

## **FBLA 2012-13 CHAPTER MANAGEMENT HANDBOOK TOPICS**

### **FBLA BUSINESS FINANCIAL PLAN**

You are planning to open a full service pet spa called Pampered Pooches in an upscale urban area. You will provide grooming, doggie daycare, obedience training, upscale bakery treats, and party planning services as well as overnight kennel facilities. There are two large national chain pet supply stores in the area that provide grooming services and obedience classes. There also are several independent veterinarian facilities in the area that provide kennel facilities. No location in the immediate area provides all of the upscale services within one location. You are planning to open your facility in a 10,000 square foot stand-alone facility. You will need to purchase the entire inventory and will need to meet the individual needs of customers requesting grooming, doggie daycare, kennel, and other services.

### **FBLA BUSINESS PRESENTATION**

You are presenting to a group of young professionals preparing to interview for internship positions and/or full-time employment. Create a presentation explaining proper etiquette for a business luncheon.

### **FBLA COMPUTER GAME AND SIMULATION PROGRAMMING**

You are to create a FBLA-PBL trivia game. There must be at least 25 questions from a minimum of five topics (five questions per topic) as part of the game. Your audience is FBLA members.

Topics could include competitive event guidelines, national officers for 2012-2013, national partners, guidelines for running for national office, basic parliamentary procedure, national conference (NFLC and NLC) dates/locations, etc.

One suggested format is a random topic with a time limit on how long the person has to answer the question. The faster you answer the question, the more points you earn for the question.

Questions/answers are to be stored in a tab delimited file with the question first, followed by the number of the correct answer, followed by the answer options.

### **FBLA DESKTOP APPLICATION PROGRAMMING**

MMT Temporary Services has contracted with you to create an employee evaluation system. You will develop an interface that allows both MMT supervisors and field placement supervisors to evaluate employees for potential permanent employment.

Evaluation areas include the following and should be rated on a scale of 1 to 5 with 1 being unsatisfactory and 5 being outstanding:

- quality of work (i.e., accuracy, neatness, timeliness, attention to detail, volume/quantity requirements, adherence to duties, and procedures in job description)
- work habits (i.e., attendance, punctuality, organization, and time on task)
- job knowledge (i.e., skill/ability to perform job, and interest in learning)
- behavior/relations with others (i.e., teamwork, communication, response to criticism, and adapt to change)

An average evaluation score should be calculated based on entries in the areas indicated above. The program also should provide a method for the evaluator to enter open-ended comments about employee performance in each area. Evaluators should be able to indicate overall progress (does not figure into evaluation score), make employment recommendations, and select a date for subsequent evaluation.

For this program you will create four comma separated data files as listed below. You must save your data files as text (\*.txt) files. You will need to choose appropriate data types to store and manipulate your data while running the program.

#### DATA FILES

In order to differentiate between employees being evaluated, you will create a data file called EMPLOYEES. The EMPLOYEES data file will keep track of all people who are in active field placements and will contain one record for each person. The data file should contain fields as follows:

- employee number (unique identifier)
- first name
- last name
- e-mail address
- phone number
- cell number
- street address
- city
- state
- zip code

MMT provides temporary employment services to many companies. You will need to create a data file called EMPLOYER which will keep track of companies for which MMT provides temporary service employees. There will be one record for each employer. The data file should contain fields as follows:

- employer number (unique identifier)
- company name
- company street address
- company city
- company state
- company zip code
- company phone number
- company e-mail address
- company contact person

It is important to keep track of where employees are in their field placements. You will need to create a data file that associates each employee with an employer. The FIELD PLACEMENTS data file should contain fields as follows:

- employee number
- employer number

It is important to keep a record of employee evaluations for employment decisions. You will create a data file to store EVALUATION RESULTS. Each employee evaluation will be stored in a separate record. The EVALUATION RESULTS data file should contain fields as follows:

- evaluation number (unique identifier)
- employee number
- employer number
- evaluation date
- next evaluation date
- work quality score

- work quality comments (limit to 256 characters)
- work habits score
- work habits comments (limit to 256 characters)
- job knowledge score
- job knowledge comments (limit to 256 characters)
- behavior score
- behavior comments (limit to 256 characters)
- average score
- overall progress score
- overall comments (limit to 256 characters)
- employment recommendation (boolean)

## REPORTS

Your program should run the following reports which should be viewable on screen and in printed format:

- individual employee evaluation including comments
- all employees sorted by evaluation score (for MMT records), employer (each employer should print on a separate page), and employee (each employee should print on a separate page) – these reports should not contain comments – having the program filter by employer and employee would be helpful

## FBLA DIGITAL DESIGN & PROMOTION

You will develop a corporate identity for Xtreme Adventure Travel Company, a new venture offering tours of the Southwestern United States. The company is based in Anaheim, California and provides tours to small groups via jeep, helicopter, hot air balloon, bicycle, kayak/canoe, and other modes of transport to experience the area's natural beauty up close.

You, as a designer, have been charged with the task of developing a corporate logo with a tag line that can be used in a variety of multiple designs and media. You should design your primary logo and tag line as well as supporting logos that can be incorporated into the following items:

- Business Documents
  - Letterhead/envelope (acceptable formats: pdf, eps, doc, docx)
  - Electronic gift certificate (acceptable formats: pdf, doc, docx)
  - Presentation template (acceptable formats: ppt, pptx, jpg)
- Promotional Items
  - Billboard (10.55" x 4.55" – scalable size. This must be a vector-based artwork; acceptable formats: eps, pdf)
  - One-quarter page grayscale newspaper advertisement to appear in the Orange County Register (5.14" X 10.5") (acceptable formats: pdf, jpg, tif, eps)
  - Promotional t-shirt for both screen printing and sublimation. This must be a vector-based artwork; (acceptable formats: eps, pdf)
  - Web Banner—size 728 x 90 pixels; (acceptable forms: gif, png, or jpg)

Your submission for the prejudged portion of the competition should include the original logo with tag line, 3 files for the business documents, and 4 files for the promotional items.

## FBLA DIGITAL VIDEO PRODUCTION

Create a video promoting FBLA-PBL Week.

## FBLA E-BUSINESS

Your FBLA chapter has been approached by the school's administration to create a streamlined system for

graduation seating for families and graduates. The site may be real or fictional. Included in the site should be a navigation bar to allow participants to view the details about graduation. Families will need to reserve tickets and to arrange for ticket pick-up, participants will need to view open seats, and most importantly graduates will need to select their own seats. It also must offer a shopping cart system, order review, confirmation, and pickup options for the family tickets. You are not expected to have a live payment link.

#### **FBLA EMERGING BUSINESS ISSUES TOPIC**

American corporations have been moving their headquarters to foreign countries to avoid paying the federal income tax in the United States which is 20 to 25 percent higher than foreign countries. Should the federal income tax for corporations be lowered to keep corporations in the United States? Argue either affirmative that the United States government should cut taxes for corporations or negative that the taxes should be left as is.

#### **FBLA WEB SITE DESIGN**

Your FBLA has decided to create a community calendar where you will feature all community events in one centralized place. The Web site should provide information about the events, times, locations, and other relevant information. Contact information, maps, or directions also would be helpful elements in the Web site. Please provide your own FBLA chapter's events. Incorporate one type of social media, which will allow for others to find out about the calendar through Facebook, Twitter, etc.

