

2023–24 Competitive Events Guidelines

Management Case Competition



The Management Case Competition provides members with the opportunity to review a case study and present their findings to a panel of judges. The case study will incorporate many aspects of management such as financial management, decision making, business law, sustainability, human resource management, organizational behavior, business development and planning, etc.

Event Overview

Division: Collegiate

Event Type: Team of 1, 2, 3 or 4 members

Event Category: Case Competition

Event Elements: Presentation

Presentation Time: 3-minute set-up time, 12-minute presentation time, 5-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Professionalism, Teamwork

Equipment Provided by Competitors: Technology and presentation items

Equipment Provided by FBLA: Table for preliminary round; table, projector & screen for final round

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on April 15th of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Some competitive events start prior to the Opening Session of the NLC.

2023-24 Competitive Events Guidelines

Management Case Competition



Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will proceed directly to the final presentation round.
- Preliminary Presentation
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 12 minutes (one-minute warning)
 - **Question & Answer Time:** 5 minutes
 - **Internet Access:** Not provided
 - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
 - Competitors/teams are randomly assigned to sections.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
 - Materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience, unless specifically stated in the case study.
 - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
 - If performing as a team, all team members are expected to actively participate in the presentation.
 - No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 12 minutes (one-minute warning)
 - **Question & Answer Time:** 5 minutes
 - **Internet Access:** Not provided
 - An equal number of competitors/teams from each section in the preliminary round will advance to the final round.
 - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event until after their completed presentation.

2023–24 Competitive Events Guidelines

Management Case Competition



- The following will be provided for the final round if it occurs in a conference room: screen, power, table, and projector. It is up to final-round competitors to determine if they wish to use the technology provided. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
- Materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.

Scoring

- The presentation rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

2023–24 Competitive Events Guidelines

Management Case Competition



Case Study

Overview

Silver City Early Learning Center (ELC) is a childcare center in a small, rural town (Silver City) in Indiana. Silver City is a town with a population of 700 people. Silver City ELC is the only childcare center in town. Silver City ELC formed two years ago, with a generous gift from a family estate of a childcare facility and \$10,000 in start-up/seed money. It has proven to be a great asset to the small community, with nine employees serving 34 children.

Silver City ELC has nine employees: one program coordinator, four lead teachers, two assistant teachers, and two substitute teachers. Silver City ELC serves 34 children: six infants, seven toddlers, ten preschool and 11 prekindergarten children.

Silver City ELC follows the traditional school calendar: The school year starts August 1st and ends May 25th, with a one-week fall break, a two-week winter break, and a one-week spring break. Silver City ELC is not open on the weekends. Its daily hours are 7 am to 6 pm.

The Silver City Early Learning Center Program Coordinator is Kristine. Kristine has a bachelor's degree in child development and over 20 years of experience working with children from infant to kindergarten ages. However, she is new to being a manager. Kristine's staff respects her child development knowledge, and she is well-known and respected in the small town of Silver City. Kristine's staff is varied in age. All are female.

Kristine is new to her role as Silver City Early Learning Center Program Coordinator and is new to management. Silver City ELC is in its third year of operation, with a [staff handbook](#) available. Kristine is struggling with staff. Many of Silver City ELC's employees are mothers of small children. And one employee's mother is in the hospital with a long-term illness.

Employees seem to be gone from their jobs/classrooms a lot because of their illnesses and their family's illnesses. Silver City ELC doesn't offer paid time off; employees are not paid if they do not work. Silver City is such a small city, it's difficult to recruit more employees or substitute teachers. Childcare centers have to keep a certain ratio of children to employees to continue to remain open.

Problem Statement

Kristine is facing burnout from working so many hours to keep Silver City Early Learning Center open. She is looking for suggestions on managing the Early Learning Center.

Finances

Silver City Early Learning Center is a small non-profit in a rural area; they do not have a budget to add any additional employee incentives. Silver City ELC employees do receive 50% tuition on any of their own children attending ELC.

Questions to Address

Kristine, the Silver City Early Learning Center (ELC) Program Coordinator, is interested in learning more about management and effective management practices:

- What are the five managerial functions and how does Kristine implement these within the context of ELC?
- What are some employee motivation techniques that can be implemented at ELC to reduce burnout?

2023-24 Competitive Events Guidelines

Management Case Competition



- What are some strategies for short-term and long-term recruitment and retention of employees?

Data

Employee Average Weekly Hours:

- Program Coordinator – 60
- Infant Lead Teacher – 35
- Infant Assistant Teacher – 35
- Toddler Lead Teacher – 40
- Toddler Assistant Teacher – 35
- Preschool Lead Teacher – 40
- Substitute Teacher – 21
- Substitute Teacher – 22
- Prekindergarten Lead Teacher – 30

Additional Information

- The Early Learning Center can apply for a \$13,000 grant. This grant can only be reimbursed for expenses in the following categories: Staff training, tuition assistance, classroom supplies.

2023-24 Competitive Events Guidelines

Management Case Competition



Management Case Competition Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the case and issues to be solved	<i>No description or case synopsis provided, and no issues defined</i>	<i>Describes and provides case synopsis OR defines the issues</i>	<i>Describes and provides case synopsis AND defines the issues</i>	<i>Demonstrates expertise of case synopsis AND definition of the issues</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Managerial Functions <i>What are the five managerial functions and how does Kristine implement these within the context of ELC?</i>	<i>No managerial functions presented</i>	<i>Not all managerial functions are presented, with very little details</i>	<i>All managerial functions are presented, with little details shared</i>	<i>All five managerial functions are presented, with full details and implementation techniques shared</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Employee Motivation Techniques <i>What are some employee motivation techniques that can be implemented at ELC to reduce burnout?</i>	<i>No employee motivation techniques shared</i>	<i>Employee motivation techniques shared, with very little details</i>	<i>Employee motivation techniques are presented, with little details</i>	<i>Employee motivation techniques are presented, with full details and implementation techniques shared to prevent burnout</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Employee Recruitment & Retention <i>What are some strategies for short-term and long-term recruitment and retention of employees?</i>	<i>No recruitment or retention strategies shared</i>	<i>Recruitment or retention strategies were shared</i>	<i>Recruitment & retention strategies were shared, with details missing</i>	<i>Short-term and long-term strategies for recruitment and retention of employees</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Creativity & Innovation <i>Innovation and creativity are shown throughout the planning process and presentation</i>	<i>No creativity or innovation demonstrated</i>	<i>Little creativity or innovation was demonstrated</i>	<i>Creativity and/or innovation was demonstrated</i>	<i>Innovation and creativeness were evident throughout the planning process and presentation</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:
Comments:	