

2026–2027 Competitive Event Descriptions

High School



Accounting

Accounting challenges competitors to demonstrate their understanding of fundamental accounting principles through an objective test. This event introduces members to key concepts such as financial statements, journal entries, and the accounting cycle, encouraging exploration of careers in accounting and finance.

Advanced Accounting

Advanced Accounting allows members to demonstrate their knowledge of higher-level accounting concepts through an objective test. This event covers topics such as corporate accounting, managerial accounting, and financial analysis, preparing members for advanced study and careers in the accounting field.

Advertising

Advertising challenges members to demonstrate their understanding of advertising principles and strategies through an objective test. This event explores topics such as media planning, branding, consumer behavior, and promotional techniques used to effectively reach target audiences.

Agribusiness

Agribusiness allows members to demonstrate their understanding of business principles as they apply to the agriculture industry through an objective test. This event covers topics such as agricultural marketing, economics, finance, and supply chain management, encouraging members to explore careers in agribusiness.

Banking & Financial Systems

Banking & Financial Systems challenges members to demonstrate their understanding of how financial institutions function and their impact on both business and personal finance. This event includes an objective test and a role play scenario, allowing members to apply knowledge in areas such as banking services, regulatory compliance, and financial decision-making.

Broadcast Journalism

Broadcast Journalism challenges members to showcase their communication, storytelling, and production skills by creating and delivering a professional news broadcast. Competitors will research, script, and produce a cohesive news segment, culminating in a live presentation evaluated by a panel of judges.

Business Communication

Business Communication challenges members to demonstrate their knowledge of effective communication practices in the workplace through an objective test. This event covers topics such as written and verbal communication, digital correspondence, and professional etiquette essential to business success.

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Business Ethics

Business Ethics recognizes members who can analyze and present solutions to ethical dilemmas commonly faced in the business world. This event includes an individual objective test, a written report, and a presentation, allowing members to explore ethical decision-making, integrity, and corporate responsibility.

Business Law

Business Law challenges members to demonstrate their understanding of the legal system and its impact on business operations through an objective test. This event covers topics such as contracts, ethics, employment law, and consumer protection, encouraging members to explore the legal foundations of business.

Business Management

Business Management challenges members to demonstrate their understanding of core management principles through an objective test and a role play scenario. Members apply their knowledge to real-world business situations involving planning, organizing, leading, and decision-making within an organizational setting.

Business Plan

Business Plan gives members the opportunity to develop and present a comprehensive plan for launching a new business. This event highlights the importance of business planning as a tool for evaluating, organizing, and communicating a business concept. It includes a pre-judged written report and a live presentation to a panel of judges.

Career Portfolio

Career Portfolio gives members the opportunity to showcase their accomplishments, skills, and career goals in a professional portfolio format. Members present their portfolio to a panel of judges, demonstrating personal growth, education, training, and readiness for future career opportunities.

Coding & Programming

Coding & Programming challenges members to design and develop a standalone application that solves a specific problem or accomplishes a defined task. Members present their completed program to a panel of judges, demonstrating technical skills, logic, and creativity in software development.

Community Service Project

Community Service Project gives chapter members the opportunity to showcase a service initiative that addresses a need within their school or local community. The project must involve active chapter participation and demonstrate meaningful impact. This event includes a pre-judged report and a live presentation. Consider submitting your Community Service Project as an activity within the Champion Chapter CTE Celebration.

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Computer Applications

Computer Applications challenges members to demonstrate their proficiency in using a variety of software applications to manage and communicate business information. Through a production test, members apply skills in word processing, spreadsheets, and presentation tools to complete real-world business tasks efficiently and accurately.

Computer Game & Simulation Programming

Computer Game & Simulation Programming gives members the opportunity to design and develop an interactive game or simulation based on a specific topic. This event highlights the growing role of game-based solutions in business, education, and training, encouraging creativity, technical skill, and problem-solving in a real-world context.

Computer Problem Solving

Computer Problem Solving challenges members to demonstrate their understanding of computer systems, including operating systems, networking, and hardware, through an objective test. This event encourages members to apply troubleshooting and analytical skills to solve technical problems commonly encountered in the IT field.

Customer Service

Customer Service allows members to demonstrate their ability to deliver exceptional service in a professional setting. Competitors engage with internal and external customers by answering inquiries, resolving issues, and promoting positive customer experiences. This event includes an objective test and a role play scenario to assess both knowledge and real-time interaction skills.

Cybersecurity

Cybersecurity challenges members to demonstrate their knowledge of protecting systems and data from digital threats such as viruses, malware, phishing, and spyware. Through an objective test, members explore foundational cybersecurity principles, tools, and best practices used to defend against cyberattacks.

Data Analysis

Data Analysis challenges members to examine and interpret a data set to uncover insights and inform decision-making. Members present their findings to a panel of judges, demonstrating analytical thinking, data visualization, and the ability to draw meaningful conclusions.

Data Science & AI

Data Science & AI challenges members to demonstrate their understanding of data analysis, machine learning, and the principles of artificial intelligence through an objective test. This event introduces members to the role of data and AI in solving real-world problems and driving innovation across industries.

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Digital Animation

Digital Animation allows members to design and present an original animated video that demonstrates creativity, storytelling, and technical skill. This event assesses members' understanding and application of fundamental animation principles through a pre-judged project and a live presentation.

Digital Video Production

Digital Video Production recognizes members who demonstrate the ability to plan, produce, and present a compelling video tailored to a specific audience. This event highlights video as a powerful tool for communication and promotion and includes a pre-judged project and a live presentation.

Economics

Economics challenges members to demonstrate their understanding of key economic concepts and principles through an objective test. This event covers topics such as supply and demand, market structures, fiscal and monetary policy, and the global economy, encouraging members to explore how economic forces shape the world.

Entrepreneurship

Entrepreneurship challenges members to demonstrate their knowledge of what it takes to start and manage a successful business. Through an objective test and a role play scenario, members apply entrepreneurial concepts such as business planning, innovation, risk management, and strategic decision-making.

Event Planning

Event Planning allows members to demonstrate their knowledge of the event planning industry by developing and presenting a plan for a real event. Members showcase their skills in organization, budgeting, promotion, and logistics through a live presentation.

Financial Planning

Financial Planning challenges members to apply personal finance knowledge by analyzing a family scenario and developing a plan to help them meet their financial goals. Members present their strategies in areas such as budgeting, saving, investing, and debt management through a live presentation.

Financial Statement Analysis

Financial Statement Analysis allows members to apply their knowledge of accounting principles to interpret and evaluate financial information. Based on a given topic, members analyze financial statements and present their findings and recommendations to a panel of judges.

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Future Business Educator

Future Business Educator gives competitors the opportunity to explore a career in business education by demonstrating their knowledge, instructional planning, and presentation skills. This event includes a pre-judged lesson plan and a live presentation focused on teaching concepts relevant to the field.

Future Business Leader

Future Business Leader is FBLA's premier event recognizing members who exemplify leadership, business knowledge, and active involvement in the organization. Competitors are evaluated through pre-judged materials, an objective test, and a presentation (interview), showcasing their readiness for success in business and leadership roles.

Graphic Design

Graphic Design allows members to showcase their creativity and technical skills by developing original visual content. Members present their designs and explain the development process to a panel of judges, demonstrating their understanding of design principles, software tools, and effective visual communication.

Healthcare Administration

Healthcare Administration challenges members to demonstrate their knowledge of medical terminology, office procedures, and administrative functions within a healthcare setting. Through an objective test, members explore the skills and knowledge essential to supporting efficient and effective healthcare operations.

Hospitality & Event Management

Hospitality & Event Management challenges members to demonstrate their understanding of the hospitality industry and event planning through an objective test and a role play scenario. Members apply their knowledge in areas such as customer service, operations, logistics, and marketing to solve real-world business situations.

Human Resource Management

Human Resource Management challenges members to demonstrate their understanding of key HR functions, including staffing, training, employee relations, and performance management. Through an objective test, members explore how effective human resource practices support organizational success and employee development.

Impromptu Speaking

Impromptu Speaking challenges members to think quickly and deliver a well-organized, engaging speech on a topic revealed onsite at the competition. Members demonstrate their ability to communicate effectively, organize ideas on the spot, and present with confidence under time constraints.

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Insurance & Risk Management

Insurance & Risk Management challenges members to demonstrate their understanding of risk management principles and various types of insurance. Through an objective test, members explore how individuals and businesses identify, assess, and mitigate risks through insurance products and strategic planning.

International Business

International Business gives members the opportunity to explore the dynamic global economy and understand how businesses operate across borders. Through an objective test and a role play scenario, members apply their knowledge of international trade, cultural awareness, global marketing, and economic systems.

Introduction to Business Communication

Introduction to Business Communication challenges members to demonstrate their understanding of fundamental communication skills in a business setting through an objective test. This event introduces concepts such as written and verbal communication, digital messaging, and professional etiquette used to share information within and outside an organization.

Introduction to Business Concepts

Introduction to Business Concepts allows members to demonstrate their knowledge of foundational business principles through an objective test. This event introduces members to key business functions such as management, marketing, finance, and operations, encouraging a broad understanding of how businesses operate.

Introduction to Business Presentation

Introduction to Business Presentation gives members the opportunity to develop and deliver a business-focused presentation using presentation software as a visual aid. Members demonstrate their ability to organize content, communicate ideas clearly, and enhance their message through effective visual support.

Introduction to Business Procedures

Introduction to Business Procedures challenges members to demonstrate their understanding of basic office procedures and workplace practices through an objective test. This event introduces members to topics such as administrative tasks, business protocols, and decision-making in a professional environment.

Introduction to FBLA

Introduction to FBLA allows members to demonstrate their knowledge of the organization's history, structure, programs, and leadership through an objective test. This event encourages members to deepen their understanding of FBLA and become more engaged in its mission and opportunities.

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Introduction to Information Technology

Introduction to Information Technology challenges members to demonstrate their understanding of fundamental IT concepts through an objective test. This event introduces members to key areas such as computer systems, software, networks, and data management, highlighting how technology is used to organize and deliver information in business settings.

Introduction to Marketing Concepts

Introduction to Marketing Concepts allows members to demonstrate their understanding of foundational marketing principles through an objective test. This event introduces topics such as product promotion, pricing strategies, consumer behavior, and the methods used to effectively sell goods and services.

Introduction to Parliamentary Procedure

Introduction to Parliamentary Procedure challenges members to demonstrate their understanding of the basic principles and rules used to conduct orderly and effective meetings. Through an objective test, members explore topics such as motions, voting procedures, and meeting structure based on parliamentary law.

Introduction to Programming

Introduction to Programming allows members to design and develop a basic computer program based on a given topic. Members demonstrate their coding skills, logic, and creativity by presenting the completed program to a panel of judges.

Introduction to Public Speaking

Introduction to Public Speaking gives members the opportunity to develop and deliver a speech on a designated topic. This event helps members build confidence, organize ideas, and strengthen their verbal communication skills through a live presentation.

Introduction to Retail & Merchandising

Introduction to Retail & Merchandising challenges members to demonstrate their understanding of basic principles in retail operations and merchandising strategies through an objective test. Topics include product placement, inventory control, customer experience, and sales techniques within the retail environment.

Introduction to Social Media Strategy

Introduction to Social Media Strategy allows members to develop and present a marketing strategy centered around a single social media platform. Members demonstrate their understanding of audience engagement, content creation, and campaign effectiveness through a live presentation.

Introduction to Supply Chain Management

Introduction to Supply Chain Management challenges members to demonstrate their understanding of the processes involved in the flow of goods, information, and finances within a supply chain. Through an objective test, members explore key concepts such as logistics, inventory control, procurement, and distribution strategies.

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Job Interview

Job Interview challenges members to develop professional job application materials and demonstrate effective interviewing skills. This event includes pre-judged résumé and cover letter, along with a live interview to evaluate communication, poise, and readiness for the workplace.

Journalism

Journalism challenges members to demonstrate their knowledge of journalistic principles, media ethics, and the business of news through an objective test. This event encourages exploration of topics such as news writing, reporting, editing, and the evolving role of journalism in a digital economy.

Local Chapter Annual Business Report

Local Chapter Annual Business Report gives chapter members the opportunity to document and present their Program of Work and accomplishments from the year. This event includes a pre-judged written report and a live presentation, highlighting the chapter's goals, activities, and overall impact.

Management Information Systems

Management Information Systems challenges members to apply their knowledge of how businesses use technology to manage information and support decision-making. Through an objective test and a role play scenario, members analyze a small business's environment and recommend effective information system solutions.

Marketing

Marketing challenges members to demonstrate their understanding of marketing concepts and strategies through an objective test and a role play scenario. Members apply their knowledge in areas such as market research, branding, promotion, and customer engagement to solve real-world business challenges.

Mobile Application Development

Mobile Application Development allows members to design and develop a functional mobile app based on a given topic. Members present their app to a panel of judges, demonstrating creativity, user interface design, and technical problem-solving in a mobile platform environment.

Network Design

Network Design challenges members to demonstrate their understanding of networking concepts and infrastructure through an objective test and a role play scenario. Members apply their knowledge to design, implement, and troubleshoot network solutions that meet the needs of a business or organization.

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Networking Infrastructures

Networking Infrastructures challenges members to demonstrate their knowledge of network administration and infrastructure through an objective test. This event covers topics such as network design, protocols, hardware, and security, highlighting the importance of reliable connectivity in today's digital workplace.

Organizational Leadership

Organizational Leadership challenges members to demonstrate their understanding of leadership principles within a business context through an objective test. This event explores topics such as leadership styles, team management, motivation, and ethical decision-making, preparing members to lead effectively in organizational settings.

Parliamentary Procedure

Parliamentary Procedure allows members to demonstrate their understanding of the principles and practices used to conduct orderly and efficient meetings. This event includes an objective test and a role play scenario, where members apply parliamentary law through simulated meeting activities.

Personal Finance

Personal Finance challenges members to demonstrate their understanding of essential financial skills through an objective test. This event covers topics such as budgeting, saving, credit, investing, and responsible financial decision-making, helping members build a foundation for lifelong financial wellness.

Project Management

Project Management challenges members to demonstrate their understanding of key project management concepts through an objective test. This event covers areas such as planning, scheduling, budgeting, risk management, and team coordination, reflecting the skills needed to successfully lead and execute projects in a business setting.

Public Administration & Management

Public Administration & Management challenges members to demonstrate their understanding of how government functions and its role in society through an objective test. This event explores topics such as public policy, organizational structure, budgeting, and the intersection of political and economic systems.

Public Service Announcement

Public Service Announcement (PSA) gives members the opportunity to create a 60-second video that raises awareness about a specific issue. Members research the topic, define a clear objective, and develop a compelling message. The event includes a presentation component where the PSA is shown to judges and the creative and production process is explained.

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Public Speaking

Public Speaking allows members to develop and deliver a well-structured speech on a designated topic. This event helps members enhance their confidence, clarity, and persuasive communication skills through a live presentation before a panel of judges.

Real Estate

Real Estate challenges members to demonstrate their understanding of the real estate industry through an objective test. Members are assessed on key concepts such as property law, real estate finance, market analysis, sales strategies, and ethical practices. This event encourages exploration of the skills and knowledge needed to navigate the real estate sector successfully.

Retail Management

Retail Management challenges high school members to demonstrate their understanding of core retail operations and strategies through an objective test. Members are assessed on key knowledge areas such as inventory control, sales techniques, merchandising, and product mix.

Sales Presentation

Sales Presentation allows members to showcase their ability to effectively sell a product or service of their choice. Members deliver an interactive presentation that highlights their sales techniques, product knowledge, and ability to engage and persuade potential customers.

Securities & Investments

Securities & Investments challenges members to demonstrate their understanding of investment principles and financial markets through an objective test. This event covers topics such as stocks, bonds, mutual funds, portfolio management, and risk analysis, encouraging members to build foundational knowledge in personal and professional investing.

Social Media Strategies

Social Media Strategies allows members to develop and present a comprehensive marketing campaign using multiple social media platforms. Members demonstrate their ability to engage audiences, create cohesive content, and analyze platform performance through a strategic and creative presentation.

Sports & Entertainment Management

Sports & Entertainment Management challenges members to demonstrate their understanding of the business aspects of the sports and entertainment industries. Through an objective test and a role play scenario, members apply knowledge in areas such as marketing, event planning, sponsorship, and financial management within this dynamic field.

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Supply Chain Management

Supply Chain Management challenges members to apply their understanding of how goods, information, and finances move through a supply chain. Members deliver a presentation that demonstrates their knowledge of logistics, procurement, inventory control, and distribution strategies used to support business operations.

Technology Support & Services

Technology Support & Services challenges members to demonstrate their knowledge of help desk operations and IT support through an objective test and a role play scenario. Members apply problem-solving, technical, and customer service skills to address real-world technology support issues in a business setting.

Visual Design

Visual Design allows members to showcase their creativity and technical skills by developing original visual content. Members present their designs to a panel of judges, demonstrating their use of design principles, visual communication techniques, and the creative process behind their work.

Website Coding & Development

Website Coding & Development challenges members to design and build a website based on a specific topic, with a primary focus on backend coding and functionality. Members present their completed site to a panel of judges, showcasing their technical skills, problem-solving, and understanding of web development principles.

Website Design

Website Design allows members to create a visually engaging and user-friendly website based on a specific topic. Members present their site to a panel of judges, emphasizing front-end design elements such as layout, navigation, aesthetics, and user experience.