
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 component. Participants are required to complete both parts.

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, following copyright laws, having a web site that functions without error, and creating an overall layout and design that is creative and appealing. The performance will demonstrate that the topic was developed logically and systematically, the design process is effectively communicated, include tips, tools and techniques used, show ability to work as a team; demonstrate the ability to make a businesslike presentation, show self-confidence through knowledge of content and articulation of ideas; demonstrate good communication skills as well as good decision making and problem solving skills; and effectively answer questions.

Career Cluster(s):

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

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 at www.pafbلا.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 submitted an individual entry may not compete again in this event.

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. 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.
4. 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.
5. The use of templates must be identified at the bottom of the home page.
6. Web sites not adhering to these regulations will be disqualified.
7. Entries will be judged according to the rating sheet found in these guidelines.
8. 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 at 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 web site. The topic must be incorporated in the web site design.
3. If using a shopping cart, it doesn't need to be active.
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. The Web site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the official entry date.
6. E-business sites should be designed to allow for viewing by as many different platforms as possible.

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. Presentation of the entry must be conducted by participants who authored the vent. 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.
3. 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

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- c. Use and implementation of innovative technology
 - d. Use and development of media elements
 - e. Copyright issues with pictures, music, etc.
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 has five (5) minutes to present.
 6. A timekeeper will stand at four (4) minutes and again at five (5) 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.
 7. 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.
 8. The performance is open to all conference attendees, except performing participants of this event.
 9. PA FBLA will provide a Windows based computer, a projector, and a screen for participants to use during the presentation with an Internet connection. Participants must use the computer provided. Students are permitted to bring a flash drive.

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* rating sheet.

Second Tiebreaker

- Total points of the *Shopping Cart Implementation* on the rating sheet.

Third Tiebreaker

- Total points of the *Technical* on the 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 *Prejudged Project* rating sheet.

Second Tiebreaker

- Total points of the *Content* rating sheet

Third Tiebreaker

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

Tiebreaker implementation examples can be found in this handbook or at www.pafbla.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- 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 presentation based on the national guidelines.

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					
Format is consistent and appropriate projecting a good image of the company while maintaining a balance between design and functionality	0	1-3	4-7	8-10	
Graphic design shows creativity, originality, and supports topic	0	1-3	4-7	8-10	
Screen elements such as animation and ticker tapes are effective without being distracting	0	1-3	4-7	8-10	
Shopping Experience					
Catalog information is organized in a logical and meaningful manner. Navigation path allows customers to make purchasing decision easily	0	1-7	8-14	15-20	
Product information is useful, informative, and adequate. If product images are used, they download quickly.	0	1-3	4-7	8-10	
Site clearly explains shipping and handling procedures, return policies, and product or service guarantees.	0	1-3	4-7	8-10	
Customer experience is quick and easy enough to bring the customer back and keep the customer from going to competitors	0	1-3	4-7	8-10	
Site allows customers to provide feedback/comments.	0	1-3	4-7	8-10	
Shopping Cart Implementation					
Shopping cart is easy to use and understandable and features are clearly explained.	0	1-3	4-7	8-10	
Customer can easily add items to and delete items from the shopping cart.	0	1-3	4-7	8-10	
Obvious navigation path to the cash register.	0	1-3	4-7	8-10	
Customer can get back to shopping easily from shopping cart.	0	1-3	4-7	8-10	
Order form is easy to understand and complete	0	1-3	4-7	8-10	
Adequate information is provided for confirmation of a successful transaction.	0	1-3	4-7	8-10	
Technical					
Proper use of grammar, spelling, punctuation, etc.	0	1-3	4-7	8-10	
Site is free of broken links and error messages		1-3	4-7	8-10	
Site is compatible with leading browsers		1-3	4-7	8-10	
Site is compatible with multiple platforms	0	1-3	4-7	8-10	
Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the home page	0	1-3	4-7	8-10	
Subtotal					/200 max.
Penalty Points: Deduct five (5) points for not following guidelines.					
Penalty Points: Deduct five (5) points for not submitting Statement of Assurance.					
Total Points					/200 max.

Name(s): _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS
(scores checked for accuracy)

Co-Competitive Events Coordinator _____



E-BUSINESS

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describe development of the topic	0	1-7	8-14	15-20	
Explain the use and implementation of technology	0	1-7	8-14	15-20	
Explain the development and design process	0	1-7	8-14	15-20	
Reference proper documentation of pictures, audio, etc.	0	1-3	4-7	8-10	
Delivery					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, 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	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over five (5) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Prejudged Score					/200 max.
Final Score (add total points and prejudged score)					/300 max.

Name(s): _____

School: _____ Region: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

VERIFICATION & INITIALS
(scores checked for accuracy)

Chief Administrator _____

Official Checker _____