

Overview

Ethical decision-making is essential in the business world and the work place. This team event recognizes FBLA members who demonstrate the ability to present solutions to ethical situations encountered in the business world and the workplace.

This is a two or three member team event and the team will receive an ethical problem to present to the judges.

Web Site Resources

- A Framework for Thinking Ethically
<http://www.scu.edu/ethics/practicing/decision/framework.html>
- Association for Practical and Professional Ethics
<http://www.indiana.edu/~appe/>
- BC Ethics in Action Society
<http://www.ethicsinaction.com/>
- Business Ethics Links
<http://www.web-miner.com/busethics.htm>
- Business for Social Responsibility
<http://www.bsr.org/>
- Center for Business Ethics
<http://www.bentley.edu/cbe/>
- Center for the Study of Ethics in the Professions
<http://www.iit.edu/departments/csep/>
- Complete Guide to Ethics Management: An Ethics Toolkit for Managers
<http://www.managementhelp.org/ethics/ethxgde.htm>
- Ethics Resources
<http://www.wyattrIBUTES.net/ethics.html>
- Institute for Business and Professional Ethics
<http://commerce.depaul.edu/ethics/>
- Institute for the Study of Applied and Professional Ethics
<http://www.dartmouth.edu/~ethics/>
- International Business Ethics Institute
<http://www.business-ethics.org/>
- International Society of Business, Economics and Ethics
<http://www.isbee.org/web/guest/about-isbee>
- The Josephson Institute of Ethics
<http://www.josephsoninstitute.org/>

Sample Case Problem

Your friend Marla is a high-achieving, all-round great person who is interviewing next week at the company where your friend Jeff is now a manager. In fact, she is up for a position right in Jeff's department. She is highly qualified and you have no doubt that she will be a great asset to the company.

Without Marla's permission, Jeff asks if you would be willing to provide a reference for her since he knows that the two of you are friends. "What I'd most like", he says, "is to hear whatever you know about how she's been doing as a manager at Company X for the last couple of years." Being Marla's friend, you know that she no longer works at Company X and, during her few months there, that she was never a manager.

How do you respond to Jeff and why? Do you say anything to Marla? If so, what? If not, why?

BUSINESS FINANCIAL PLAN

Overview

Business financial planning is paramount to the success of any business enterprise. This event is designed to recognize FBLA members who possess the knowledge and skills needed to establish and develop a complete financial plan for a business venture.

This is a two-part event: a written project is submitted prior to the NLC to be judged, and all eligible participants will present the project at the NLC in a preliminary round.

Web Site Resources

- Ameriprise Financial
<http://www.ameriprise.com>
- Charles Schwab
<http://www.Schwab.com>
- Formatting the Financial Plan Section of a Business Plan
<http://www.allbusiness.com/business-planning-structures/business-plans/2527-1.html>
- Lincoln Financial Group
<http://www.LFG.com>
- Merrill Lynch
<http://www.ml.com>

Additional Resources

- MarketPlace—FBLA Winning Reports—1st Place; FBLA Winning Reports—2nd Place

BUSINESS PLAN

Overview

This event recognizes FBLA members who demonstrate an understanding and mastery of the process required to develop and implement a new business venture.

This is a two-part event: a written project is submitted prior to the NLC to be judged, and all eligible chapters will present the project at the NLC in a preliminary round.

Project Purpose

The business plan must describe a proposed business venture. The business venture must also be currently viable and realistic and must not have been in operation for a period exceeding 12 months before the NLC.

Web Site Resources

- A Standard Business Plan Outline
<http://articles.bplans.com/writing-a-business-plan/a-standard-business-plan-outline/29>
- Business Planning - Creating Plans
<http://www.businesstown.com/planning/creating.asp>
- Business Plan Outline
<http://www.business-plan.com/outline.html>
- Small Business Planner
http://www.sba.gov/starting_business/planning/basic.html
- Technology Ventures Corporation
http://techventures.org/resources/docs/Outline_for_a_Business_Plan.pdf
- TeenVestor: Writing a Business Plan
<http://www.teenvestor.com/entrepreneurs/Bizplans/bizplans.htm>
- Templates for Your Business
http://www.score.org/template_gallery.html

BUSINESS PRESENTATION

Overview

This event provides recognition for FBLA members who demonstrate the ability to deliver an effective business presentation while using multimedia presentation technology.

This is an individual performance event.

Topic

The topic for the Business Presentation changes every year. Refer to the Guidelines section in the *Chapter Management Handbook* to find the current topic for the event or look at competitive events under the FBLA tab at www.fbla-pbl.org.

Web Site Resources

- 8 Secrets to a Knockout Business Presentation
<http://sbinformation.about.com/od/sales/a/presentationtip.htm>
- Better Communication with Employees and Peers
<http://www.inc.com/guides/growth/23032.html>
- Business Presentations for Success
http://presentationsoft.about.com/od/powerpointinbusiness/a/busines_success.htm
- Copyright and Fair Use
<http://fairuse.stanford.edu/>
- Toastmasters International
<http://www.toastmasters.org>