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## **E-business**

*One critical element in a business' success in today's global market is the ability to sell products and services to the consumer via the Internet. This event recognizes FBLA members who have developed proficiency in the creation and design of Web commerce sites.*

### **Competencies**

This event is composed of two (2) parts: a prejudged project and a performance.

#### *Project Competencies*

- document addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- required information is effectively communicated
- copyright laws followed
- website functions without error

#### *Performance Competencies*

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate effective decision making and problem solving skills
- demonstrate effective verbal communication skills
- describe project development and implementation
- explain content logically and systematically

#### **Business Education Curriculum Standard(s):**

Communication; Economics and Personal Finance; Entrepreneurship; Information Technology; Marketing

### **2018 Topic**

Develop an e-business website for your new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service for your community of 250,000 residents. Since it is a delivery service, there is room to expand your geographic delivery area. Give your business a name and a logo. Your service will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The website should clearly identify the target market locations and its product availability. The website should allow customers to check availability of products, place and pay for orders online as a one-time customer, or become a member and set up plans for a calendar year. The site should also contain a contact page.

### **Copyright and Fair Use Information**

*It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide.*

### **State Eligibility**

Each local chapter may submit two (2) entries. Participation in this event will allow an individual or a team of two (2) or three (3) members to demonstrate proficiency in conceptualizing, designing, and creating efficient and marketable e-business sites. The local chapter must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

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The ten (10) entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by date published at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php), which is posted on the PA FBLA web site. No more than one (1) may have competed in this event at a previous State Leadership Conference.

*In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual. If a member is competing as part of a team and members withdraw from the team leaving that member as the only remaining competitor, he/she may not compete/advance to the next level if the member competed as an individual in prior years.*

## **State Regulations**

1. E-business sites should be designed to allow for viewing by as many different platforms as possible.
2. The website must be available for viewing on the Internet at the time of judging.
3. No changes can be made to the website after the official entry date.
4. A Statement of Assurance form must be completed with the URL and submitted to the state office by the date listed in the Important Dates section of the PA FBLA web site.
5. An event entry form must also be submitted.
6. Student members, not advisers, must prepare web sites. Advisers should serve as consultants to ensure that the web sites are well organized, contain substantiated statements, and are presented in a professional manner.
7. Web sites not adhering to these regulations will be disqualified.
8. Entries will be judged according to the rating sheet found in these guidelines.
9. The product or service may be real or fictional.

## **State Procedure**

1. The event consists of two parts: (1) submission of a website, and (2) performance.
2. At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.
3. If advancing to the final round, participants are required to complete both parts to be eligible to win an award.

## **Prejudged Website**

1. The local chapter adviser must certify and submit an event entry form which is posted on the PA FBLA web site to the PA FBLA Executive Director/State Chairman by the deadline date listed at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php), which is also posted on the PA FBLA web site. The form must include the following information: chapter name, participants' names, school, city, state, and URL.
2. This is not a chapter website. The topic must be incorporated in the web site design.
3. The use of templates must be identified.
4. If using a shopping cart, it doesn't need to be active.
5. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the website.

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6. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
  7. The website must be available for viewing on the Internet at the time of judging.
  8. E-business sites should be designed to allow for viewing on many different platforms.

### **Conference Requirements**

#### **Oral Presentation**

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals or teams up to three members will be selected to make an oral presentation at the State Leadership Conference.
2. The presentation is an explanation of the E-Business Web site, and the Web Site may be shown to the judges when explaining the site. The teams or individuals will be able to access their URL. The explanation should include, but not limited to:
  - a. Development of the topic
  - b. Development and design process
  - c. Use and implementation of innovative technology
  - d. Use and development of media elements
  - e. Copyright issues with pictures, music, etc.
3. Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation. However, all team members who wish to be recognized as state winners must register for the SLC. No replacements or substitutes will be allowed.
4. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
5. The individual or team must provide the computer for the presentation. The individual or team must provide the computer for the event. The Internet (hard-wired connection), a LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters. Access may not be via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.
6. The individual or team has five (5) minutes to set-up and remove the equipment.
7. The individual or team has seven (7) minutes to present.
8. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
9. Following each oral presentation, the judges will conduct a three-minute (3) question-and-answer period.
10. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.
11. **The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbلا.org/dresscode.php](http://www.pafbلا.org/dresscode.php). If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

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## **State Judging**

Web sites that meet the above regulations will be reviewed by a panel of judges prior to the State Leadership Conference. Using the rating sheet found in these guidelines, a panel of judges will select the winners, and all decisions of the judges are final.

In the event there is a tie after the prejudged portion in order to determine the top ten (10) finalists to attend the SLC, ties will be broken based on the following:

**First Tiebreaker**

- Total points of the *Shopping Experience* section on the Production Rating Sheet.

**Second Tiebreaker**

- Total points of the *Shopping Cart Implementation* section on the Production Rating Sheet.

**Third Tiebreaker**

- Total points of the *Technical* section on the Production Rating Sheet.

Tiebreaker implementation examples are found at the end of the competitive events section of this handbook.

The following tiebreaker will be used in the event there is a tie after the prejudged portion and oral presentation portion of the event:

**First Tiebreaker**

- Total points of the Production Rating Sheet.

**Second Tiebreaker**

- Total points of the *Content* section on the Performance Rating Sheet.

**Third Tiebreaker**

- Total points of the “Demonstrates the ability to effectively answer questions” category within the *Delivery* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafblla.org/tiebreakers.php](http://www.pafblla.org/tiebreakers.php).

## **State Awards**

The state will present a maximum of ten (10) awards at the State Leadership Conference.

## **National Conference Eligibility**

The first-, second-, third-, and fourth-place award winning websites at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers should refer to the latest edition of the [National Chapter Management Handbook](#) for official National Leadership Conference event guidelines. All participants will be expected to make a presentation based on the national guidelines.

In the event that the first-, second-, third-, or fourth-place winning websites do not wish to have their websites submitted for competition at the National Leadership Conference, it is the responsibility of the:

**local chapter adviser**

- to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

**PA FBLA Executive Director/State Chairman**

- to contact the next eligible award winner about participating at the National Leadership Conference.



**E-BUSINESS**  
**Production Rating Sheet**  
*Revised 2017-18*

|   | Not Demonstrated   | Below Expectations | Meets Expectations  | Exceeds Expectations | Points Earned    |
|---|--|--------------------|---|----------------------|------------------|
| <b>Project Usability</b>  |  |                    |   |                      |                  |
| Website usability and navigation  | 0  | 1-7                | 8-14  | 15-20                |                  |
| Color, backgrounds, font, and sounds are appropriate for the topic      | 0  | 1-3                | 4-7   | 8-10                 |                  |
| Graphics appropriate for topic  | 0  | 1-3                | 4-7   | 8-10                 |                  |
| <b>Site Content</b>   |  |                    |   |                      |                  |
| Fully address the topic   | 0  | 1-7                | 8-14  | 15-20                |                  |
| Site contains multiple elements providing evidence of production skill  | 0  | 1-7                | 8-14  | 15-20                |                  |
| Grammar, spelling, and punctuation                                      | 0  | 1-7                | 8-14  | 15-20                |                  |
| Copyright information is noted and documented                           | 0<br>Copyright is not addressed or addressed incorrectly |                    | 20<br>Substantiated compliance to copyright regulations using visual representation |                      |                  |
| <b>Project Evaluation</b>   |  |                    |   |                      |                  |
| Site is compatible with multiple platforms                              | 0  | 1-3                | 4-7   | 8-10                 |                  |
| Overall code –site interactivity functions and is error free            | 0  | 1-7                | 8-14  | 15-20                |                  |
| Ability to execute a sale   | 0  | 1-7                | 8-14  | 15-20                |                  |
| Additional technology is used appropriately                             | 0  | 1-3                | 4-7   | 8-10                 |                  |
| Website elements are consistent across all pages                        | 0  | 1-7                | 8-14  | 15-20                |                  |
| <b>Subtotal</b>   |  |                    |   |                      | <b>/200 max.</b> |
| <b>Penalty Points:</b> Deduct five points for not following guidelines. |  |                    |   |                      |                  |
| <b>Total Points</b>   |  |                    |   |                      | <b>/200 max.</b> |

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:



# E-BUSINESS

## Performance Rating Sheet

Revised 2017-18

|  | Not Demonstrated               | Below Expectations | Meets Expectations  | Exceeds Expectations | Points Earned    |
|--|--------------------------------|--------------------|---|----------------------|------------------|
| <b>Expectation Item</b>  |                                |                    |   |                      |                  |
| Demonstrates understanding of the event topic  | 0                              | 1-3                | 4-7   | 8-10                 |                  |
| Explains the design and development process  | 0                              | 1-7                | 8-14  | 15-20                |                  |
| Describes the use and implementation of technology   | 0                              | 1-7                | 8-14  | 15-20                |                  |
| Explains the development of media elements such as graphics, video, audio, etc.            | 0                              | 1-7                | 8-14  | 15-20                |                  |
| Provides proper documentation of copyright compliance                                      | 0<br>No documentation provided |                    | 10<br>Substantiates compliance to copyright regulations using visual representation |                      |                  |
| <b>Delivery Skills</b>   |                                |                    |   |                      |                  |
| Statements are well-organized and clearly stated   | 0                              | 1                  | 2-3   | 4-5                  |                  |
| Demonstrates self-confidence, poise, assertiveness and good voice projection               | 0                              | 1                  | 2-3   | 4-5                  |                  |
| Demonstrates the ability to effectively answer questions                                   | 0                              | 1-3                | 4-7   | 8-10                 |                  |
| <b>Subtotal</b>  |                                |                    |   |                      | <b>/100 max.</b> |
| <b>Time Penalty</b> Deduct five (5) points for presentations over seven (7) minutes. Time: |                                |                    |   |                      |                  |
| <b>Penalty</b> Deduct five (5) points for failure to follow guidelines.                    |                                |                    |   |                      |                  |
| <b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.          |                                |                    |   |                      |                  |
| <b>Total Points</b>  |                                |                    |   |                      | <b>/100 max.</b> |
| <b>Prejudged Score</b>   |                                |                    |   |                      | <b>/200 max.</b> |
| <b>Final Score</b> (add total points and prejudged score)                                  |                                |                    |   |                      | <b>/300 max.</b> |

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: