketing Team (60) Statement of Originality

Please key all information requested below. **Handwritten and incomplete forms will not be accepted.**

Please note: The Contestant Number is the same as the Member Number in the BPA On-line Registration System.

Name _____ Contestant # _____	Grade
Name _____ Contestant # _____	Grade
Name _____ Contestant # _____	Grade
Name _____ Contestant # _____	Grade

School Name	
School Address	
City, State, ZIP	
School Phone	School Fax
Advisor	E-mail

### Student Verification

We, the undersigned, attest that the research for this project was conducted solely by the team members and that the work resulting from our efforts is original.

Student signature	Date
Student signature	Date
Student signature	Date
Student signature	Date

### Advisor Verification

I have read the plan and verify that it reflects the above-named students' original work.

Advisor signature	Date
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## Global Marketing Team (60) Technical Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Written Marketing Plan:</b>					
• Title Page and Table of Contents	1-5	6-10	11-15	16-20	
• Synopsis or mini-plan for business	1-5	6-10	11-15	16-20	
• Company goals	1-5	6-10	11-15	16-20	
• Description of customer needs	1-5	6-10	11-15	16-20	
• Description of pricing strategy	1-5	6-10	11-15	16-20	
• Competition	1-5	6-10	11-15	16-20	
• Marketing mix	1-5	6-10	11-15	16-20	
• Economic, social, legal, technological trends	1-5	6-10	11-15	16-20	
• Human resources requirements	1-5	6-10	11-15	16-20	
• Marketing timeline	1-5	6-10	11-15	16-20	
• Methods of measuring success	1-5	6-10	11-15	16-20	
• Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (240 maximum)</b>					

# Global Marketing Team (60)

## Preliminary Presentation Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

Oral Presentation:	Below Average	Average	Good	Excellent	Points Earned
• Opening and summary	1-5	6-10	11-15	16-20	
• Content of presentation	1-5	6-10	11-15	16-20	
• Effectiveness of presentation	1-5	6-10	11-15	16-20	
• Contribution by all team members	1-5	6-10	11-15	16-20	
• Quality of problem solution	1-5	6-10	11-15	16-20	
• Answers to Judges' questions	1-5	6-10	11-15	16-20	
• Supporting documentation	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (140 points)</b>					
<b>PRESENTATION SPECIFICATION POINTS:</b> All points or none are awarded by the proctor per team, not per judge.					
• Presented one set of plan and supporting documentation along with the signed Statement of Originality at presentation check in.			25		
• All registered team members present for entire event			20		
<b>TOTAL SPECIFICATION POINTS (45 points)</b>					

**PRELIMINARY TECHNICAL & PRESENTATION TOTALS:**

**JUDGE 1**

(140 points maximum) \_\_\_\_\_

**JUDGE 2**

(140 points maximum) \_\_\_\_\_

**AVERAGE  
PRESENTATION JUDGES SCORES**

(140 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**

(45 points maximum) \_\_\_\_\_

**AVERAGE  
TECHNICAL POINTS**

(240 points maximum) \_\_\_\_\_

**TOTAL**

(425 points maximum) \_\_\_\_\_

**RANK**

\_\_\_\_\_

# Global Marketing Team (60)

## Final Presentation Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

Oral Presentation:	Below Average	Average	Good	Excellent	Points Earned
• Opening and summary	1-5	6-10	11-15	16-20	
• Content of presentation	1-5	6-10	11-15	16-20	
• Effectiveness of presentation	1-5	6-10	11-15	16-20	
• Contribution by all team members	1-5	6-10	11-15	16-20	
• Quality of problem solution	1-5	6-10	11-15	16-20	
• Answers to Judges' questions	1-5	6-10	11-15	16-20	
• Supporting documentation	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (140 points)</b>					
<b>PRESENTATION SPECIFICATION POINTS:</b> All points or none are awarded by the proctor per team, not per judge.					
• Presented one (1) set of plan and supporting documentation along with the signed Statement of Originality at presentation check in.				25	
• All registered team members present for entire event				20	
<b>TOTAL SPECIFICATION POINTS (45 points)</b>					

**FINAL PRESENTATION TOTALS:**

**JUDGE 1**

(140 points maximum) \_\_\_\_\_

**JUDGE 2**

(140 points maximum) \_\_\_\_\_

**AVERAGE  
PRESENTATION JUDGES SCORES**

(140 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**

(45 points maximum) \_\_\_\_\_

**TOTAL**

(185 points maximum) \_\_\_\_\_

**RANK** \_\_\_\_\_



# Global Marketing Team (60) Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**COMMENTS: (to be viewed by team)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of his/her competition.)

REASON FOR DISQUALIFICATION (if applicable)

# Entrepreneurship (61)

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## Description

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.

## Eligibility

Any student may enter this event. If a student repeats this event, he/she may **not** submit any previously used business plan. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

<p><b>Contestant must supply</b> Contestant may use a computer, projection equipment, product props (product samples and promotional items), prepared posters, flip charts, easel or graphs in presentation. Carry-in and set-up of equipment must be done solely by the contestants and take place within the time allotted for set-up. Contestant must bring all supporting devices (e.g., extension cords, power supply, etc.)</p>	<p><b>Business Professionals of America assumes no responsibility for hardware/software provided by the contestant.</b> <b>No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.</b> <b>No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification.</u></b></p>
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## Competencies:

- Demonstrate knowledge and understanding of entrepreneurship
- Communicate research in a clear and concise manner both orally and in writing
- Demonstrate effective persuasive and informative communication and presentation skills

## The contestant may demonstrate knowledge and skills in the following:

- Develop a written business plan for a start-up business
- Identify and utilize internal and external resources
- Identify customer base including consumer and organizational markets and demographics
- Identify customer relations or markets
- Demonstrate successful price selection including the reasoning and methods used in determining the price

**Secondary** competitors will provide the reasoning and justification for an amount of money being requested (loan amount) for establishing their business

**Post-Secondary** competitors will present, in addition to the above, an analysis of the necessary financial data required for establishing their business

## Specifications:

- The contestant will develop a business plan and demonstrate oral communication skills.
- The contestant will develop a business plan for a **start-up** business in his/her community or local area. Entries outlining the purchase of a franchise or existing business do not satisfy the topic and are subject to disqualification.
- The business plan must not exceed fifteen (15) pages, single-sided (excluding the title page, table of contents, supporting documentation and signed Statement of Originality) 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
    - **(S only)** Requested loan amount including reasoning and justification
    - **(PS only)** Financial analysis (include requested loan amount, income statement, balance sheet, cash flow statement, and other analyses)
  - Supporting documents (research, charts, brochures, résumés, etc.)\*
  - A Statement of Originality signed by the contestant and advisor that the plan is an original composition\*
- The completed plan **only** as listed above (excluding supporting documents and Statement of Originality) must be submitted as a PDF file to the National Center National Center by e-mail at **entrepreneurship@bpa.org** no later than 11:59 pm Eastern Time on April 1, 2010. The subject line of the message should be “Entrepreneurship- *contestant number*.” The use of e-mail delivery receipt is encouraged, as **confirmation of receipt cannot be provided by the National Center. The limit for file size is five (5) MB. No fax or mailed copies will be accepted.**
  - **Contestants must be registered for National-level competition prior to submission of materials. The contestant number must be included as indicated. Materials from non-registered contestants and/or those missing contestant number cannot be accepted.**
  - No changes can be made to the project after the date of submission.
  - An additional copy of the plan **with supporting documentation and Statement of Originality** must be provided at the time of the presentation at the NLC at both Preliminary and Final Competition.
  - Contestant will present before a panel of judges and timekeeper. No audience will be allowed.
  - The length of set-up will be no more than five (5) minutes.
  - Set-up will be stopped at five (5) minutes to begin the presentation.
  - The length of the presentation will be no more than ten (10) minutes and followed by judges’ questions.
  - Presentation will be stopped at ten (10) minutes.
  - It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at [www.copyright.gov/title17/circ92.pdf](http://www.copyright.gov/title17/circ92.pdf). Use the Copyright and Fair Use Guidelines in the *Style & Reference Manual*. **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**

\*Not included in 15-page limit

**Method of evaluation:**

- Application (judges’ rating sheet)
- Written business plan which includes marketing plan
- Oral presentation

**Length of event:**

- No more than five (5) minutes set-up
- No more than ten (10) minutes oral presentation
- No more than five (5) minutes judges’ questions
- Finals may be included at State and National levels

**Equipment Provided:**

- Projection surface at National competition only.

**Entries:**

- Each state is allowed three (3) entries.

**Please note:**

**Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.**

**Materials submitted for technical judging cannot be returned. It is the local chapter advisor's responsibility to pick up materials submitted at the time of competition. A time and place for material pick-up will be published in the conference program. Any materials not picked up will be destroyed on site.**

# Entrepreneurship (61) Statement of Originality

Please key all information requested below. **Handwritten and incomplete forms will not be accepted.**

Please note: The Contestant Number is the same as the Member Number in the BPA On-line Registration System.

Name \_\_\_\_\_ Grade \_\_\_\_\_

Contestant # \_\_\_\_\_

School Name \_\_\_\_\_

School Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

School Phone \_\_\_\_\_ School Fax \_\_\_\_\_

Advisor Name \_\_\_\_\_ E-mail \_\_\_\_\_

## Student Verification

I, the undersigned, attest that the research for this project was conducted solely by me and that the work resulting from my effort is original.

\_\_\_\_\_  
Student signature

\_\_\_\_\_  
Date

## Advisor Verification

I have read the plan and verify that it reflects the above-named student's original work.

\_\_\_\_\_  
Advisor signature

\_\_\_\_\_  
Date

# Entrepreneurship (61)

## Technical Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Written Business Plan:</b>					
• Title page and table of contents	1-5	6-10	11-15	16-20	
• Executive summary for business	1-5	6-10	11-15	16-20	
• Description of business	1-5	6-10	11-15	16-20	
• Vision (objectives) of business	1-5	6-10	11-15	16-20	
• Proposed business strategies	1-5	6-10	11-15	16-20	
• Product(s) and/or service(s) description	1-5	6-10	11-15	16-20	
• Management structure (ownership of business)	1-5	6-10	11-15	16-20	
• Market analysis	1-5	6-10	11-15	16-20	
• Financial Analysis <ul style="list-style-type: none"> <li>• <b>(S only)</b> Requested loan amount</li> <li>• <b>(PS only)</b> Include requested loan amount, income statement, balance sheet, cash flow statement, and other analyses</li> </ul>	1-5	6-10	11-15	16-20	
• Overall appearance, conciseness and completeness	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (200 maximum)</b>					

# Entrepreneurship (61)

## Preliminary Presentation Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Oral Presentation:</b>					
• Opening and summary	1-5	6-10	11-15	16-20	
• Content of presentation	1-5	6-10	11-15	16-20	
• Effectiveness of presentation	1-5	6-10	11-15	16-20	
• Supporting Documentation	1-5	6-10	11-15	16-20	
• Answers to Judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (100 points)</b>					

<b>PRESENTATION SPECIFICATION POINTS:</b> All points or none are awarded by the proctor per contestant, not per judge.		
• Presented one copy of plan with supporting documents and signed Statement of Originality at presentation check in.	10	
<b>TOTAL SPECIFICATION POINTS (10 points)</b>		

**PRELIMINARY TECHNICAL & PRESENTATION TOTALS:**

**JUDGE 1**  
 (100 points maximum) \_\_\_\_\_

**JUDGE 2**  
 (100 points maximum) \_\_\_\_\_

**AVERAGE  
 PRESENTATION JUDGES SCORES**  
 (100 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**  
 (10 points maximum) \_\_\_\_\_

**AVERAGE  
 TECHNICAL POINTS**  
 (200 points maximum) \_\_\_\_\_

**TOTAL**  
 (310 points maximum) \_\_\_\_\_

**RANK** \_\_\_\_\_

# Entrepreneurship (61)

## Final Presentation Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Oral Presentation:</b>					
• Opening and summary	1-5	6-10	11-15	16-20	
• Content of presentation	1-5	6-10	11-15	16-20	
• Effectiveness of presentation	1-5	6-10	11-15	16-20	
• Supporting Documentation	1-5	6-10	11-15	16-20	
• Answers to Judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (100 points)</b>					

<b>PRESENTATION SPECIFICATION POINTS:</b> All points or none are awarded by the proctor per contestant, not per judge.		
• Presented one copy of plan with supporting documents and signed Statement of Originality at presentation check in.	10	
<b>TOTAL SPECIFICATION POINTS (10 points)</b>		

**FINAL PRESENTATION TOTALS:**

**JUDGE 1**

(100 points maximum) \_\_\_\_\_

**JUDGE 2**

(100 points maximum) \_\_\_\_\_

**AVERAGE  
PRESENTATION JUDGES SCORES**

(100 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**

(10 points maximum) \_\_\_\_\_

**TOTAL**

(110 points maximum) \_\_\_\_\_

**RANK** \_\_\_\_\_



# Entrepreneurship (61) Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

**COMMENTS: (to be viewed by contestant)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of his/her competition.)

**REASON FOR DISQUALIFICATION: (if applicable)**

# Small Business Management Team (62)

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## Description

The team will use strategic planning and problem-solving skills to provide solutions to the business case study provided. At State and National level, teams will be presented with an additional element to the scenario that requires revision of their final presentation.

## Eligibility

Any student may enter this event. A team will consist of 2-4 members.

<b>Team must supply</b> Sharpened no. 2 pencils, pen Computer (optional) Projection equipment (optional) Product props (samples and promotional items) (optional) Prepared posters (optional) Graphs (optional) Easel (optional) Poster board and/or flipcharts and markers (optional)	<b>Business Professionals of America assumes no responsibility for hardware/software provided by the team. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification.</u></b>
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## Competencies:

- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate self-esteem, self- and team-management, and integrity
- Demonstrate a working knowledge of business management concepts
- Demonstrate critical thinking skills to make decisions and solve problems
- Demonstrate a working knowledge of entrepreneurial concepts
- Evaluate, prioritize, interpret, and communicate analysis of data
- Allocate time, money, materials, space, and staff
- Negotiate business solutions
- Implement plan of action
- Apply problem solving techniques
- Organize ideas and communicate orally in group presentation
- Apply understanding of managing equipment needs, merchandising, business ethics, personal image, market research, advertising, bankruptcy, legal issues, financial issues, expansion, international business, environmental issues, economic issues, and customer relations

## Specifications:

It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at [www.copyright.gov/title17/circ92.pdf](http://www.copyright.gov/title17/circ92.pdf).

Use the Copyright and Fair Use Guidelines in the *Style & Reference Manual*.

Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.

- Team will present before a panel of judges and timekeeper. No audience will be allowed.
- The length of set-up in presentation room will be no more than five (5) minutes.
- Set-up will be stopped at five (5) minutes to begin the presentation.
- The length of the presentation will be no more than ten (10) minutes and followed by ten (10) minutes of judges' questions.
- Presentation will be stopped at ten (10) minutes.

**Topic:**

Aunt Mabel, a friend of the family, is an avid and excellent baker. Her friends and family frequently request that she bake their favorite pies.

She has approached your consulting firm for advice in drawing up a plan for going into business as a pie baker. She indicates that she has \$15,000 to invest personally and an additional \$32,000 from her family.

Aunt Mabel has chosen to name her business "The Upper Crust" and locate in the Seattle, Washington area, focusing on sales to individuals and restaurants.

Your consulting firm will explore the needs of this start-up business and present them to Aunt Mabel.

**Method of evaluation:**

- Application (judges' rating sheet)
- Team presentation of business solutions (all team members must participate with no indication of names, chapter, location, city, state, etc.)
- Question/answer period by judges on the case problem presented

**Length of event:**

- No more than five (5) minutes orientation
- No more than 30 minutes preparation time for State and National levels
- No more than five (5) minutes set-up in presentation room
- No more than ten (10) minutes presentation time
- No more than ten (10) minutes judges' questions
- Finals may be required at State and National levels

**Equipment/supplies provided:**

- Case problem
- Projection surface at National competition only.

**Preparation Room**

If desired, team may bring one (1) laptop/notebook computer, portable printer, projection equipment, software, and paper (must bring all or none) for use in the preparation room. Electrical power will be provided. Carry-in and set-up of equipment must be done solely by the team and must take place within the time allowed for orientation/warm-up.

**Contest Presentation**

Team may use **one** laptop/notebook computer, projection equipment, posters, flip charts, or graphs for presentation. Those who want to use a computer/projection equipment for presentation **must** provide their own equipment. No computers will be provided in the presentation room. Carry-in and set-up of equipment must be done solely by the team and take place within the time allotted.

**Entries:**

- Each state is allowed two (2) entries.

Please note:

Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.

## Small Business Management Team (62) Preliminary Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Oral presentation</b> Opening and summary	1-5	6-10	11-15	16-20	
<b>Organization of content</b> (Presentation flowed in a logical sequence)	1-5	6-10	11-15	16-20	
<b>Demonstrated knowledge of managerial and entrepreneurial concepts</b>	1-5	6-10	11-15	16-20	
<b>Implementation of plan</b>	1-5	6-10	11-15	16-20	
<b>Solution to problem</b> Quality of solution	1-5	6-10	11-15	16-20	
<b>Team addressed additional information that was given on site</b>	1-5	6-10	11-15	16-20	
<b>Answers to judges' questions</b>	1-5	6-10	11-15	16-20	
<b>Team participation</b> (All team members participated; no indication of chapter location, city, state)	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (160 maximum)</b>					
<b>SPECIFICATION POINTS: All points or none are awarded per team, not per judge.</b>					
All registered team members present for entire event				15	
<b>TOTAL POINTS (15 maximum)</b>					

**PRELIMINARY PRESENTATION TOTALS:**

**JUDGE 1**

(160 points maximum) \_\_\_\_\_

**JUDGE 2**

(160 points maximum) \_\_\_\_\_

**PRESENTATION JUDGES SCORES**

(160 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**

(15 points maximum) \_\_\_\_\_

**TOTAL**

(175 points maximum) \_\_\_\_\_

**RANK** \_\_\_\_\_

## Small Business Management Team (62) Final Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Oral presentation</b> Opening and summary	1-5	6-10	11-15	16-20	
<b>Organization of content</b> (Presentation flowed in a logical sequence)	1-5	6-10	11-15	16-20	
<b>Demonstrated knowledge of managerial and entrepreneurial concepts</b>	1-5	6-10	11-15	16-20	
<b>Implementation of plan</b>	1-5	6-10	11-15	16-20	
<b>Solution to problem</b> Quality of solution	1-5	6-10	11-15	16-20	
<b>Team addressed additional information that was given on site</b>	1-5	6-10	11-15	16-20	
<b>Answers to judges' questions</b>	1-5	6-10	11-15	16-20	
<b>Team participation</b> (All team members participated; no indication of chapter location, city, state)	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (160 maximum)</b>					
<b>SPECIFICATION POINTS: All points or none are awarded per team, not per judge.</b>					
All registered team members present for entire event				15	
<b>TOTAL POINTS (15 maximum)</b>					

**PRELIMINARY PRESENTATION TOTALS:**

**JUDGE 1**

(160 points maximum) \_\_\_\_\_

**JUDGE 2**

(160 points maximum) \_\_\_\_\_

**PRESENTATION JUDGES SCORES**

(160 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**

(15 points maximum) \_\_\_\_\_

**TOTAL**

(175 points maximum) \_\_\_\_\_

**RANK** \_\_\_\_\_

# Small Business Management Team (62) Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**COMMENTS: (to be viewed by contestant)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of the team's competition.)

**REASON FOR DISQUALIFICATION: (if applicable)**

# Graphic Design Promotion (63)

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## Description

Develop a theme, illustrate the theme in a logo design, then utilize the logo in a promotional flyer.

**NOTE:** The output of this competition is to be produced as the NLC advertising and logo for 2010. This means that for this competition only, you must adhere to Copyright Law. *Copyright and Fair Use Guidelines do not apply.* **You may not use any words, diagrams, clipart and/or artwork that are not public domain. Copyrighted materials, other than the Business Professionals of America logo, name, and tagline, may not be used—even with written permission.**

## Eligibility

Any student may enter this event. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

<b>Contestant must supply</b> One electronic version of the flyer and logo on CD in JPEG or GIF format and in PDF formats Two (2) plastic sheet protectors (8½" x 11") each containing three documents—one flyer, one student-generated logo, and one Graphic Design Resource/Release Form One 10" x 13" envelope containing the above items (two plastic sheet protectors and one CD) Additional copies of flyer, logo and forms for preliminary and final competition (as described below)	<b>No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.</b> <b>No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification.</u></b>
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## Competencies:

- Demonstrate knowledge of graphic design and rules for layout
- Demonstrate effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate the ability to present ideas to prospective customers illustrating reasoning and logic for the theme
- Use principles of design, layout, and typography in graphic design
- Generate a promotional flyer for marketing purposes
- Use appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image

## Specifications:

- Contestant may select any theme that promotes the Business Professionals of America National Leadership Conference in Washington, DC, May 4-8, 2011.
- Theme needs to be 25 characters or less including spaces.
- Dimensions of flyer must be 8½" x 11"
- Dimensions of the student-generated logo must not exceed 4" x 4". Student-generated logo must be presented on a separate 8½" x 11" paper.
- Product should be printed on white paper and in the intended color scheme.
- Two (2) originals, flyer and student-generated logo, shall be produced at the home/school. **The graphics must not be professionally or commercially produced.**
- Place one copy of the flyer, one copy of student-generated logo and one keyed copy of the Graphic Design Promotion Resource/Release Form in each of the two separate sheet protectors.
- Both of the plastic sheet protectors and a CD with electronic files of the logo and flyer must be submitted in one 10" x 13" envelope to the National Center, 5454 Cleveland Avenue, Columbus, OH 43231-4021, and postmarked April 1, 2010. **Please mark the envelope with the event**

**name and division.** Students are encouraged to use certified mail or another traceable method of delivery. **Confirmation of receipt cannot be provided by the National Center. No fax or mailed copies will be accepted.**

- **Contestants must be registered for National-level competition prior to submission of materials. The contestant number must be included as indicated. Materials from non-registered contestants and/or those missing contestant number cannot be accepted.**
- No changes can be made to the project after the date of submission.
- An additional copy of the flyer and student-generated logo, along with one copy of the Graphic Design Promotion Resource/Release Form **must** be presented for judges' reference at the time of the presentation for both Preliminary and Final Competition. Students may also bring one additional 8½" x 11" flyer and one additional logo for use during the presentation at both Preliminary and Final competitions. The flyers, logos and forms cannot be returned.
- The length of the presentation will be no more than seven (7) minutes. The presentation will be stopped at seven (7) minutes and will be followed by judges' questions.
- All graphics must be computer generated. Only public domain and contestant-prepared graphics may be used in the design. Originality and effectiveness will be given greater consideration. **No copyright items may be used, even with written permission.** *The Copyright and Fair Use Guidelines do not apply to this competition.*
- Business Professionals of America logo, name, and tagline must appear on the flyer. National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- All written materials must follow the organization's Graphic Standards and make proper use of the BPA logo and/or organization's name. (Refer to the Graphic Standards in the *Style & Reference Manual*.)
- Contestant's name may not appear anywhere on output.
- No registered trademarks, or names may be used. It is the policy of Business Professionals of America to comply with state and federal copyright laws. Although a work may be freely accessible on the Internet and contain no statement of copyright, copyright law provides that such works are protected. Contestants must assume that works are protected by copyright until they learn otherwise. **The contestant will be DISQUALIFIED for copyright violations.**
- The top three places in the Middle Level, Secondary and Post-secondary National Competition will be submitted to the selection committee for consideration to be used as the theme for the following membership year.

### **Topic**

Develop a flyer and logo promoting the Business Professionals of America National Leadership Conference in Washington, DC, May 4-8, 2011.

### **Method of evaluation:**

- Application (judges' rating sheet)

### **Length of event:**

- No more than seven (7) minutes of oral presentation
- No more than three (3) minutes for judges' questions

### **Contest Presentation:**

- The contestant will give a presentation on how the graphic was developed and produced. A question and answer session will follow.

### **Entries:**

- Each state is allowed three (3) entries.



**Please note:**

**Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.**

**Materials submitted for Graphic Design Promotion will not be returned.**

# Graphic Design Promotion (63) Resource/Release Form

Please key all information requested below. **Handwritten and incomplete forms will not be accepted.**

Please note:

The Contestant Number is the same as the Member Number in the BPA On-line Registration System.

**Chapter Name:** \_\_\_\_\_

**Contestant Name:** \_\_\_\_\_

**Contestant #:** \_\_\_\_\_

**I, the undersigned, attest that the design and creation is my original work. Furthermore, I attest that the production is in accordance with state and federal copyright laws.**

**I consent to its reproduction, use, and/or modification in any way for use by Business Professionals of America National Center.**

List all sources used in the process to create the artwork. Include the hardware and software used.

\_\_\_\_\_  
Contestant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Advisor Signature

\_\_\_\_\_  
Date

## Graphic Design Promotion (63) Technical Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
Design shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Student-generated logo shows imagination, creativity and originality	1-5	6-10	11-15	16-20	
Appropriate use of grammar, spelling and punctuation	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Generated theme promotes NLC	1-5	6-10	11-15	16-20	
Effectiveness (easily understood, motivational, accurate)	1-5	6-10	11-15	16-20	
Conforms to BPA Graphic Standards as outlined in the <i>Style and Reference Manual</i>	1-5	6-10	11-15	16-20	
Student-generated logo is effective when reduced to trading pin size	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (160 maximum)</b>					

## Graphic Design Promotion (63) Preliminary Presentation Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
Oral presentation/stage presence/delivery	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Consistency in graphic and theme	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (100 maximum)</b>					
<b>PRESENTATION SPECIFICATION POINTS:</b> All points or none are awarded by the proctor per contestant, not per judge.					
Submitted one copy of each at time of presentation: flyer, logo and resource/release form.					5
Contestant name does not appear on submitted output.					5
Flyer is submitted on an 8 1/2" x 11" sheet of paper.					5
Dimensions of student-generated logo do not exceed 4" x 4" and is submitted on a separate 8 1/2" x 11" paper.					5
Conforms to BPA Graphic Standards. Logo and tagline must be used together. Color could be the same either in black, navy, or the official colors.					10
<b>TOTAL SPECIFICATION POINTS (30 maximum)</b>					

**PRELIMINARY TECHNICAL & PRESENTATION TOTALS:**

**JUDGE 1**  
(100 points maximum) \_\_\_\_\_

**JUDGE 2**  
(100 points maximum) \_\_\_\_\_

**AVERAGE PRESENTATION SCORE**  
(100 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**  
(30 points maximum) \_\_\_\_\_

**PRELIMINARY SCORE**  
(160 points maximum) \_\_\_\_\_

**TOTAL**  
(290 points maximum) \_\_\_\_\_

**RANK**  
\_\_\_\_\_

## Graphic Design Promotion (63) Final Presentation Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
Oral presentation/stage presence/delivery	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Consistency in graphic and theme	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (100 maximum)</b>					
<b>PRESENTATION SPECIFICATION POINTS:</b> All points or none are awarded by the proctor per contestant, not per judge.					
Submitted one copy of each at time of presentation: flyer, logo and resource/release form.					5
Contestant name does not appear on submitted output.					5
Flyer is submitted on an 8 1/2" x 11" sheet of paper.					5
Dimensions of student-generated logo do not exceed 4" x 4" and is submitted on a separate 8 1/2" x 11" paper.					5
Conforms to BPA Graphic Standards. Logo and tagline must be used together. Color could be the same either in black, navy, or the official colors.					10
<b>TOTAL SPECIFICATION POINTS (30 maximum)</b>					

**FINAL PRESENTATION TOTALS:**

**JUDGE 1**  
(100 points maximum) \_\_\_\_\_

**JUDGE 2**  
(100 points maximum) \_\_\_\_\_

**AVERAGE PRESENTATION SCORE**  
(100 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**  
(30 points maximum) \_\_\_\_\_

**TOTAL**  
(130 points maximum) \_\_\_\_\_

**RANK**  
\_\_\_\_\_

# Graphic Design Promotion (63) Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

**COMMENTS: (to be viewed by contestant)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of his/her competition.)

**REASON FOR DISQUALIFICATION: (if applicable)**

## Interview Skills (64)

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### Description

Assess proficiency in job search and interview situations.

### Eligibility

Student may not enter both Interview Skills and Advanced Interview Skills in the same year. This event may not be repeated. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

<b>Contestant must supply</b> One copy of each at both preliminary and final competition: résumé, cover letter and application	<b>No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.</b> <b>No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification.</u></b>
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### Competencies:

- Demonstrate knowledge of employability search
- Apply technical writing skills to produce application letter and résumé
- Demonstrate effective communication skills
- Apply research to determine qualifications for jobs
- Produce application letter and résumé
- Complete job application form
- Demonstrate quality grooming through proper dress
- Discuss understanding of work ethics and work environments
- Describe knowledge of job advancement
- Demonstrate interpersonal skills

### Specifications:

- Contestant will indicate on his/her résumé the position for which he/she is applying. There are openings in all departments of Professional Business Associates shown on the Organizational Chart found in the *Style & Reference Manual*.
- Contestant may interview for any position listed on the Organizational Chart for which he/she is qualified.
- Information in the letter and résumé must be authentic; however, contestants may choose to use a fictitious personal address and telephone number.
- The use of references on the résumé is optional.
- The on-line application must be completed by 11:59pm on April 1, 2010. Students may complete the application only once. The resume and cover letter must be uploaded at the time of application. The web site address for completing the on-line application and uploading resume and cover letter will be provided to students advancing to National competition. **No fax or mailed copies will be accepted.**
- **Contestants must be registered for National-level competition prior to submission of materials. The contestant number must be included as indicated. Materials from non-registered contestants, those missing contestant number and/or projects received after the deadline cannot be accepted.**
- No changes can be made to the project after the date of submission.

- The application letter must be addressed as follows:  
Ms. Julie Smith, Manager  
Human Resources Department  
Professional Business Associates  
5454 Cleveland Avenue  
Columbus, OH 43231-4021
- One copy of the résumé may be used for reference during the interview. **Materials previously submitted via e-mail will not be available at the time of interview.** No other materials will be allowed (i.e., business cards, thank-you notes, etc.) during the remainder of the Interview Skills contest.
- An additional copy of the résumé, application letter and completed application form must be provided at the time of the interview at NLC, for both Preliminary and Final Competition.

**Method of evaluation:**

- Application (judges' rating sheet)

**Length of event:**

- No more than 15 minutes for interview
- Finals may be included at State and National levels.

**Entries:**

- Each state is allowed three (3) entries.

**Please note:**

**Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.**



# Interview Skills (64)

## Technical Judges' Scoring Rubric/Rating Sheet

### Pre-Interview

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

<b>PRE-INTERVIEW FORMS:</b> The items below are to be evaluated prior to the interview.		<b>Points Earned</b>
<b>Application Letter:</b> • Correct grammar, spelling, and format	0-35	
• Content is clear and complete	0-30	
<b>Résumé:</b> • Correct spelling and grammar • Consistent and attractive format	0-35	
• Presents skills, experience, and education	0-35	
<b>Application Form:</b> • Followed directions • Complete • Correct spelling and grammar • Proper capitalization	0-50	
<b>TOTAL POINTS (185 maximum)</b>		

<b>TECHNICAL SPECIFICATION POINTS:</b> All points or none are awarded as part of the pre-interview score.		
• Indicated position applying for on résumé and addressed application letter correctly	15	
<b>TOTAL POINTS (15 points)</b>		

**TOTAL TECHNICAL POINTS (200 points)** \_\_\_\_\_

## Interview Skills (64)

### Preliminary Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

<b>INTERVIEW:</b> The items below are to be evaluated during the interview.					
	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Earned</b>
<b>Applicant's Greeting:</b> <ul style="list-style-type: none"> <li>• Proper introduction</li> <li>• Positive first impression</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>Applicant's Appearance:</b> <ul style="list-style-type: none"> <li>• Neat, well groomed</li> <li>• Appropriately attired</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>Personality and Poise:</b> <ul style="list-style-type: none"> <li>• Positive, courteous, sincere, and confident</li> <li>• Good posture, gestures, and eye contact</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>Communication Skills:</b> <ul style="list-style-type: none"> <li>• Proper grammar</li> <li>• Good pronunciation and enunciation</li> <li>• Pleasant voice and tone</li> </ul>	1-3 1-3 1-3	4-7 4-7 4-7	8-11 8-11 8-11	12-15 12-15 12-15	
<b>Responses:</b> <ul style="list-style-type: none"> <li>• Responded with appropriate answers</li> <li>• Showed knowledge of potential position</li> <li>• Indicated knowledge of company</li> <li>• Asked appropriate questions</li> <li>• Volunteered information</li> <li>• Demonstrated initiative and enthusiasm</li> </ul>	1-3 1-3 1-3 1-3 1-3 1-3	4-7 4-7 4-7 4-7 4-7 4-7	8-11 8-11 8-11 8-11 8-11 8-11	12-15 12-15 12-15 12-15 12-15 12-15	
<b>Skills: Showed evidence of the following</b> <ul style="list-style-type: none"> <li>• Required job skills</li> <li>• Good work habits</li> <li>• Problem-solving abilities</li> </ul>	1-3 1-3 1-3	4-7 4-7 4-7	8-11 8-11 8-11	12-15 12-15 12-15	
<b>Close of Interview:</b> <ul style="list-style-type: none"> <li>• Expressed a thank you</li> <li>• Concluded interview effectively</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>TOTAL POINTS (300 maximum)</b>					

**TECHNICAL SCORE TOTALS:**

(200 points maximum) \_\_\_\_\_

**PRELIMINARY INTERVIEW TOTALS:**

**Judge 1** (300 points maximum) \_\_\_\_\_

**Judge 2** (300 points maximum) \_\_\_\_\_

**INTERVIEW TOTALS  
DIVIDED BY NUMBER OF  
JUDGES**

\_\_\_\_\_

**TOTAL (500 points maximum)** \_\_\_\_\_

**RANK** \_\_\_\_\_

## Interview Skills (64)

### Final Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

<b>INTERVIEW:</b> The items below are to be evaluated during the interview.					
	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Earned</b>
<b>Applicant's Greeting:</b> <ul style="list-style-type: none"> <li>• Proper introduction</li> <li>• Positive first impression</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>Applicant's Appearance:</b> <ul style="list-style-type: none"> <li>• Neat, well groomed</li> <li>• Appropriately attired</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>Personality and Poise:</b> <ul style="list-style-type: none"> <li>• Positive, courteous, sincere, and confident</li> <li>• Good posture, gestures, and eye contact</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>Communication Skills:</b> <ul style="list-style-type: none"> <li>• Proper grammar</li> <li>• Good pronunciation and enunciation</li> <li>• Pleasant voice and tone</li> </ul>	1-3 1-3 1-3	4-7 4-7 4-7	8-11 8-11 8-11	12-15 12-15 12-15	
<b>Responses:</b> <ul style="list-style-type: none"> <li>• Responded with appropriate answers</li> <li>• Showed knowledge of potential position</li> <li>• Indicated knowledge of company</li> <li>• Asked appropriate questions</li> <li>• Volunteered information</li> <li>• Demonstrated initiative and enthusiasm</li> </ul>	1-3 1-3 1-3 1-3 1-3 1-3	4-7 4-7 4-7 4-7 4-7 4-7	8-11 8-11 8-11 8-11 8-11 8-11	12-15 12-15 12-15 12-15 12-15 12-15	
<b>Skills: Showed evidence of the following</b> <ul style="list-style-type: none"> <li>• Required job skills</li> <li>• Good work habits</li> <li>• Problem-solving abilities</li> </ul>	1-3 1-3 1-3	4-7 4-7 4-7	8-11 8-11 8-11	12-15 12-15 12-15	
<b>Close of Interview:</b> <ul style="list-style-type: none"> <li>• Expressed a thank you</li> <li>• Concluded interview effectively</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>TOTAL POINTS (300 maximum)</b>					

**FINAL INTERVIEW TOTALS:**

**Judge 1** (300 points maximum) \_\_\_\_\_

**Judge 2** (300 points maximum) \_\_\_\_\_

**INTERVIEW TOTALS DIVIDED BY  
NUMBER OF JUDGES** \_\_\_\_\_

**TOTAL (300 points maximum)** \_\_\_\_\_

**RANK** \_\_\_\_\_

## **Interview Skills (64)**

### **Advanced Interview Skills (65)**

*The following are suggested, but not required, guidelines for rating the résumé, letter of application, and application form.*

#### **RÉSUMÉ**

**Position applying for listed**

**Length of résumé**

- 1– 2 pages, 1 page preferred

**Layout**

- readable style
- margins even
- spacing appropriate
- use full page (centered top to bottom; left aligned)
- consistent format
- “references available upon request” (optional)

**Chronological order of employment**

**Grammar/Spelling**

#### **LETTER OF APPLICATION**

**Introduction**

- position applying for stated
- where learned of position
- ask to apply
- interest in company

**Skills**

- technical skills (measurable computer skills)
- soft skills (interpersonal skills)

**Closing**

- request for interview
- contact number

#### **APPLICATION FORM**

**Completeness**

- N/A or line in every section – no blank lines
- form signed electronically

**Grammar/Spelling**

- proper capitalization

**Followed directions**

- experience listed in proper order
- gave complete addresses per instructions

# Professional Business Associates Organizational Chart

Professional Business Associates develops and sells software, hardware, and services. The services provided are:

1. Systems analysis
2. Software development and design
3. Marketing
4. Training development
5. Hardware and software sales

This large corporation has a branch office in the capital of each membership state. The corporate headquarters is located at 5454 Cleveland Avenue in Columbus, OH 43231-4021, and has 200+ employees. Management includes:

Chief Executive Officer	Nancy Wells
Financial Services Department	Harvey Rosen
Information Technology Department	Tom Carlson
Human Resources Department	Julie Smith
Marketing Department	Roger Meyer
Administrative Support Department	Edna Renick

Chief Executive Officer				
Financial Services	Information Technology	Human Resources	Marketing	Administrative Support
1. Office Assistant	1. Office Assistant	1. Office Assistant	1. Office Assistant	1. Office Assistant
2. Data Entry Clerk	2. Data Entry Clerk	2. Human Resources Assistant	2. Information Processing Assistant	2. Information Processing Specialist
3. Payroll Clerk	3. Database Specialist	3. Information Processing Assistant	3. Administrative Assistant	3. Administrative Assistant
4. Accounting Clerk	4. Information Processing Assistant	4. Administrative Assistant	4. Desktop Publisher	4. Database Specialist
5. Administrative Clerk	5. Administrative Assistant	5. Medical Support Assistant	5. Graphic Design Assistant	5. Spreadsheet Specialist
6. Database Assistant	6. Programmer	6. Insurance Benefits Clerk	6. Desktop Publishing/Graphic Assistant	6. Desktop Publishing Assistant
7. Spreadsheet Specialist	7. Software Engineer	7. Management Assistant	7. International Business Coordinator	7. Legal Research Assistant
8. Accountant	8. PC Servicing/Troubleshooting	8. Payroll Specialist	8. Website Liaison Assistant	8. Graphic Design Assistant
9. Financial Analyst	9. Network Administration	9. Wellness Coordinator	9. Management Assistant	9. Management Assistant
	10. Digital Media Specialist		10. Small Business Liaison	
	11. E-commerce Specialist		11. Research Assistant	
	12. Website Developer			

# Interview Skills (64) Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

**COMMENTS: (to be viewed by contestant)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of his/her competition.)

**REASON FOR DISQUALIFICATION: (if applicable)**



## Advanced Interview Skills (65)

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### Description

Assess advanced proficiency in job search, interview situations, and portfolio development.

### Eligibility

Contestant may not enter both Interview Skills and Advanced Interview Skills in the same year. Advanced Interview Skills may be repeated. Students participating in National Level Competition must be registered for the event prior to submission deadline for technical judging.

<b>Contestant must supply</b> One copy of each at both preliminary and final competition: résumé, cover letter and application	<b>No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.</b> <b>No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification.</u></b>
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### Competencies:

- Demonstrate knowledge of employability search
- Apply technical writing skills to produce application letter and résumé
- Demonstrate effective communication skills
- Demonstrate the ability to create and effectively use an employment portfolio
- Apply research to determine qualifications for jobs
- Produce application letter and résumé
- Complete job application form
- Demonstrate quality grooming through proper dress
- Discuss understanding of work ethics and work environments
- Describe knowledge of job advancement
- Demonstrate interpersonal skills
- Create an attractive portfolio for use during a job interview (see Specifications)

### Specifications:

- Contestant will indicate on résumé position for which he/she is applying. There are openings in all departments of Professional Business Associates shown on the Organizational Chart found in the *Style & Reference Manual*.
- Contestant may interview for any position listed on the Organizational Chart for which he/she is qualified.
- Information in the letter and résumé must be authentic; however, contestants may choose to use a fictitious personal address and telephone number.
- The on-line application must be completed by 11:59pm on April 1, 2010. Students may complete the application only once. The resume and cover letter must be uploaded at the time of application. The web site address for completing the on-line application and uploading resume and cover letter will be provided to students advancing to National competition. **No fax or mailed copies will be accepted.**
- **Contestants must be registered for National-level competition prior to submission of materials. The contestant number must be included as indicated. Materials from non-registered contestants and/or those missing contestant number cannot be accepted.**
- No changes can be made to the project after the date of submission.

- The application letter must be addressed as follows:  
Ms. Julie Smith, Manager  
Human Resources Department  
Professional Business Associates  
5454 Cleveland Avenue  
Columbus, OH 43231-4021
- Portfolio may be up to 20 pages that are displayed back and front in 10 plastic sheet protectors. Only paper documentation that is pertinent to this position and fits in an 8 ½" x 11" sheet protector may be used. **NO ELECTRONIC PORTFOLIOS WILL BE ACCEPTED. Portfolio will not be submitted; the contestant will take the portfolio into the interview to be used to demonstrate job competence.**
- One copy of the résumé may be used for reference during the interview. **Materials previously submitted via e-mail will not be available at the time of interview.** No materials, will be allowed (i.e., business cards, thank you notes, etc.) during the remainder of the Advanced Interview Skills contest.
- An additional copy of the résumé, application letter and completed application form must be provided at the time of the interview at NLC, for both Preliminary and Final Competition.
- The use of references on the résumé is optional.

**Method of evaluation:**

- Application (judges' rating sheet)

**Length of event:**

- No more than 15 minutes for interview
- Finals may be required at State and National levels

**Entries:**

- Each state is allowed three (3) entries.

**Please note:**

**Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.**

# Advanced Interview Skills (65)

## Technical Judges' Scoring Rubric/Rating Sheet

### Pre-Interview

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

<b>PRE-INTERVIEW FORMS:</b> The items below are to be evaluated prior to the interview.		<b>Points Earned</b>
<b>Application Letter:</b>		
• Correct grammar, spelling, and format	0-20	
• Content is clear and complete	0-15	
<b>Résumé:</b>		
• Correct spelling and grammar	0-30	
• Consistent and attractive format		
• Presents skills, experience, and education		
<b>Application Form:</b>		
• Followed directions	0-35	
• Complete		
• Correct spelling and grammar		
• Proper capitalization		
<b>TOTAL POINTS (100 maximum)</b>		
<b>TECHNICAL SPECIFICATION POINTS:</b> All points or none are awarded as part of the pre-interview score.		
• Indicated position applying for on résumé and addressed application letter correctly	10	
<b>TOTAL POINTS (10 points)</b>		

**TOTAL TECHNICAL POINTS (110 points)** \_\_\_\_\_

## Advanced Interview Skills (65)

### Preliminary Judges' Scoring Rubric/Rating Sheet

#### Interview

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

<b>INTERVIEW:</b> The items below are to be evaluated during the interview.					
	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Earned</b>
<b>Applicant's greeting:</b> <ul style="list-style-type: none"> <li>• Proper introduction</li> <li>• Positive first impression</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>Applicant's appearance:</b> <ul style="list-style-type: none"> <li>• Neat, well groomed</li> <li>• Appropriately attired</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>Personality and poise:</b> <ul style="list-style-type: none"> <li>• Positive, courteous, sincere, and confident</li> <li>• Good posture, gestures, and eye contact</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>Communication skills:</b> <ul style="list-style-type: none"> <li>• Proper grammar</li> <li>• Good pronunciation and enunciation</li> <li>• Pleasant voice and tone</li> </ul>	1-3 1-3 1-3	4-7 4-7 4-7	8-11 8-11 8-11	12-15 12-15 12-15	
<b>Responses:</b> <ul style="list-style-type: none"> <li>• Responded with appropriate answers</li> <li>• Showed knowledge of potential position</li> <li>• Indicated knowledge of company</li> <li>• Asked appropriate questions</li> <li>• Volunteered information</li> <li>• Demonstrated initiative and enthusiasm</li> </ul>	1-3 1-3 1-3 1-3 1-3 1-3	4-7 4-7 4-7 4-7 4-7 4-7	8-11 8-11 8-11 8-11 8-11 8-11	12-15 12-15 12-15 12-15 12-15 12-15	
<b>Skills:</b> <ul style="list-style-type: none"> <li>• Showed evidence of required job skills</li> <li>• Showed evidence of good work habits</li> <li>• Showed evidence of problem-solving abilities</li> </ul>	1-3 1-3 1-3	4-7 4-7 4-7	8-11 8-11 8-11	12-15 12-15 12-15	
<b>Portfolio:</b> <ul style="list-style-type: none"> <li>• No more than 20 pages in 10 plastic sheet protectors in 1/2" 3-ring binder</li> <li>• Information included relates to position</li> <li>• Presentation demonstrates job competence</li> <li>• Effective use of portfolio</li> </ul>	1-3 1-3 1-3 1-3	4-7 4-7 4-7 4-7	8-11 8-11 8-11 8-11	12-15 12-15 12-15 12-15	
<b>TOTAL POINTS (330 maximum)</b>					

**TECHNICAL SCORE TOTALS:**

(110 points maximum) \_\_\_\_\_

**PRELIMINARY INTERVIEW TOTALS:**

**Judge 1** (330 points maximum) \_\_\_\_\_

**Judge 2** (330 points maximum) \_\_\_\_\_

**INTERVIEW TOTALS  
DIVIDED BY NUMBER OF  
JUDGES**

\_\_\_\_\_  
\_\_\_\_\_

**TOTAL (440 points maximum)** \_\_\_\_\_

**RANK** \_\_\_\_\_

# Advanced Interview Skills (65)

## Final Judges' Scoring Rubric/Rating Sheet

### Interview

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

<b>INTERVIEW:</b> The items below are to be evaluated during the interview.					
	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Earned</b>
<b>Applicant's greeting:</b> <ul style="list-style-type: none"> <li>• Proper introduction</li> <li>• Positive first impression</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>Applicant's appearance:</b> <ul style="list-style-type: none"> <li>• Neat, well groomed</li> <li>• Appropriately attired</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>Personality and poise:</b> <ul style="list-style-type: none"> <li>• Positive, courteous, sincere, and confident</li> <li>• Good posture, gestures, and eye contact</li> </ul>	1-3 1-3	4-7 4-7	8-11 8-11	12-15 12-15	
<b>Communication skills:</b> <ul style="list-style-type: none"> <li>• Proper grammar</li> <li>• Good pronunciation and enunciation</li> <li>• Pleasant voice and tone</li> </ul>	1-3 1-3 1-3	4-7 4-7 4-7	8-11 8-11 8-11	12-15 12-15 12-15	
<b>Responses:</b> <ul style="list-style-type: none"> <li>• Responded with appropriate answers</li> <li>• Showed knowledge of potential position</li> <li>• Indicated knowledge of company</li> <li>• Asked appropriate questions</li> <li>• Volunteered information</li> <li>• Demonstrated initiative and enthusiasm</li> </ul>	1-3 1-3 1-3 1-3 1-3 1-3	4-7 4-7 4-7 4-7 4-7 4-7	8-11 8-11 8-11 8-11 8-11 8-11	12-15 12-15 12-15 12-15 12-15 12-15	
<b>Skills:</b> <ul style="list-style-type: none"> <li>• Showed evidence of required job skills</li> <li>• Showed evidence of good work habits</li> <li>• Showed evidence of problem-solving abilities</li> </ul>	1-3 1-3 1-3	4-7 4-7 4-7	8-11 8-11 8-11	12-15 12-15 12-15	
<b>Portfolio:</b> <ul style="list-style-type: none"> <li>• No more than 20 pages in 10 plastic sheet protectors in ½" 3-ring binder</li> <li>• Information included relates to position</li> <li>• Presentation demonstrates job competence</li> <li>• Effective use of portfolio</li> </ul>	1-3 1-3 1-3 1-3	4-7 4-7 4-7 4-7	8-11 8-11 8-11 8-11	12-15 12-15 12-15 12-15	

**FINAL INTERVIEW TOTALS:**

**Judge 1** (330 points maximum) \_\_\_\_\_

**Judge 2** (330 points maximum) \_\_\_\_\_

**INTERVIEW TOTALS DIVIDED BY  
NUMBER OF JUDGES** \_\_\_\_\_

**TOTAL (330 points maximum)** \_\_\_\_\_

**RANK** \_\_\_\_\_

## **Interview Skills (64)**

### **Advanced Interview Skills (65)**

*The following are suggested, but not required, guidelines for rating the résumé, letter of application, and application form.*

#### **RÉSUMÉ**

**Position applying for listed**

**Length of résumé**

- 1– 2 pages, 1 page preferred

**Layout**

- readable style
- margins even
- spacing appropriate
- use full page (centered top to bottom; left aligned)
- consistent format
- “references available upon request” (optional)

**Chronological order of employment**

**Grammar/Spelling**

#### **LETTER OF APPLICATION**

**Introduction**

- position applying for stated
- where learned of position
- ask to apply
- interest in company

**Skills**

- technical skills (measurable computer skills)
- soft skills (interpersonal skills)

**Closing**

- request for interview
- contact number

#### **APPLICATION FORM**

**Completeness**

- N/A or line in every section – no blank lines
- form signed electronically

**Grammar/Spelling**

- proper capitalization

**Followed directions**

- experience listed in proper order
- gave complete addresses per instructions



# Advanced Interview Skills (65) Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

**COMMENTS: (to be viewed by contestant)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of his/her competition.)

**REASON FOR DISQUALIFICATION: (if applicable)**

# Extemporaneous Speech (66)

---

## Description

Demonstrate communication skills in arranging, organizing, and effectively presenting information orally without prior knowledge of the topic.

## Eligibility

The event may be repeated. Contestant may not enter both Extemporaneous Speech and Human Resource Management in the same year.

<b>Contestant must supply</b> Pencils or pens	<b>No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.</b> <b>No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification.</u></b>
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## Competencies:

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- Utilize nonverbal gestures as needed

## Specifications

- The contestant will draw two (2) different business topics and will select either one. The topics may deal with Business Professionals of America, office situations, the business world, etc.
- The contestant will be provided ten (10) minutes to develop the topic. Notes will be made on the note card provided by the event proctor. No advisor contact will be allowed between the time of receiving the topic and the delivery.
- No materials or previously prepared notes will be allowed into the preparation or presentation room with the contestant.
- The length of the speech will be no less than three (3) minutes and no more than five (5) minutes.
- The speech will be stopped after five (5) minutes.
- The contestant will speak before a panel of judges and a timekeeper. No audience will be allowed.
- The contestant will be given warnings via flash cards when there are two (2) minutes remaining and when there is (1) minute remaining during the speaking time.

## Method of evaluation:

- Application (judges' rating sheet)

## Length of event:

- No more than ten (10) minutes preparation
- No less than three (3) and no more than five (5) minutes oral presentation
- Finals may be included at State and National levels.

## Equipment/supplies provided:

- One note card for preparation of presentation

## Entries:

- Each state is allowed three (3) entries.

# Extemporaneous Speech (66)

# Preliminary Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Opening:</b> • Introduction	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Voice:</b> • Pitch, tempo, volume, enthusiasm	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Platform Deportment:</b> • Gestures, poise, eye contact, mannerisms, appearance	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Organization:</b> • Logical, clearly understood, suitable to topic, coherent	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Mechanics:</b> • Diction, grammar, word pictures, pronunciation	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Closing:</b> • Summary and conclusion	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Effectiveness:</b> • Was purpose achieved? (to decide, to impress, to inform, to persuade)	1 – 5	6 – 10	11 – 15	16 - 20	
<b>TOTAL POINTS (140 points)</b>					
<b>SPECIFICATION POINTS:</b> All points or none are awarded per contestant, not per judge.					
• Presentation lasted no less than three (3) and no more than five (5) minutes. (No points awarded if presentation is stopped for going over time.)				10	
• Did not use any materials other than those specified for the event.				10	
<b>TOTAL POINTS 20 points</b>					

**JUDGE 1**  
(140 points maximum) \_\_\_\_\_

**JUDGE 2**  
(140 points maximum) \_\_\_\_\_

**AVERAGE JUDGES' SCORE**  
(140 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**  
(20 points maximum) \_\_\_\_\_

**TOTAL**  
(160 points maximum) \_\_\_\_\_

**RANK** \_\_\_\_\_

# Extemporaneous Speech (66)

## Final Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Opening:</b> • Introduction	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Voice:</b> • Pitch, tempo, volume, enthusiasm	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Platform Deportment:</b> • Gestures, poise, eye contact, mannerisms, appearance	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Organization:</b> • Logical, clearly understood, suitable to topic, coherent	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Mechanics:</b> • Diction, grammar, word pictures, pronunciation	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Closing:</b> • Summary and conclusion	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Effectiveness:</b> • Was purpose achieved? (to decide, to impress, to inform, to persuade)	1 – 5	6 – 10	11 – 15	16 - 20	
<b>TOTAL POINTS (140 points)</b>					
<b>SPECIFICATION POINTS:</b> All points or none are awarded per contestant, not per judge.					
• Presentation lasted no less than three (3) and no more than five (5) minutes. (No points awarded if presentation is stopped for going over time.)				10	
• Did not use any materials other than those specified for the event.				10	
<b>TOTAL POINTS (20 points)</b>					

**JUDGE 1**  
(140 points maximum) \_\_\_\_\_

**JUDGE 2**  
(140 points maximum) \_\_\_\_\_

**AVERAGE JUDGES' SCORE**  
(140 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**  
(20 points maximum) \_\_\_\_\_

**TOTAL**  
(160 points maximum) \_\_\_\_\_

**RANK** \_\_\_\_\_

# Extemporaneous Speech (66)

## Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

**COMMENTS: (to be viewed by contestant)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of his/her competition.)

**REASON FOR DISQUALIFICATION: (if applicable)**

# Human Resource Management (67)

---

## Description

Assess interpretation of personnel policies and knowledge of human resource management.

## Eligibility

Contestant may not enter Human Resource Management and Extemporaneous Speech in the same year.

<b>Contestant must supply</b>	<b>No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.</b>
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Human Resources Manual—available on-line at [www.bpa.org](http://www.bpa.org)

The HR Manual provided is a **guideline** and should be used as the ultimate authority when the manual contains specific related information

Pencils/Pens

**No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

## Competencies:

- Demonstrate knowledge of human resources management and management concepts
- Apply critical thinking skills to interpret personnel policies
- Demonstrate effective oral communication skills
- Demonstrate understanding of policies and procedures manuals
- Knowledge of applicable laws including ADA, EEOC, OSHA and USERRA.
- Demonstrate understanding of human relations skills
- Describe why professional development is the responsibility of the business and the employee
- Demonstrate successful evaluation techniques
- Discuss compensation, benefits, and incentive programs
- Describe regulations regarding separation, termination, and transition
- Recognize how organized labor influences business
- Demonstrate effective persuasive and informative communication and presentation skills

## Specifications

- 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 30 minutes to develop the presentation. Notes will be made on the note card provided by the event proctor. No advisor contact will be allowed between the time of receiving the topic and the delivery.
- Only the Human Resource Management Manual, along with one note card for notetaking, may be used in the preparation and presentation rooms.
- The length of the presentation will be no less than five (5) minutes and no more than seven (7) minutes.
- The presentation will be stopped at the conclusion of seven (7) minutes.
- The contestant will speak before a panel of judges and a timekeeper. No audience will be allowed.
- The contestant will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.

## Method of evaluation:

- Application (judges' rating sheet)
- Presentation of business solution
- Question/answer period by judges on the case problem presented

## Length of event:

- No more than 30 minutes preparation time

- No less than five (5) and no more than seven (7) minutes for oral presentation
- No more than three (3) minutes judges' questions
- Finals may be included at State and National levels.

**Equipment/Supplies provided:**

- Case scenario
- One note card

**Entries:**

- Each state is allowed three (3) entries.

**Contestants are encouraged to bring the Human Resources Manual with them for reference. Contestants are expected to familiarize themselves with the manual prior to competition.**

**Please note:**

**Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.**

## Human Resource Management (67) Preliminary Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Opening:</b> • Introduction of case study	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Effectiveness of presentation:</b> • Purpose achieved, logically organized, clearly understood	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Mechanics:</b> • Diction, grammar, pronunciation • Gestures, poise, eye contact	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Closing:</b> • Summary and conclusion	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Solution to case study:</b> • Quality of solution • Development of subject matter • Depth of research	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Problem solving skills</b>	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Response to Judges' questions</b>	1 – 5	6 – 10	11 – 15	16 - 20	
<b>TOTAL (140 points)</b>					

**SPECIFICATION POINTS:** All points or none are awarded per contestant, not per judge.

Presentation lasted no less than five (5) and no more than seven (7) minutes. (No points awarded if presentation is stopped for going over time.)	10	
Did not use any materials other than those specified for the event.	10	
<b>TOTAL (20 points)</b>		

**JUDGE 1**  
(140 points maximum) \_\_\_\_\_

**Judge 2**  
(140 points maximum) \_\_\_\_\_

**AVERAGE  
PRESENTATION JUDGES' SCORES**  
(140 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**  
(20 points maximum) \_\_\_\_\_

**TOTAL**  
(160 points maximum) \_\_\_\_\_

**RANK** \_\_\_\_\_



## Human Resource Management (67) Final Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Opening:</b> • Introduction of case study	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Effectiveness of presentation:</b> • Purpose achieved, logically organized, clearly understood	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Mechanics:</b> • Diction, grammar, pronunciation • Gestures, poise, eye contact	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Closing:</b> • Summary and conclusion	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Solution to case study:</b> • Quality of solution • Development of subject matter • Depth of research	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Problem solving skills</b>	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Response to Judges' questions</b>	1 – 5	6 – 10	11 – 15	16 - 20	
<b>TOTAL (140 points)</b>					

<b>SPECIFICATION POINTS:</b> All points or none are awarded per contestant, not per judge.		
Presentation lasted no less than five (5) and no more than seven (7) minutes. (No points awarded if presentation is stopped for going over time.)	10	
Did not use any materials other than those specified for the event.	10	
<b>TOTAL (20 points)</b>		

**JUDGE 1**  
(140 points maximum) \_\_\_\_\_

**Judge 2**  
(140 points maximum) \_\_\_\_\_

**AVERAGE  
PRESENTATION JUDGES' SCORES**  
(140 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**  
(20 points maximum) \_\_\_\_\_

**TOTAL**  
(160 points maximum) \_\_\_\_\_

**RANK** \_\_\_\_\_

# Human Resource Management (67) Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

**COMMENTS: (to be viewed by contestant)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of his/her competition.)

**REASON FOR DISQUALIFICATION: (if applicable)**

# Prepared Speech (68)

---

## Description

Demonstrate communication skills in securing, arranging, organizing, and presenting information orally.

## Eligibility

The event may be repeated, but the topic may not. A contestant may not participate in more than one of the following events in the same year: Presentation Management—Individual, Presentation Management—Team, and Prepared Speech.

<b>Contestant must supply</b> Easel (optional) Props (optional) One envelope containing the materials required in the specification list below (at both preliminary and final competition)	<b>No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.</b> <b>No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification.</u></b>
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## Competencies:

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Utilize nonverbal gestures as needed
- Apply speaking techniques using appropriate tempo and pitch
- Secure facts and data from multiple sources, emphasizing research skills

## Specifications

- Each contestant is to select a topic related to business, entrepreneurship, or Business Professionals of America, and develop an oral presentation of no less than five (5) and more than seven (7) minutes.
- The speech will be stopped at seven (7) minutes.
- The length of set-up will be no more than one (1) minute.
- Set-up will be stopped at one (1) minute to begin the speech.
- Facts and working data may be secured from any source. This event emphasizes a scholarly approach to securing information and places emphasis on content and research. Each contestant's speech, however, must be the result of his/her own efforts.
- Prior to speaking, each contestant must furnish the event proctor with two (2) word-processed copies of the following: speech outline, works cited, and the Statement of Purpose and Originality Form signed by the contestant and advisor in one envelope.
- An additional two (2) copies of the speech outline, works cited, and the Statement of Purpose and Originality Form signed by the contestant and advisor must be submitted in one envelope at Final Competition.
- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at [www.copyright.gov/title17/circ92.pdf](http://www.copyright.gov/title17/circ92.pdf). Use the Copyright and Fair Use Guidelines in the *Style & Reference Manual*. **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**
- **The contestant will speak before a panel of judges and a timekeeper. No audience will be allowed. No time warnings will be given.**
- The contestant will speak before a panel of judges and a timekeeper. No audience will be allowed. No time warnings will be given.

- All copies should be on 8½" x 11" plain, white paper. The Statement of Purpose and Originality Form provided in the guidelines must be used. Copies of the required materials should be collated and stapled as separate sets. No binders will be accepted.
- The contestant may use notes or note cards. A flip chart, posters, and/or props may be used.
- No electric/electronic equipment may be used.
- A topic may not be repeated.

**Method of evaluation:**

- Application (judges' rating sheet)

**Length of event:**

- No more than one (1) minute set-up
- No less than five (5) and no more than seven (7) minutes for oral presentation
- No time is allotted for judges' questions
- Finals may be included at State and National levels

**Entries:**

- Each state is allowed three (3) entries.

**All contestants should be aware that their presentation may be audio and/or videotaped.**

**Please note:**

**Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.**

## **Prepared Speech (68)**

### **Statement of Purpose and Originality**

Discuss the topic you selected, the purpose of your speech, and the intended audience.

I, the undersigned, attest that the research in preparation for this speech was conducted solely by me, and that the speech is original work resulting from my efforts.

---

Contestant Signature

Date

---

Advisor Signature

Date

# Prepared Speech (68) Preliminary Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Opening:</b> • Introduction	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Voice:</b> • Pitch, tempo, volume, enthusiasm	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Platform Deportment:</b> • Gestures, poise, eye contact, mannerisms, appearance	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Organization:</b> • Logical, clearly understood, suitable to topic, coherent	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Content:</b> • Development of subject matter, depth of research	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Mechanics:</b> • Diction, grammar, pronunciation	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Closing:</b> • Summary and conclusion	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Effectiveness:</b> • Was purpose achieved? (to make decision, to impress, to inform, to persuade)	1 – 5	6 – 10	11 – 15	16 - 20	
<b>TOTAL POINTS (160 points)</b>					

**SPECIFICATION POINTS:** All points or none are awarded by the proctor per contestant, not per judge.

• Presentation lasted no less than five (5) and no more than seven (7) minutes. (No points awarded if presentation is stopped for going over time.)	10	
• Speech outline, works cited, and Statement of Purpose and Originality Form with Contestant# - Collated and stapled into two (2) sets in a 10 x 13 envelope.	25	
<b>TOTAL POINTS (35 points)</b>		

**JUDGE 1**

(160 points maximum) \_\_\_\_\_

**JUDGE 2**

(160 points maximum) \_\_\_\_\_

**AVERAGE PRESENTATION JUDGES' SCORES**

(160 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**

(35 points maximum) \_\_\_\_\_

**TOTAL**

(195 points maximum) \_\_\_\_\_

**RANK** \_\_\_\_\_

# Prepared Speech (68) Final Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Opening:</b> • Introduction	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Voice:</b> • Pitch, tempo, volume, enthusiasm	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Platform Deportment:</b> • Gestures, poise, eye contact, mannerisms, appearance	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Organization:</b> • Logical, clearly understood, suitable to topic, coherent	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Content:</b> • Development of subject matter, depth of research	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Mechanics:</b> • Diction, grammar, pronunciation	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Closing:</b> • Summary and conclusion	1 – 5	6 – 10	11 – 15	16 - 20	
<b>Effectiveness:</b> • Was purpose achieved? (to make decision, to impress, to inform, to persuade)	1 – 5	6 – 10	11 – 15	16 - 20	
<b>TOTAL POINTS (160 points)</b>					

<b>SPECIFICATION POINTS:</b> All points or none are awarded by the proctor per contestant, not per judge.		
• Presentation lasted no less than five (5) and no more than seven (7) minutes. (No points awarded if presentation is stopped for going over time.)	10	
• Speech outline, works cited, and Statement of Purpose and Originality Form with Contestant# - Collated and stapled into two (2) sets in a 10 x 13 envelope.	25	
<b>TOTAL POINTS (35 points)</b>		

**JUDGE 1**

(160 points maximum) \_\_\_\_\_

**JUDGE 2**

(160 points maximum) \_\_\_\_\_

**AVERAGE PRESENTATION JUDGES' SCORES**

(160 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**

(35 points maximum) \_\_\_\_\_

**TOTAL**

(195 points maximum) \_\_\_\_\_

**RANK** \_\_\_\_\_

**Prepared Speech (68)**  
**Judges' Scoring Rubric/Rating Sheet**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

**COMMENTS: (to be viewed by contestant)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of his/her competition.)

**REASON FOR DISQUALIFICATION: (if applicable)**



# Presentation Management–Individual (69)

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## Description

Assess use of current desktop technologies and software to prepare and deliver an effective multimedia presentation.

## Eligibility

A contestant may not participate in more than one of the following events in the same year: Presentation Management–Individual, Presentation Management—Team, and Prepared Speech. A previously used presentation may not be used.

<p><b>Contestant must supply</b></p> <ul style="list-style-type: none"><li>Computer</li><li>Presentation software</li><li>External speakers (optional)</li><li>Projection system (optional)</li><li>Props (optional)</li><li>Published and/or unpublished written reference materials</li></ul> <p>Contestant must bring all supporting devices (e.g., extension cords, power supply, etc.)</p> <p>Carry-in and set-up of equipment must be done solely by the contestant and must take place within the time allotted.</p>	<p><b>Business Professionals of America assumes no responsibility for hardware/software provided by the contestant.</b></p> <p><b>No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.</b></p> <p><b>No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification.</u></b></p>
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## Competencies:

- Demonstrate knowledge of multimedia software and components
- Demonstrate effective oral communication skills
- Apply technical skills to create a multimedia presentation which enhances the oral presentation

## Specifications:

- The contestant shall design a computer-generated multimedia presentation on the assigned topic listed below.
- The presentation will be no less than seven (7) and more than ten (10) minutes.
- The presentation will be stopped at ten (10) minutes.
- The length of set-up will be no more than five (5) minutes.
- Set-up will be stopped at five (5) minutes to begin the presentation.
- A word-processed copy of works cited must be submitted at the time of presentation. Refer to *Style and Reference Manual*.
- Use of graphics, including charts, is to be a part of the presentation.
- If the Business Professional of America logo is used, graphic materials must follow the organization's Graphic Standards and make proper use of the logo and/or organization's name. (Refer to the Graphic Standards in the *Style & Reference Manual*.) National Business Professionals of America grants permission for the use of the logo and/or organization's name.
- The contestant is responsible for securing a release form from any individual whose name, photograph, and/or other information is included in the presentation.
- There should be no indication of chapter name, city, state, etc., in the presentation.
- No VCR or laserdisc may be used. The presentation content must be on the contestant's computer hard drive, CD-ROM or DVD.
- The contestant must furnish all equipment/ materials necessary for the presentation, except for the projection surface. Items left with judges in preliminary competition will be discarded and not forwarded to the next level.

- The contestant is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).
- Contestants should use space, color, and text as design factors.
- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at [www.copyright.gov/title17/circ92.pdf](http://www.copyright.gov/title17/circ92.pdf). Use the Copyright and Fair Use Guidelines in the *Style & Reference Manual*. **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**

**Topic:**

You are a professional event planner for Professional Business Associates. You have been contacted by a local business owner who wants to send his employees on an incentive vacation instead of paying cash bonuses. There will be approximately 10 employees, who will be going on vacation together for 10 days. These employees are young and definitely follow the trends of Generation Y.

You are to put together three vacation packages for Generation Y. Some things to consider:

- All 10 employees will be traveling at the same time
- All 10 employees are members of Generation Y.
- All 10 employees will need separate rooms during the trip
- Research the psychology of Generation Y.

Include both print and broadcast media in your presentation

**Contestants who do not submit an entry that follows this topic will be disqualified**

**Method of evaluation:**

- Judges' rating sheet

**Length of event:**

- No more than five (5) minutes for set-up
- No less than seven (7) and no more than ten (10) minutes for oral presentation
- No more than five (5) minutes judges' questions
- Finals may be included at State and National levels.

**Equipment provided:**

- Projection surface at National competition only.

**Entries:**

- Each state is allowed three (3) entries.

**Ideas presented become the property of Business Professionals of America. All contestants should be aware that their presentation may be audio and/or videotaped.**

**Please note:**

**Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.**

**Business Professionals of America  
Presentation Management–Individual (69)**

**Release Form**

I hereby consent irrevocably to the use and reproduction of any and all photographs taken of me in any form whatsoever for the Business Professionals of America Presentation Management competition. Consent is also granted for any printed matter used in conjunction with the photograph(s) and with the use of my name in any part of the presentation.

I have read this document and am fully aware of the content and implications, legal and otherwise.

Please print the following:

**Name**

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**Address**

---

**City, State, ZIP**

---

Signature(s):

**Signature**

---

**Date**     /     /  
**(Month)**     **(Day)**     **(Year)**

**Signature of Parent or Guardian  
(If individual is under 18 years of age)**

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**Date**     /     /  
**(Month)**     **(Day)**     **(Year)**

# Presentation Management–Individual (69)

## Preliminary Judges’ Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Oral presentation</b>					
• Opening and summary	1-5	6-10	11-15	16-20	
• Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
• Stage presence and delivery	1-5	6-10	11-15	16-20	
• General team appearance	1-5	6-10	11-15	16-20	
<b>The following items will evaluate the ability to communicate the desired message to the target audience:</b>					
<b>Graphic presentation</b>					
• Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
• Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
• Charts and graphs used effectively	1-5	6-10	11-15	16-20	
• Effective use of color and space	1-5	6-10	11-15	16-20	
• Effective use of multimedia technology	1-5	6-10	11-15	16-20	
• Development of stated theme	1-5	6-10	11-15	16-20	
• Answers to Judges’ questions	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (220 points)</b>					

<b>SPECIFICATION POINTS:</b> All points or none are awarded per team, not per judge.					
• Chapter name, location, school, city, state not used in presentation				10	
• Works cited provided and follows the Styles & Reference Manual guidelines				10	
<b>TOTAL POINTS (20 points)</b>					

**PRELIMINARY PRESENTATION TOTALS:**

**JUDGE 1**

(220 points maximum) \_\_\_\_\_

**Judge 2**

(220 points maximum) \_\_\_\_\_

**AVERAGE  
PRESENTATION JUDGES’ SCORES**

(240 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**

(20 points maximum) \_\_\_\_\_

**TOTAL**

(260 points maximum) \_\_\_\_\_

**RANK**

\_\_\_\_\_

# Presentation Management–Individual (69) Final Judges’ Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Oral presentation</b>					
• Opening and summary	1-5	6-10	11-15	16-20	
• Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
• Stage presence and delivery	1-5	6-10	11-15	16-20	
• General team appearance	1-5	6-10	11-15	16-20	
<b>The following items will evaluate the ability to communicate the desired message to the target audience:</b>					
<b>Graphic presentation</b>					
• Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
• Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
• Charts and graphs used effectively	1-5	6-10	11-15	16-20	
• Effective use of color and space	1-5	6-10	11-15	16-20	
• Effective use of multimedia technology	1-5	6-10	11-15	16-20	
• Development of stated theme	1-5	6-10	11-15	16-20	
• Answers to Judges’ questions	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (220 points)</b>					

<b>SPECIFICATION POINTS:</b> All points or none are awarded per team, not per judge.					
• Chapter name, location, school, city, state not used in presentation				10	
• Works cited provided and follows the Styles & Reference Manual guidelines				10	
<b>TOTAL POINTS (20 points)</b>					

**PRELIMINARY PRESENTATION TOTALS:**

**JUDGE 1**

(220 points maximum) \_\_\_\_\_

**Judge 2**

(220 points maximum) \_\_\_\_\_

**AVERAGE  
PRESENTATION JUDGES’ SCORES**

(240 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**

(20 points maximum) \_\_\_\_\_

**TOTAL**

(260 points maximum) \_\_\_\_\_

**RANK** \_\_\_\_\_

# **Presentation Management–Individual (69) Judges' Scoring Rubric/Rating Sheet**

**Judge Number** \_\_\_\_\_

**Contestant Number** \_\_\_\_\_

**COMMENTS: (to be viewed by contestant)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of his/her competition.)

**REASON FOR DISQUALIFICATION: (if applicable)**

## Presentation Management–Team (70)

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### Description

Assess use of current desktop technologies and software to prepare and deliver an effective multimedia presentation.

### Eligibility

A team will consist of 2-4 members. A contestant may not participate in more than one of the following events in the same year: Presentation Management–Individual, Presentation Management—Team, and Prepared Speech. A previously used presentation may not be used.

<b>Team must supply</b> Computer Published and/or unpublished written reference materials Sound cards (optional) External Speakers (optional) Projection system (optional) Props (optional) Contestants must bring all supporting devices (e.g., extension cords, power supply, etc.)	<b>Business Professionals of America assumes no responsibility for hardware/software provided by the team. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification.</u></b>
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### Competencies:

- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate effective teamwork skills needed to function in a business setting
- Demonstrate knowledge of multimedia software and components
- Demonstrate effective oral communication skills
- Apply technical skills to create a multimedia presentation which enhances the oral presentation

### Specifications:

- The team shall design a computer-generated multimedia presentation on the assigned topic listed below.
- The presentation will be no less than seven (7) and more than ten (10) minutes.
- The presentation will be stopped at ten (10) minutes.
- The length of set-up will be no more than five (5) minutes.
- Set-up will be stopped at five (5) minutes to begin the presentation.
- A word-processed copy of a works cited must be submitted at the time of presentation. See the *Style & Reference Manual*.
- No VCR or laserdisc may be used. The presentation content must be on the team's computer hard drive, CD-ROM or DVD.
- Use of graphics, including charts, is to be a part of the presentation.
- If the Business Professional of America logo is used, graphic materials must follow the organization's Graphic Standards and make proper use of the logo and/or organization's name. (Refer to the Graphic Standards in the *Style & Reference Manual*.) National Business Professionals of America grants permission for the use of the logo and/or organization's name.
- All members of the team must participate in the "live" presentation.
- The team is responsible for securing a release form from any individual whose name, photograph, and/or other information is included in the presentation.
- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at [www.copyright.gov/title17/circ92.pdf](http://www.copyright.gov/title17/circ92.pdf). Use the Copyright and Fair Use Guidelines in the *Style & Reference Manual*.

- **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**
- There should be no indication of chapter name, city, state, etc., in the presentation.
- The team must furnish all equipment/ materials necessary for the presentation except projection surface. Items left with judges in preliminary competition will be discarded and not forwarded to the next level.
- Up to five (5) minutes will be allowed each team for questions by the judges. All team members may confer on the questions and are encouraged to share in the responses.
- The team is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).
- In preparation of the presentation, the team should use space, color, and text as design factors.

### **Topic**

Members of your BPA chapter have been asked to visit a nearby city to discuss the creation of a BPA chapter at the local school. Create a multi-media presentation that encourages the nearby school's administration to create a BPA chapter.

You should include, but are not limited to:

- The local, state and national benefits to the students, school and community to having a BPA chapter at the school
- Essential steps to starting a BPA chapter
- Participation in local, state and national activities and community service projects
- Benefits to attending state and national conferences

Include both print and broadcast media in your presentation.

**Contestants who do not submit an entry that follows this topic will be disqualified.**

### **Method of evaluation:**

- Judges' rating sheet

### **Length of event:**

- No more than five (5) minutes set-up
- No less than seven (7) and no more than ten (10) minutes oral presentation
- No more than five (5) minutes judges' questions
- Finals may be included at State and National levels.

### **Equipment provided:**

- Projection surface at National competition only.

### **Entries:**

- Each state is allowed two (2) entries.

**Ideas presented become the property of Business Professionals of America. All team members should be aware that their presentation may be audio and/or videotaped.**

### **Please note:**

**Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.**



**It is the local chapter advisor's responsibility to pick up materials submitted at the time of competition. A time and place for material pick-up will be published in the conference program. Any materials not picked up will be destroyed on site.**

# **Business Professionals of America Presentation Management—Team (70)**

## **Release Form**

I hereby consent irrevocably to the use and reproduction of any and all photographs taken of me in any form whatsoever for the Business Professionals of America Presentation Management—Team competition. Consent is also granted for any printed matter used in conjunction with the photograph(s) and with the use of my name in any part of the presentation.

I have read this document and am fully aware of the content and implications, legal and otherwise.

Please print the following:

**Name:**

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**Address:**

---

**City, State, ZIP:**

---

Signature(s):

---

**Signature**

---

**(Month)**

**(Day)**

**(Year)**

---

**Signature of Parent or Guardian  
(If individual is under 18 years of age)**

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**(Month)**

**(Day)**

**(Year)**

# Presentation Management–Team (70) Preliminary Judges’ Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Oral presentation</b>					
• Opening and summary	1-5	6-10	11-15	16-20	
• Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
• Stage presence and delivery	1-5	6-10	11-15	16-20	
• General team appearance	1-5	6-10	11-15	16-20	
• Participation by all team members	1-5	6-10	11-15	16-20	
<b>The following items will evaluate the ability to communicate the desired message to the target audience:</b>					
<b>Graphic presentation</b>					
• Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
• Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
• Charts and graphs used effectively	1-5	6-10	11-15	16-20	
• Effective use of color and space	1-5	6-10	11-15	16-20	
• Effective use of multimedia technology	1-5	6-10	11-15	16-20	
• Development of stated theme	1-5	6-10	11-15	16-20	
• Answers to Judges’ questions	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (240 points)</b>					

<b>SPECIFICATION POINTS:</b> All points or none are awarded per team, not per judge.					
• Chapter name, location, school, city, state not used in presentation				10	
• Works cited provided and follows the Styles & Reference Manual guidelines				10	
• All registered team members present for entire event				20	
<b>TOTAL POINTS (40 points)</b>					

**PRELIMINARY PRESENTATION TOTALS:**

**JUDGE 1**

(240 points maximum) \_\_\_\_\_

**Judge 2**

(240 points maximum) \_\_\_\_\_

**AVERAGE JUDGES’ SCORES**

(240 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**

(40 points maximum) \_\_\_\_\_

**TOTAL**

(280 points maximum) \_\_\_\_\_

**RANK**

\_\_\_\_\_

# Presentation Management–Team (70) Final Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
<b>Oral presentation</b>					
• Opening and summary	1-5	6-10	11-15	16-20	
• Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
• Stage presence and delivery	1-5	6-10	11-15	16-20	
• General team appearance	1-5	6-10	11-15	16-20	
• Participation by all team members	1-5	6-10	11-15	16-20	
<b>The following items will evaluate the ability to communicate the desired message to the target audience:</b>					
<b>Graphic presentation</b>					
• Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
• Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
• Charts and graphs used effectively	1-5	6-10	11-15	16-20	
• Effective use of color and space	1-5	6-10	11-15	16-20	
• Effective use of multimedia technology	1-5	6-10	11-15	16-20	
• Development of stated theme	1-5	6-10	11-15	16-20	
• Answers to Judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL POINTS (240 points)</b>					

<b>SPECIFICATION POINTS:</b> All points or none are awarded per team, not per judge.					
• Chapter name, location, school, city, state not used in presentation				10	
• Works cited provided and follows the Styles & Reference Manual guidelines				10	
• All registered team members present for entire event				20	
<b>TOTAL POINTS (40 points)</b>					

**PRELIMINARY PRESENTATION TOTALS:**

**JUDGE 1**

(240 points maximum) \_\_\_\_\_

**Judge 2**

(240 points maximum) \_\_\_\_\_

**AVERAGE JUDGES' SCORES**

(240 points maximum) \_\_\_\_\_

**SPECIFICATION POINTS**

(40 points maximum) \_\_\_\_\_

**TOTAL**

(280 points maximum) \_\_\_\_\_

**RANK**

\_\_\_\_\_

# Presentation Management–Team (70) Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**COMMENTS: (to be viewed by team)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of the team's competition.)

**REASON FOR DISQUALIFICATION: (if applicable)**

## Parliamentary Procedure Team (S) (71)

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### Description

Demonstrate the use of correct parliamentary procedure through a chairman's ability to conduct a business meeting in a democratic manner that allows the members of the team to effectively participate. Examine the team's knowledge of parliamentary procedure through oral questions and the objective test.

### Eligibility

Any Secondary Division contestant may enter this team event. A team consists of 4-8 members.

<b>Team must supply</b> <i>Robert's Rules of Order Newly Revised (Tenth Edition)</i> Pen or pencil for secretary's minutes Gavel Hard copy published and/or unpublished written reference materials in the preparation room only	<b>No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.</b> <b>No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification.</u></b>
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### Competencies:

- Demonstrate understanding of parliamentary procedure
- Apply understanding of a democratic process of making a decision
- Apply effective practices for conducting a business meeting
- Demonstrate understanding of time management
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business setting
- Demonstrate effective communication and presentation skills

### Specifications:

- Each team will be given a test/agenda containing three (3) subjects related to Business Professionals of America; each subject is to be used to demonstrate one or more abilities in parliamentary procedure. This becomes the order of new business for each team.
- Each team will be allowed a preparation period of 15 minutes immediately preceding its appearance for the event. Only team members will be allowed in the preparation room. No advisor contact from time of preparation to completion of presentation is allowed. A blank 3" x 5" index card will be provided for each team member.
- The team will be expected to conduct the meeting according to correct parliamentary procedure beginning with the opening ceremony.
- After the opening ceremony, the chairman will ask for general consent to dispense with the reading of minutes, officer reports, and committee reports; the secretary will read the first item of new business from the test/agenda. Proceed directly with the skills asked to demonstrate and conclude with the official closing ceremony.
- The secretary will record the proceedings of the meeting in English, long hand, on a blank sheet of paper, and submit his/her handwritten notes to the judges immediately after the presentation.
- The secretary will be permitted to take the contest agenda into the presentation room. This is to be submitted with the minutes. Minutes will be verified for content only.
- Each team will be limited to a maximum of 15 minutes for parliamentary demonstration. A warning card will be shown five (5) minutes before the maximum time and one (1) minute before the maximum time.

- Up to five (5) minutes will be allowed each team for questions by the judges. These questions will be directed to the chairman for any team member to answer. Questions from the judges will have reference to the abilities demonstrated during the event.
- All team members must take an objective parliamentary procedure test. The average score of the team members will be added to the team score.
- Contestants may choose their own attire in accordance with the BPA Dress Code. Uniforms are not required.
- There should be no indication of chapter, location, city, state, etc., in the presentation.
- *Robert's Rules of Order Newly Revised (Tenth Edition)* will be the authority for this event. Any parliamentary procedure written reference materials (published or unpublished) will be allowed in the preparation room. Each team member may have one 3" x 5" note card during the presentation, but may not refer to the authority during the presentation.
- All written materials, as well as spoken presentations, follow the organization's graphic standards and make proper use of the logo and/or organization's name. (Refer to Graphic Standards in the *Style & Reference Manual*).

**Method of evaluation:**

- Application (judges' rating sheet)
- Parliamentary Procedure Concepts–Open Event objective test (team average)

**Length of event:**

- Objective test taken per conference schedule.
- No more than 15 minutes preparation time
- No more than 15 minutes parliamentary demonstration
- No more than five (5) minutes judges' questions
- Finals may be included at State and National levels.

**Equipment/supplies provided:**

- Blank sheet of paper for Secretary's minutes
- One 3" x 5" index card for each team member
- One copy of "Opening a Meeting" from the WSAP for each team

**Entries:**

- Each state is allowed two (2) entries.

**Note: An audience will not be allowed. All team members should be aware that their presentation may be audio and/or videotaped.**

**Please note:**

**Those students who wish to receive judges' comments must submit a self-addressed, stamped envelope to the administrator at the time of competition.**

## Opening a Meeting

The opening ceremony sets the stage for a chapter meeting. The ceremony, done in a proper and professional manner, will demonstrate to the members a well-planned and organized meeting. This will make meetings more orderly and effective.

### Equipment and Supplies

American flag

Gavel

Table (if desired)

Officer chairs (if desired)

### Suggested Procedure

Officers should be seated at the head table or should stand to one side of the lectern.

## The Opening Ceremony

President

(Stands and raps the gavel once for attention.) The meeting will come to order. We are now holding a meeting of Business Professionals of America. Mr./Madam Vice President, what are the major purposes of our professional organization?

Vice President

We recognize the importance and understand the contributions that have been made to our country by business professionals. We are preparing to take our place in these challenging positions. We work together in Business Professionals of America to develop essential competencies in leadership, scholarship, character, and citizenship so that we may share in the improvement of our economy and the advancement of our nation.

President

May we accomplish these objectives. Mr./Madam Vice President, will you please present the other officers?

Vice President

With pleasure, I introduce:

(Introduce in order the President, Historian, Secretary, Treasurer, Parliamentarian, and Vice Presidents. Pronounce the name of each individual and the office held. As each officer is introduced, he or she should stand and remain standing until seated by the President.)

Mr./Madam President, the officers are at their stations.

President

Will the members and friends please rise and join me in reciting the Pledge of Allegiance to the Flag? (Raps the gavel three times to call the members and guests to stand. The audience should rise on the third rap of the gavel. All members face the flag with their hands over their hearts to repeat the Pledge of Allegiance to the Flag.)

Everyone

I pledge allegiance to the flag of the United States of America and to the Republic for which it stands, one nation under God, indivisible, with liberty and justice for all.

**President**

Fellow members and guests, join me in stating why we are here.



**Everyone**

We are met in a spirit of friendship and goodwill as we prepare for productive lives in business and office careers. We work together to develop professionalism and leadership through Business Professionals of America and pledge our loyalty to our nation.

**President**

Please be seated.

**Closing a Meeting**

The closing ceremony, when properly presented, will bring a dignified closing to a session or meeting. It is an indication to the members or guests present that all business has been transacted. This is the appropriate time to serve refreshments.

**Equipment and Supplies**

Gavel

**The Ceremony****President**

Mr./Madam Secretary, do you know of any further business which should be transacted at this time?

**Secretary**

*(Rises, replies, and sits down.)* I have none, Mr./Madam President.

**President**

We are about to adjourn this meeting of the Business Professionals of America. As we associate together, let us be supportive of each other as we strive to attain the goals of this organization. *(Pause)* If there is no further business and no objection, the meeting will be adjourned. *(Pause)* I now declare this meeting adjourned. *(Rap gavel once.)*

# Parliamentary Procedure Team (71) Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

Instructions:

- Judge 1 evaluates only criteria 1, 2, and 3 (90 points maximum)
- Judge 2 evaluates only criteria 4, 7 (120 points maximum)
- Judge 3 evaluates only criteria 5, 6, and 8 (105 points maximum)

Evaluation Criteria	Points per Subject	Subject #1	Subject #2	Subject #3	Total Points	Maximum Points
1. Chairman's presiding ability	10					30
2. Secretary's participating ability	5					15
3. Clarity of business transactions	15					45
4. Correctness of all transactions	30					90
5. General participation by members	15					45
6. Power of expression, communication skills, poise, and stage presence. No uniforms required.	15					45
7. Judges' questions	10					30
8. Actions recorded correctly in minutes.	5					15
<b>TOTAL POINTS</b>	<b>105</b>					<b>315</b>

<b>Specification Points: All points or none are awarded per team, not per judge.</b>		
Presentation lasted no more than 15 minutes	10	
Opening & Closing Ceremonies	20	
Followed Designated Order of Business	20	
Secretary's handwritten notes of meeting properly prepared	10	
No indication of chapter name, location, city, state, etc. in the notes or presentation	5	
All registered team members present for entire event	20	
<b>TOTAL SPECIFICATION POINTS</b>	<b>85</b>	

**SUMMARY TOTAL:**

**JUDGE 1**  
(90 points maximum) \_\_\_\_\_

**Judge 2**  
(120 points maximum) \_\_\_\_\_

**Judge 3**  
(105 points maximum) \_\_\_\_\_

**TOTAL SPECIFICATION POINTS**  
(85 points maximum) \_\_\_\_\_

**Objective Parliamentary Procedure test**  
(average score of all team members- 100 points maximum) \_\_\_\_\_

**TOTAL JUDGES' POINTS**  
(315 points maximum) \_\_\_\_\_

**RANK** \_\_\_\_\_

# Parliamentary Procedure Team (71) Judges' Scoring Rubric/Rating Sheet

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**COMMENTS: (to be viewed by team)**

(Judges: please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of the team's competition.)

**REASON FOR DISQUALIFICATION: (if applicable)**

# Management/Marketing/Human Resources Concepts–Open Event (72)

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## Description

Assess knowledge of management, marketing, and human resources concepts.

## Eligibility

Any student may enter this event.

<p><b>Contestant must supply</b> Sharpened no. 2 pencils Cordless calculator (optional): Electronic devices will be monitored according to ACT standards. See Web site <a href="http://www.act.org/aap/taking/calculator.html">www.act.org/aap/taking/calculator.html</a> <b>Contestants who violate this rule will be disqualified.</b></p>	<p><b>No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.</b> <b>No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification.</u></b></p>
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## Competencies:

- Demonstrate knowledge of general management, marketing, and human resources concepts
- Demonstrate knowledge of basic employability skills
- Demonstrate knowledge of human relations skills
- Business finances
- Understand how the market works
- Entrepreneurship and start-up businesses
- Marketing
- International business
- Economic challenges
- Economic awareness
- Management concepts

## Method of evaluation:

- Objective

## Entries:

- Unlimited

# Parliamentary Procedure Concepts–Open Event (73)

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## Description

Assess knowledge of parliamentary procedure. Test questions are based on *Dunbar's Manual of Parliamentary Procedure Test Questions*.

## Eligibility

Any student may enter this event.

<p><b>Contestant must supply</b> Sharpened no. 2 pencils Cordless calculator (optional): Electronic devices will be monitored according to ACT standards. See Web site <a href="http://www.act.org/aap/taking/calculator.html">www.act.org/aap/taking/calculator.html</a> <b>Contestants who violate this rule will be disqualified.</b></p>	<p><b>No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.</b> <b>No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. <u>Violation of this rule will result in disqualification.</u></b></p>
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## Competencies:

- Demonstrate knowledge of parliamentary principles
- Demonstrate knowledge of parliamentary terminology
- Identify the various kinds of motions (main, subsidiary, privileged, incidental)
- Identify the characteristics of various motions
- Describe voting methods, techniques, and rules
- Identify debatable and non-debatable motions
- Identify techniques for conducting a meeting

## Method of evaluation:

- Objective

## Entries:

- Unlimited