

# 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.

## PROJECT COMPETENCIES

- document addresses topic and is appropriate for the audience
- graphics, text treatment, and special effects show creativity and cohesiveness of design
- appropriate selection of fonts and type sizes
- overall layout and design is creative and appealing
- final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
- required information is effectively communicated
- copyright laws followed

## PERFORMANCE COMPETENCIES

- presentation of project is developed logically and systematically
- design process effectively communicated
- present tips, techniques, and tools used
- demonstrate ability to make a businesslike presentation
- show self-confidence apparent through knowledge of content and articulation of ideas

## NBEA STANDARDS REINFORCED BY EVENT

Communication: technological

Economics and Personal Finance: allocation of resources, markets and prices, buying goods and services

Entrepreneurship: marketing

Information Technology: input technologies, network applications, privacy and ethics

Marketing: consumers and their behavior, the marketing mix

**CAREER CLUSTER(S):** Business, Management & Administration; Finance; Information Technology; Marketing, Sales & Service

## ELIGIBILITY

All local chapters may enter one (1) individual or one (1) team of two (2) or three (3) members. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference nor competed in this event at a prior conference or have competed more than two (2) years at the national level.

1. All team members must be on record in the state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and state association.
3. Participants failing to report on time for the event will not be permitted to compete.
4. Participants must adhere to the dress code established by the Board of Directors, or they WILL NOT be permitted to participate in the competitive event.

## OVERVIEW

This event consists of two (2) parts: a prejudged project and a performance component. Participants are required to complete both parts. A prejudged project should be developed based on the state topic listed.

## 2010 State Business Leadership Conference Topic

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating efficient and marketable E-business sites. The topic to be addressed by the site developed for competition at the 2010 State Business Leadership Conference will be:

**Your FBLA chapter has asked you to design a Web site for a special two-day event that takes place over the 4<sup>th</sup> of July—your high school's 50<sup>th</sup> reunion. You must also plan all of the activities for both days. The activities may include, but are not limited to, the following: meals, a "Fun Run," tour of the school, and a concert. The participants should be able to sign up and pay for registration fees, meals, concert tickets, and any other events on the Web site. Included in the site should be a navigation bar to allow participants to view, select, and purchase all items and events. It must also offer a shopping cart, pricing and payment information (including payment options), mailing options, and security/service information. You are not expected to have a "live" payment link.**

This topic will be used for competitions at the national level.

## **COPYRIGHT AND FAIR USE INFORMATION**

Education guidelines may be used for copyright notations but review the following Web sites for more information:

- [homepage.mac.com/prr/copyright.html](http://homepage.mac.com/prr/copyright.html)
- [www.benedict.com](http://www.benedict.com)
- [bedfordsmartins.com/online/citex.html](http://bedfordsmartins.com/online/citex.html)
- [www.mediafestival.org/copyrightchart.html](http://www.mediafestival.org/copyrightchart.html)
- [www.copyright.gov](http://www.copyright.gov)

## **PROJECT GUIDELINES**

### Prejudged Project

1. Student members, not advisers, must prepare projects.
2. If using a shopping cart, it doesn't need to be active.
3. A Statement of Assurance entry form must be completed and submitted by the registration deadline of March 5.
4. Each chapter must enter its URL must be completed during the online registration process by March 5.
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 (March 5). Judging of the E-business site will take place before the State Business Leadership Conference.
6. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the site. Members are expected to follow all applicable copyright laws.
7. The use of templates must be identified.
8. E-business sites should be designed to allow for viewing by as many different platforms as possible.

### **Performance**

1. Based on the highest prejudged project scores, a maximum of fifteen (15) individuals or teams will be selected to make an oral presentation at the State Business Leadership Conference.
2. The presentation is an explanation of the E-business Web site, and the Web site may be shown to the judges when explaining the site. The teams or individuals will be able to access their URL. The explanation should include, but not be limited to: development of the topic; development and design process; use and implementation of innovative technology; use and development of media elements; and copyright issues with pictures, music, and other items.
3. Presentation of the entry must be conducted by participants who authored the event.
4. Visual aids and samples related to the project may be used; however, no items may be left with the judges.
5. Competitors must provide their own computers and projection device for the oral presentation. A screen will be provided along with an Internet connection.
6. Students are allowed to bring a flash drive.
7. The individual or team has five (5) minutes to present.
8. A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over five (5) minutes.
9. Following each presentation, judges will conduct a three (3) minute question-and-answer period.
10. Performances are open to conference attendees who are not performing participants of this event.
11. Scores from the prejudged E-business site as well as the oral presentation will determine the final rank.

### **JUDGING**

The prejudged project and presentations will be evaluated by a panel of judges. All decisions of the judges are final.

### **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

### **NATIONAL ENTRIES**

Washington State may submit two (2) entries for national competition.



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## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Explanation</b>					
Development of the topic	0	1-7	8-14	15-20	
Explain 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	
<b>Delivery</b>					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Participant(s) demonstrate self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrated ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentations 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>Total Points</b>					<b>/100 max.</b>
<b>Prejudged Score</b>					<b>/200 max.</b>
<b>Final Score</b> (add total points and prejudged score)					<b>/300 max.</b>

Student Name(s):			
School:			
Judge's Signature:		Date:	

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator



# E-BUSINESS

## Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Page Layout and Design</b>					
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	
<b>Site Navigation</b>					
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 decisions easily	0	1-7	8-14	15-20	
Navigational scheme logical and effective	0	1-3	4-7	8-10	
<b>Content</b>					
Effectiveness of site	0	1-8	9-18	19-25	
Solution adequately addresses assigned topic	0	1-5	6-10	11-15	
<b>Application Design</b>					
Form fields are validated	0	1-5	6-10	11-15	
Transaction data is appropriately prepared for payment gateway on secured site	0	1-3	4-7	8-10	
<b>Technical</b>					
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 Web site, and the use of templates is identified at the bottom of the home page	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/200 max.</b>
<b>Penalty Points:</b> Deduct five (5) points for not following guidelines.					
<b>Penalty Points:</b> Deduct five (5) points for not submitting Statement of Assurance.					
<b>Total Points</b>					<b>/200 max.</b>

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator