

Traditional BPA Competitions

CHOICES DUE OCTOBER 11/12 **2023-24**

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

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

INDIVIDUAL TESTED EVENTS

TESTING WILL TAKE PLACE IN MID-JANUARY IN THE CLASSROOM

- Fundamental Accounting [100]** TESTED INDIVIDUAL (Written Test): Assessment of entry-level accounting principles. Members analyze, journalize, post transactions, and prepare financial reports/statements. You may not repeat event.
- Advanced Accounting [110]** TESTED INDIVIDUAL (Written Test): Assessment of intermediate and advanced accounting principles. Members analyze, journalize, update accounts in order to prepare financial reports/statements for partnerships/corporations. Very challenging.
- Payroll Accounting [125]** TESTED INDIVIDUAL (Written Test): Process payroll data using manual payroll procedures. Members calculate earnings, complete payroll registers, update employee records, journalize payroll entries, and prepare payroll income tax forms.
- Banking & Finance [145]** TESTED INDIVIDUAL (Written Test): Demonstrate and apply fundamental knowledge of the banking industry. This entry-level event tests the member's knowledge of bank operations, bank services, loans, credit administration, and customer service.
- Personal Financial Management [165]** TESTED INDIVIDUAL (Written Test): Members will answer objective questions and perform calculations related to credit, savings, budgeting, investing, personal income tax, retirement planning, risk management, and insurance. Members will analyze financial scenarios to predict outcomes, advise use of financial instruments, and determine the proper financial planning.
- Fundamental Word Processing [200]** TESTED INDIVIDUAL (Word): Evaluate entry-level skills in word processing. You may not repeat event.
- Intermediate Word Processing [205]** TESTED INDIVIDUAL (Word): Evaluate intermediate skills in word processing. You may not repeat event.
- Advanced Word Processing [210]** TESTED INDIVIDUAL (Word): Evaluate advanced-level skills in word processing and document production.
- Basic Office Systems [220]** TESTED INDIVIDUAL (Word and Written Test): Evaluate fundamental skills in office procedures, records and file management, and document production. You may not repeat event.
- Advanced Office Systems [225]** TESTED INDIVIDUAL (Word and Written Test): Evaluate advanced skills in office procedures, records and file management, and document production.
- Fundamental Spreadsheet Applications [230]** TESTED INDIVIDUAL (Excel): Create and design spreadsheet applications that include variables, reports, and formats. Members enter/format data, enter/copy formulas, and print documents. You may not repeat event.
- Advanced Spreadsheet Applications [235]** TESTED INDIVIDUAL (Excel): Develop effective solutions to business problems using many of the advanced features within the Microsoft Excel skill standards.
- Legal Office Procedures [245]** TESTED INDIVIDUAL (Word and Written Test): Evaluate knowledge of legal terminology and skills needed to prepare legal documents and function effectively in a law office.
- Business Law & Ethics [265]** TESTED INDIVIDUAL (Written Test): This contest will test the student's knowledge and skills in the areas of ethics, law, business law, and personal law.
- Fundamental Desktop Publishing [400]** TESTED INDIVIDUAL (Publisher, Word): Evaluate knowledge and skills in using desktop publishing software to create a variety of business documents. [You can also do Advanced Desktop Publishing, which uses Adobe software.]

INDIVIDUAL JUDGED EVENTS

JUDGED EVENTS WILL TAKE PLACE ON JANUARY 20 AT COLERAIN CAREER CENTER

- Economic Research Project Individual [155]** JUDGED INDIVIDUAL (Typed Research Paper; Presentation using PowerPoint): The student will conduct research on the topic below and present findings in a research paper and presentation. See contest details for more info.
 - TOPIC: Is Ticketmaster a Monopoly? Is this a case for government regulation, why or why not?
- Administrative Support Research Project [260]** JUDGED INDIVIDUAL (Typed Research Paper; Presentation using PowerPoint): The student will conduct research on the topic below and present findings in a research paper, an oral presentation, and respond to questions from judges. See contest details for more info.
 - TOPIC: Examine how technology has altered the skill set required for administrative support professionals. Identify new competencies that have become essential, such as proficiency in specific software applications, data analysis, digital communication etiquette, and adaptability to evolving technology.
- Graphic Design Promotion [410]** JUDGED INDIVIDUAL (Logo and Flyer designed in Publisher): Develop a theme, illustrate the theme in a logo design, and utilize the logo in a promotional flyer. See contest details for more info.
 - TOPIC: A new dog food company called Champion Dog Food has contacted you to design all of the brand images and packaging for their line of dog food. You will need to create a logo that can be used for all of the brand needs for their company packaging. The design may not contain no more than 3 colors. Along with creating the logo, the company would like you to create a mockup of a dry dog food package, and a wet dog food can. Must design a 25 lb. bag of dry food, including the front and back of the package.
- Entrepreneurship [505]** JUDGED INDIVIDUAL (Typed Business Plan; Presentation using PowerPoint): Develop an operating plan and organizational structure to initiate a small business. Competitors are to assume they are presenting/pitching their business plan to potential investors with the objective of securing financing for their business venture. See contest details for more info.
- Interview Skills [515]** JUDGED INDIVIDUAL (Resume, Cover Letter, Interview): Assess proficiency in job search/interview situations.
- Advanced Interview Skills [520]** JUDGED INDIVIDUAL (Resume, Cover Letter Portfolio, Interview): Assess advanced proficiency in job search/interview situations, and portfolio development.
- Extemporaneous Speech [525]** JUDGED INDIVIDUAL (Oral Presentation): The contestant will draw two different business topics and will select either one. The topics may deal with BPA, office situations, the business world, etc. The contestant will be provided 10 minutes to develop the topic. Notes will be made on the 3 note cards provided by the event proctor. No materials or previously prepared notes will be allowed into the preparation room. The speech will be 2-4 minutes.
- Human Resource Management [535]** JUDGED INDIVIDUAL (Oral Presentation): Assess interpretation of personnel policies and knowledge of human resource management. The contestant will be given a human resource management scenario. The scenario may deal with office situations, workplace issues, legal matters, etc. The contestant will be provided 20 minutes to develop the presentation. Only the Human Resources Manual and 3 note cards may be used in the prep/presentation rooms. The speech will be 3-5 minutes.
- Ethics & Professionalism [540]** JUDGED INDIVIDUAL (Oral Presentation): Explore the application of ethical frameworks to various aspects used in business today. The contestant will be provided 20 minutes to develop the presentation. Only the Ethics and Professionalism Resources Manual and 3 note cards may be used in the prep/presentation rooms. The speech will be 3-7 minutes.
- Prepared Speech [545]** JUDGED INDIVIDUAL (Typed Speech; Oral Presentation with Visual Aids): Demonstrate communication skills in securing, arranging, organizing, and presenting information orally. Each contestant is to select a topic related to business, entrepreneurship, or Business Professionals of America, and develop a 5-7 minute oral presentation.
- Presentation Management Individual [555]** JUDGED INDIVIDUAL (PowerPoint Presentation with Multimedia): The contestant shall design a computer-generated multimedia presentation on the assigned topic listed below. The presentation will be no less than 7 and no more than 10 minutes and will be followed by judges' questions. See contest details for more info.
 - TOPIC: Each year 1 out of 10 American college students studies abroad during their undergraduate years. Colleges and universities promote this experience as an opportunity to study while traveling and learning about other cultures. Some colleges/programs even require such an experience for graduation. Create a presentation that delves into this enriching post-secondary experience.

- ❑ **Financial Analyst Team [150]** JUDGED TEAM (PowerPoint Presentation; Handouts using Word and Excel): The team will use analytical and problem-solving skills to make recommendations regarding a business case study. At state and national level, teams will be presented with an additional element to the scenario that requires revision of their final presentation. See contest details for more info.
 - TOPIC: Aidan's life dream is to open a sandwich shop. Aidan loves sandwiches and loves serving people, so this seems like a great fit. Aidan has taken some business classes at his local community college, so he thinks he has a good idea on how to run the business. But to increase his chances of long-term success he is seeking your help before getting started. Aidan has found a small location (1200 square feet) in Columbus, Ohio that he can rent for \$7500 per month. He would still need to setup his company, buy the equipment, advertise, set the menu, find suppliers, and hire help. Alternatively, Aidan is wondering about the possibility of investing in a franchise, but when he did an internet search they look expensive and he's not really sure how they work. He is concerned about the startup costs as well as any share of profits the franchisor might require. Aidan is also worried because he's heard that he will have less freedom with menu items and general decision making if he chooses a franchise. Explain to Aidan the advantages and disadvantages of a franchise. Prepare a pro forma analysis of the profitability of the two options Aidan is considering. What other costs/issues should Aidan consider? Make a recommendation as to how Aidan should proceed
- ❑ **Economic Research Project Team [160]** JUDGED TEAM (Typed Research Paper; PowerPoint Presentation): The team will conduct research on the topic below and present findings in a research paper and presentation. See contest details for more info.
 - TOPIC: Investigate the changing nature of the traditional stock markets (NYSE/NASDAQ/AMEX) to discuss the evolving nature of investing in the digital age. What are the costs and benefits for consumers and producers? In your response, consider the following: Digital currencies; Disruptions to market practices (example - 2021 GameStop stock frenzy); Long-run implications to traditional stock markets; Market access; Market volatility/risk-return; Regulatory implications; US economy's impact on stock prices.
- ❑ **Visual Design Team - PILOT [460]** JUDGED TEAM (Promotional Materials; PowerPoint Presentation): The team will create a new branding package for an up and coming movie.
 - TOPIC: Your team has been hired to design promotional components for a new up and coming movie that has been designated as G or PG-13. The team must create a minimum of 4 items, and one must include the Movie DVD Case (Front, Spine, & Back). Other items could include: Store Movie Poster, Characters, Movie Trailer, Social Media Ad Campaign, Swag, etc.
- ❑ **Global Marketing Team [500]** JUDGED TEAM (Typed Marketing Plan; PowerPoint Presentation): Develop a plan that details pricing strategies and promotional plans for a business. See contest details for more info.
 - TOPIC: Background - D'vine by Design is a local "fictitious" event planning company that specializes in organizing and managing corporate events, conferences, trade shows, weddings, and social gatherings. The company was founded in 2015 by Sarah Vine, an experienced event planner with a passion for creating unique and memorable experiences. Initially, the company started as a small venture, but through consistent dedication and hard work, it quickly gained recognition for its outstanding event management services. With a dedicated team of event professionals, a strong client base, and a positive reputation, D'vine by Design is considering expanding its operations to tap into new markets and increase its profitability. Task – D'vine by Design has hired your marketing team to identify expansion opportunities into a domestic U.S. city of your choice within 1-3 years, with a vision for future international expansion in 5-7 years. Be prepared to defend your recommendations from a marketing standpoint.
- ❑ **Small Business Management Team [510]** JUDGED TEAM (PowerPoint Presentation): The team will use strategic planning and problem-solving skills to provide solutions to the business case study provided. See contest details for more info.
 - TOPIC: Jessica Smith owns and operates a limited liability company where she is paid to be a social media influencer. She has an active YouTube channel with about 85 million subscribers. She utilizes the channel to make videos about the perks and cons of living in New York City, as well as travel for both those who live within the city and those who plan to visit the city. Her YouTube channel is named Jess In NYC, and her subscribers help her earn about \$12,000 (gross) a month. Her main income for the business comes from ad revenue generated by her subscribers and paid by YouTube. Jessica is currently a one-woman show, and spends the majority of her day filming, editing, and posting to her YouTube channel. Jessica wants to find ways to grow the business and increase revenue in ways that prioritize customer/subscriber engagement. Create a presentation detailing the ways that Jessica can grow her business without alienating customers. Share insights to current industry trends, financial implications, and human resources requirements.
- ❑ **Presentation Management Team [560]** JUDGED TEAM (PowerPoint Presentation with Multimedia): Assess use of current desktop technologies and software to prepare and deliver an effective multimedia presentation (2-4 students in a team). The team shall design a computer-generated multimedia presentation on the assigned topic listed below. The presentation will be no less than 7 and no more than 10 minutes and will be followed by judges' questions. See contest details for more info.
 - TOPIC: Many employees are beginning to question the fairness, enforceability, and legality of non-compete clauses in their employment contracts. Many employees are choosing to ignore their non-compete agreements and taking the risk of their former companies pursuing legal action. Others are choosing to refuse to work for any employer that forces new hires to sign non-compete agreements. Create a presentation that discusses the following concepts: What are the pros/cons of non-compete agreements? Do you believe they are fair? Feasible? What role should non-compete agreements have in a modern workforce?

Virtual BPA Competitions

REGISTER BY DECEMBER 1 **2023-24**

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

VIRTUAL EVENTS

ONLINE

The ten contestants with the highest cumulative technical and presentation scores will be invited to attend Nationals to be recognized for their outstanding efforts and to participate in the National Showcase. Registration Deadline: December 1, 2023 / Entry Fee: \$20 per team, paid by students (2-4 per team). Submission Deadline: January 15, 2024. You may take as many Virtual Events as you would like.

- ❑ **Start-up Enterprise Team [V08]** JUDGED TEAM (Written Business Plan; Virtual Presentation): Develop an operating plan and structure to initiate a small business. Teams are to assume they are presenting their products to potential buyers. See contest details for more info.
- ❑ **Financial Portfolio Management Team [V09]** JUDGED TEAM (Online Stock Portfolio; Virtual Presentation): Teams will enter an investment simulation using an online platform provided by a BPA partner. The simulation will provide the students \$100,000 initially, to be used to invest in stocks, mutual funds, and/or bonds. Round One: All registered teams will participate in a virtual stock market challenge. Round Two: The top twenty (20) teams from Round One will be invited to create and present a virtual presentation no longer than 10 minutes on their strategies for success and challenges faced. See contest details for more info.
- ❑ **Social Media Marketing Campaign Team [V12]** JUDGED TEAM (Written Marketing Plan; Virtual Presentation): Teams will develop a social media marketing campaign that details pricing strategies and promotional plans for a business. See contest details for more info.
 - TOPIC: Your consulting firm has been retained to develop and present a social media marketing campaign for a product in your local region. Authentic Adventures, a fictitious company, has hired your team to create a social media marketing campaign for their newly announced product, AnyChair. AnyChair is a camping chair that features a sturdy, origami design which allows the chair to fold completely flat, making getting the chair to your next adventure simple and easy. Your task is to create a comprehensive social media marketing campaign utilizing the following information. Authentic Adventures wants to work to ensure the product's success and believes that a well-prepared campaign can do just that. The main goals for this campaign are demographics, price point, and geographical information. This information will be used by Authentic Adventures to make more educated decisions about where to begin mass production first.
- ❑ **Esports Team – PILOT [V13]** JUDGED TEAM (Research Paper; Virtual Presentation): This contest will test a team's ability to research and create strategies to effectively compete in an esports competition. Teams will submit a research paper on the provided esports topic, compete in an esports tournament, and create a presentation highlighting strategies used and lessons learned. See contest details for more info.
 - TOPIC: Although esports has a perception of just playing video games, there are many factors that need to be considered when formulating team strategy. Teams advancing to the live virtual presentation round will share their research, planned strategies, and lessons learned to the panel of judges. The game played will be Rocket League.