

2023-24 Competitive Events Guidelines

Business Case Competition at Career Connections Conference



The Business Case Competition provides members with the opportunity to review a case study and present their findings to a panel of judges. The case study will incorporate many aspects of business such as accounting, finance, economics, strategic analysis, international business, entrepreneurship, or marketing.

Event Overview

Division: Collegiate

Event Type: Team – 1, 2, 3 or 4 members to a team

Event Category: Case Competition

Event Elements: Presentation

Presentation Time: 3-minute set-up time, 12-minute presentation time, 5-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Professionalism, Teamwork

Equipment Provided by Competitors: Technology and presentation items

Equipment Provided by FBLA: Table, Screen, Power, and Projector with HDMI cord

National

Eligibility

- Competitors may compete in an event more than once, regardless of placement at a previous Career Connections Conference (CCC).
- Members must be registered for the CCC and pay the conference registration fee in order to participate in competitive events.
- Competitors must conduct the research and prepare the presentation, not advisers or others not a part of the registered team.
- There are no limits to the number of entries per state.
- If competitors are late for a presentation time, there are no guarantees they will compete.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is the top three places.

Event Administration

- This event has one part: presentation, based on a case study that will be released to the competitors after the CCC registration deadline
- Teams will not be created by National FBLA, Teams will be created by each chapter or members can compete as an individual.
- Presentation Guidelines
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 12 minutes (one-minute warning)
 - **Question & Answer Time:** 5 minutes
 - **Internet Access:** Not provided

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- o The presentation is judged at the CCC. Presentations may be open to conference attendees, space permitting. Competitors may not view other competitors' presentations in their event until after their own presentation.
- o The following will be provided for the presentation: screen, power, table, and projector. It is up to competitors to determine if they wish to use the provided technology. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- o Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- o Facts and working data must be cited and be secured from quality sources.
- o Materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience unless specifically allowed in the case study.
- o When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- o If performing as a team, all team members are expected to actively participate in the presentation.
- o No animals (except authorized service animals) will be allowed for use in any competitive event.

Scoring

- The presentation score will determine the winners. The presentation rating sheet will be released with the case study after the CCC registration deadline.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.

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- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.