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## **Emerging Business Issues**

*This event provides FBLA members with an opportunity to develop and demonstrate skills in researching and presenting an emerging business issue. In addition to learning research skills, team participants develop speaking ability and poise through oral presentations.*

### **Competencies**

#### *Performance Competencies*

- answer questions effectively
- arguments are persuasive and relevant to topic
- 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
- explanation is logical and systematic

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

Communication; Economics and Personal Finance; International Business; Management

### **2018 Topic**

Crowdsourcing is the process of obtaining needed services, ideas, content, or funding by soliciting contributions from a large group of people, particularly an online community. Crowdsourcing has become very popular for soliciting funding for business ventures or persons facing medical crises, for example. However, it is also being used by individuals to solicit funding that will aid them in purchasing material items such as a new car or television. Be prepared to argue the affirmative, that crowdsourcing is an effective way to raise money for a valid purpose; and be prepared to argue the negative, that crowdsourcing is ineffective because it can be used for personal gain.

### **Region Eligibility**

Each chapter may enter one (1) individual or one (1) team of two to three (2-3) members who must be from the same school. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

**No more than one (1) team member may have competed in this event at a prior Region Leadership Conference.**

It is the responsibility of the:

#### **local chapter adviser**

- to pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

#### **region adviser**

- to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### **State Eligibility**

The minimum number of teams each region may enter is the first-place team whose participants are members of active local chapters and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

**One team member may repeat and may have entered this event at a prior State Leadership Conference.**

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If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

**local chapter adviser**

- to contact the region adviser about the team that will not be attending.

**region adviser**

- to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
- to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbلا.org/importantdates.php](http://www.pafbلا.org/importantdates.php), which is posted on the PA FBLA web site.

## **Region Regulations**

1. Each team's presentation must be the result of its own independent work. Facts and working data may be secured from any source.
2. The student members, not the advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.
3. Teams will be permitted to bring prepared notes to the presentation. No materials will be provided at the conference for the competitors.
4. No microphone or lectern/podium will be used.

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## **Region Procedure**

The following procedures must be used:

1. There will be only one round of competition.
2. Each team will consist of two to three (2-3) members.
3. The order of performance will be drawn at random by the region adviser or designee.
4. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
5. Teams will have seven (7) minutes to present both the negative and affirmative sides of the topic.
6. All team members must participate in the presentation.
7. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
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

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time is up. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over seven (7) minutes.

9. Following each oral presentation, the judges will conduct a three (3) minute question and answer period.

**10. The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.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.**

## **State Procedure**

The following procedures must be used:

1. A **preliminary round** will be held to determine the top teams in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
  - The order of performance will be drawn at random by a member of the state committee.
  - Based on the judges' scores, up to twelve (12) teams will be posted and will compete in the final round.
2. At the State Leadership Conference, the chapter adviser must confirm the students' participation in the event. Participants who are not confirmed will be disqualified.
3. The order of performance will be drawn at random by a member of the state committee.
4. Participants are expected to research the topic prior to the conference and present both the affirmative and the negative sides of the topic. Teams will be permitted to bring prepared notes. No reference materials, visual aids, or electronic devices may be brought to or used during the performance.
5. Teams will have seven (7) minutes to present the case.
6. All team members must participate in the presentation.
7. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
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 time used will be recorded, noting a deduction of five (5) points for any presentation over seven (7) minutes.
9. Following each oral presentation, the judges will conduct a three (3) minute question and answer period.
10. The participant(s) must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.org/dresscode.php). If the participants do not comply, they will not be admitted to the oral presentation area until they are in compliance with the dress code.
11. 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.
12. **The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.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.**
13. If advancing to the final found, participants are required to complete both rounds to be eligible to win an award.

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## **Region and State Judging**

The team will be evaluated by a panel of judges using the rating sheet found in these guidelines. All decisions of the judges are final. If there is a tie, ties will be broken based on the following:

### **First Tiebreaker**

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

### **Second Tiebreaker**

- Total points of the *Ability to Take a Position* 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).

## **Region Awards**

Each region may decide the number and type of awards to be presented at the Region Leadership Conference.

## **State Awards**

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

## **National Conference Eligibility**

The first-, second-, third-, and fourth-place teams at the State Leadership Conference is eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the [National Chapter Management Handbook](#) for official National Leadership Conference event guidelines.

In the event that the first-place, second-, third-, or fourth-place teams cannot attend, it is the responsibility of the:

### **local chapter adviser**

- to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

### **PA FBLA Executive Director/State Chairman**

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



# EMERGING BUSINESS ISSUES

## Performance Rating Sheet

Revised 2017-18

Preliminary Round

Final Round

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Expectation Item</b>					
Demonstrates understanding of the event topic	0	1-5	6-10	11-15	
Identifies and supports the affirmative and negative argument for the event topic	0	1-7	8-14	15-20	
Identifies and offers an effective recommendation(s)	0	1-7	8-14	15-20	
Summarizes the event topic, arguments, and recommendations	0	1-5	6-10	11-15	
<b>Delivery Skills</b>					
Statements are well-organized and clearly stated with use of industry language	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1-3	4-7	8-10	
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 presentation 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>Final Score</b>					<b>/100 max.</b>

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

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

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

Judge's Comments:

VERIFICATION & INITIALS  
(scores checked for accuracy)

Chief Administrator \_\_\_\_\_

Official Checker \_\_\_\_\_