
Sports & Entertainment Management Concepts – ML

(Pennsylvania Only Event)

The sports industry is rapidly growing in this country and the world. For an individual to be successful and effective in this type of work, a core understanding of business and comprehensive awareness of sports is necessary to succeed in sports management. This event provides recognition for FBLA members who understand the basic concepts of sports management.

Competencies

Objective Test Competencies

- Management basics
- Events management
- Management functions
- Decision making
- Management strategies
- Strategic planning tools
- Networking and delegating
- Careers in entertainment industry
- Leadership
- Ethics
- Promotion, advertising and sponsorship
- Sales
- Entrepreneurship
- Human resource management

Business Education Curriculum Standards:

Management; Marketing

State Eligibility

Each middle level chapter may enter up to five members in this event. Each middle level student is permitted to compete in one (1) objective test event, OR one (1) school site event, OR one (1) state-only event.

Participants must be members of active local chapters on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. 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.

All middle level FBLA members in grades 5 through 8 are eligible for this event.

It is the responsibility of:

Local chapter adviser

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

National Eligibility

There is no national eligibility. This event is for Pennsylvania members only.

Procedure

1. A 45 minute objective test will be administered based on the previously listed competencies.
2. The participant must comply with the PA FBLA Dress Code which can be found at www.pafbla.org/dresscode.php. If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.
3. Participants must furnish their own No. 2 pencils and erasers.

-
-
4. No scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.
 5. Testing will occur during the PA FBLA Middle Level Testing Window, as established by the PA FBLA Middle Level Coordinator.

State Judging

All objective tests will be graded through the online testing service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

Region Recognition

Local chapters/region advisers may decide the number and type of awards or recognition to be presented locally or at the RLC.

State Recognition

The state FBLA office will provide certificates of participation for local chapters to distribute to all members who participate in this event at the state level. After comparing the results of all participating members in the state, recognition will be issued to the 1st, 2nd and 3rd place winners in this event.

National Recognition

There is no national recognition for participants. This event is a Pennsylvania only event.