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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. The event is based on team rather than individual participation. In addition to learning research skills, team participants develop speaking ability and poise through oral presentations.*

### **Competencies**

The topic to be researched and presented at both the State Leadership Conference and the National Leadership Conference will be announced in the September mailing to local chapter advisers and will be published in the Emerging Business Issues event guidelines in the [National Chapter Management Handbook](#). Participants will be expected to research the topic prior to each conference and to be prepared to present either an affirmative or negative argument, based on random selection at each conference. Performances will demonstrate an understanding of the topic, be presented in a logical manner, demonstrate persuasive arguments that are relevant to the topic, and effectively answer questions.

#### **Career Cluster(s):**

Business, Management, and Administration; Information Technology

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

Communication, Economics and Personal Finance, International Business, Management

### **Region Eligibility**

Each chapter may enter 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.**

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.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php), which is posted on the PA FBLA web site.

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## **Region Regulations**

1. Each team's presentation must be the result of their own independent work. Facts or working data may be secured from any source. 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.
2. Teams will be permitted to bring to the preparation and presentation areas prepared notes written/printed on note cards. Teams will be provided two blank note cards per participant which also can be used in the final preparations and performance. Information may be written on both sides of the note cards.
3. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
4. No microphone or lectern/podium will be used.

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4. No microphone or lectern/podium will be used.

## **Region Procedure**

The following procedures must be used:

1. There will be only one round of competition.
2. The event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
3. Each team will consist of two to three (2-3) members.
4. Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. If the team no longer has the required number of members, the team will not be allowed to substitute other participants, and the team will be disqualified. The student will not receive any instructions if he or she arrives after instructions have been given by the event administrator.
5. **The participant(s) 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 participants do not comply, they will not be admitted to the oral presentation area until they are in compliance with the dress code.**
6. The order of performance will be drawn at random by the region adviser or designee.
7. Ten (10) minutes before their presentation time, team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their preparations.

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8. Each presentation may last no more than five (5) minutes.
  9. All team members must participate in the presentation.
  10. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
  11. A timekeeper will stand at four (4) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation that exceeds five (5) minutes.
  12. Following each oral presentation, the judges may conduct a three (3) minute question and answer period during which the presenters should be prepared to defend their affirmative and negative argument.

## **State Procedure**

The following procedures must be used:

1. The event requires three rooms—a holding/sequestering room, a preparation room, and a delivery room.
2. There will be two rounds of competition—preliminary and final.
3. At the State Leadership Conference, the chapter adviser must confirm the students' participation in the event. Participants who are not confirmed will be disqualified.
4. Because the students in this event are sequestered, a participant arriving late may enter the holding room as long as the first performance has not begun. If the first performance has begun, the participant will not be permitted to enter the holding room. If the team no longer has the required number of members, the team will not be allowed to substitute other participants, and the team will be disqualified. The student will not receive any instructions if he or she arrives after instructions have been given by the event administrator.
5. **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.**
6. At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.
7. A **preliminary round** will be held to determine the top twelve (12) teams in the final round. All teams will be divided randomly into three groups, with the top four teams from each group advancing to the final round.
  - The order of performance will be drawn at random by a member of the state committee.
  - Ten (10) minutes before their presentation time, team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their presentations.
  - Each presentation may last no more than five (5) minutes.
  - Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
  - All team members must participate in the presentation.
  - A timekeeper will stand at four (4) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation that exceeds five (5) minutes.

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- All performances are open to conference attendees except performing participants of this event.
  - Based on the judges' scores, up to twelve (12) teams will be posted and will compete in the final presentation.
8. The following procedures will be followed during the **final round**:
- The order of performance will be drawn at random by a member of the state committee.
  - Ten (10) minutes before their presentation time, team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their presentations.
  - Each presentation may last no more than five (5) minutes.
  - All team members must participate in the presentation.
  - Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
  - A timekeeper will stand at four (4) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation that exceeds five (5) minutes.
  - All performances are open to conference attendees except performing participants of this event.
  - Following each oral presentation, the judges may conduct a three-minute (3) question-and-answer period during which the presenters should be prepared to defend their affirmative and negative argument.

## **Region 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 *Knowledge of Topic* section on the rating sheet.

### **Second Tiebreaker**

- Total points of the *Ability to Take a Position* section on the rating sheet.

### **Third Tiebreaker**

- Total points of the *Presentation Skills* section on the rating sheet.

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

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- Total points of the *Presentation Skills* section on the rating sheet.

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

## **Region Awards**

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

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## **State Awards**

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

## **National Conference Eligibility**

The first-place team 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 team 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

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Understanding of issue/topic	0	1-3	4-7	8-10	
Flow and logic of content	0	1-7	8-14	15-20	
Quality of evidence	0	1-7	8-14	15-20	
<b>Ability to Take a Position</b>					
Persuasiveness	0	1-7	8-14	15-20	
Relevance of arguments	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Participant(s) demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrated the ability to effectively answer questions	0	1-2	3-4	5	
All team members actively participated in the presentation	0	1-2	3-4	5	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over five (5) 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>

Check one:  Affirmative presentation  Negative presentation

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

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

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

Judge's Comments:

VERIFICATION & INITIALS  
(scores checked for accuracy)

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

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