

2023–24 Competitive Events Guidelines

Emerging Business Issues



Emerging Business Issues recognizes members who demonstrate the ability to present both affirmative and negative arguments to a topic and present recommendations. This competitive event consists of a presentation component.

Event Overview

Division: Collegiate

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation (with a Topic)

Presentation Time: 3-minute set-up, 7-minute presentation, 3-minute Question & Answer

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Equity & Inclusion, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Technology and presentation items for preliminary & final round presentation

Equipment Provided by FBLA: Table for preliminary round presentation and final round presentation

2023–2024 Topic

Technology is an integral part of today's workforce. Computers, smartphones, and the Internet of Things (IoT) have increased worker productivity. At the same time, some workers have found their jobs replaced by ever-improving technology. Discuss the positive and negative impact of technology on the workforce.

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.

2023–24 Competitive Events Guidelines

Emerging Business Issues



- 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.

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 has a preliminary and final presentation round. If there are less than 15 teams registered, the event will go directly to the final presentation round.
- Preliminary Presentation
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer Time:** 3 minutes
 - **Internet Access:** Not provided
 - The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
 - Competitors/teams are randomly assigned to sections.
 - 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
 - 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.
 - 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 seven-minute presentation time.
 - If presenting 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:** 7 minutes (one-minute warning)

2023-24 Competitive Events Guidelines

Emerging Business Issues



- **Question & Answer Time:** 3 minutes
- **Internet Access:** Not provided
- An equal number of competitors/teams from each section in the preliminary round will advance to the final round.
- The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
- 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
- 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.
- 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 seven-minute presentation time.
- If presenting 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 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.

2023-24 Competitive Events Guidelines



Emerging Business Issues

- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their assigned presentation time.

2023-24 Competitive Events Guidelines

Emerging Business Issues



Emerging Business Issues Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Understanding of Issue/Topic	<i>No understanding of event topic OR incorrect topic used</i>	<i>Understanding of topic inconsistent from the event guidelines</i>	<i>Demonstrates the topic throughout the presentation</i>	<i>Demonstrates use of industry terminology throughout the presentation</i>	
	0 points	1-6 points	7-8 points	9-10 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	
Affirmative Argument					
Flow and Logic of Content	<i>No logic of content AND unclear flow</i>	<i>Logic of content is minimal OR unclear flow</i>	<i>Content is presented with logical content and flows well</i>	<i>Content is well defined and in a logical sequence of ideas</i>	
	0 points	1-2 points	3-4 points	5 points	
Quality of Evidence	<i>No quality of evidence</i>	<i>Argues 1 piece of evidence</i>	<i>Argues 2-3 pieces of evidence</i>	<i>Argues 4+ pieces of evidence</i>	
	0 points	1-2 points	3-4 points	5 points	
Persuasiveness	<i>Argument is not persuasive</i>	<i>Argument is partially persuasive</i>	<i>Argument is persuasive and audience is convinced</i>	<i>Argument is compelling and audience is in support</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Relevance of Argument	<i>No relevance</i>	<i>Argument is partially relevant</i>	<i>Argument is relevant</i>	<i>Argument is exceptional and compelling</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Negative Argument					
Flow and Logic of Content	<i>No understanding of event topic OR incorrect topic used</i>	<i>Logic of content is minimal OR unclear flow</i>	<i>Content is presented with logical content and flows well</i>	<i>Content is well defined and in a logical sequence of ideas</i>	
	0 points	1-2 points	3-4 points	5 points	
Quality of Evidence	<i>No quality of evidence</i>	<i>Argues 1 piece of evidence</i>	<i>Argues 2-3 pieces of evidence</i>	<i>Argues 4+ pieces of evidence</i>	
	0 points	1-2 points	3-4 points	5 points	
Persuasiveness	<i>Argument is not persuasive</i>	<i>Argument is partially persuasive</i>	<i>Argument is persuasive and audience is convinced</i>	<i>Argument is compelling and audience is in support</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Relevance of Argument	<i>No relevance</i>	<i>Argument is partially relevant</i>	<i>Argument is relevant</i>	<i>Argument is exceptional and compelling</i>	
	0 points	1-6 points	7-8 points	9-10 points	

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation Delivery					
Statements are well-organized and clearly stated, appropriate business language used	<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	1-2 points	3-4 points	5 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	1-2 points	3-4 points	5 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:					