

E-business

One critical element in a business' society 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

The topic to be addressed by the web site developed for competition at the State Leadership Conference and the National Leadership Conference is posted on the PA FBLA web site and also published in the E-Business event guidelines in the National Chapter Management Handbook. FBLA members will be producing a document that addresses the topic and is appropriate for the audience, using graphics, text treatment, and special effects to show creativity and cohesiveness of design, selecting appropriate fonts and type sizes, and creating an overall layout and design that is creative and appealing.

Career Cluster(s):

Business, Management, and Administration; Finance; Information Technology; Marketing, Sales and Service

Business Education Curriculum Standard(s):

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

Copyright and Fair Use Information

It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

- Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>
- U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

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.**

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 in the PA FBLA DATES TO REMEMBER document 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.

State Regulations

1. E-business sites should be designed to allow for viewing by as many different platforms as possible.
2. The web site must be available for viewing on the Internet at the time of judging.
3. Web sites submitted for competition should be “frozen” from the submission deadline until the opening session of the State Leadership Conference. This will allow for judging to occur without the possibility of inappropriate changes.

4. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the web site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
5. 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.
6. The use of templates must be identified at the bottom of the home page.
7. Web sites not adhering to these regulations will be disqualified.
8. Entries will be judged according to the rating sheet found on page 175.
9. The product or service may be real or fictional.

State Procedure

Prejudged Web Site

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 on the PA FBLA DATES TO REMEMBER document, 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 web site. The topic must be incorporated in the web site design.

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 oral presentation is an explanation of the web site, and the web site may be shown to the judges when explaining the site. The individual or team will be able to access their URL. The explanation should include, but not be 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. The individual or team has five (5) minutes to present. A timekeeper will stand at four (4) minutes. When each individual or team has finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over five (5) minutes.
4. 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 at the SLC; however, all team members who wish to be recognized as state winners must register for the SLC. No replacements or substitutes will be allowed.
5. 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 all aspects of their web site.
6. The performance is open to all conference attendees, except performing participants of this event.

7. PA FBLA will provide a Windows PC computer, a projector, and a screen for participants to use during the presentation. Participants should check the PA FBLA web site after January 1 for the computer and software specifications. Jumpdrives, CDs, and DVDs are allowed to be used with the equipment.

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 on page 175, a panel of judges will select the winners, and all decisions of the judges are final.

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 *Prejudged Project rating sheet*.

Second Tiebreaker

- Total points of the *Content* section on the rating sheet.

Third Tiebreaker

- Total points of the *Page Layout and Design* section on the rating sheet.

Tiebreaker implementation examples are found starting on pages 341-343 of this handbook.

State Awards

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

National Conference Eligibility

The first- and second-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 five-minute (5) presentation on their web site.

In the event that the first- and second-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

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Fonts, colors, and graphics enhance aesthetic appeal	0	1 - 3	4 - 7	8 - 10	
Format is consistent and appropriate	0	1 - 3	4 - 7	8 - 10	
Graphic design shows creativity, originality, and supports topic	0	1 - 5	6 - 10	11 - 15	
Site uses innovative technology tools and enhancements effectively	0	1 - 3	4 - 7	8 - 10	
Site Navigation					
All links are functional	0	1 - 7	8 - 14	15 - 20	
Links show consistent format	0	1 - 3	4 - 7	8 - 10	
Navigational path allows customers to make purchasing decision easily	0	1 - 7	8 - 14	15 - 20	
Navigational scheme is logical and effective	0	1 - 3	4 - 7	8 - 10	
Content					
Effectiveness of site	0	1 - 8	9 - 18	19 - 25	
Solution adequately addresses assigned topic	0	1 - 5	6 - 10	11 - 15	
Application Design					
Form fields are validated	0	1 - 5	6 - 10	11 - 15	
Transaction data is appropriately prepared for a payment gateway	0	1 - 3	4 - 7	8 - 10	
Technical					
Proper use of grammar, spelling, etc.	0	1 - 3	4 - 7	8 - 10	
Site is compatible with multiple browsers	0	1 - 3	4 - 7	8 - 10	
Copyright laws have been followed: permissions are cited on the site; and the use of templates must be identified at the bottom of the home page	0	1 - 3	4 - 7	8 - 10	
Final Score					/200 max.

Names: _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS
(scores checked for accuracy)

Co-Competitive Events Coordinator _____

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Oral Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Explanation					
Development of the topic	0	1 - 7	8 - 14	15 - 20	
Use and the implementation of innovative technology	0	1 - 7	8 - 14	15 - 20	
Development and design process	0	1 - 7	8 - 14	15 - 20	
Proper documentation of pictures, audio, etc.	0	1 - 3	4 - 7	8 - 10	
Delivery					
Organization of oral presentation	0	1 - 3	4 - 7	8 - 10	
Oral presentation delivery, including voice and self-confidence	0	1 - 3	4 - 7	8 - 10	
Demonstration of ability to effectively answer questions	0	1 - 3	4 - 7	8 - 10	
Subtotal	/100 max.				
Time Penalty: Deduct five (5) points for presentations over five (5) minutes			Time:		
Professional Appearance: Deduct up to five (5) points at the judge's discretion					
Oral Presentation Score	/100 max.				
Prejudged Web Site	/200 max.				
Final Score	/300 max.				

Name(s): _____

Region: _____ School: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS
(scores checked for accuracy)

 Chief Administrator _____

 Official Checker _____