

Business Literacy

Literacy skills are essential to communication in the workplace. The development of strong literacy skills provides students with access to information and knowledge for their future careers. This STATE ONLY event provides recognition for FBLA members who demonstrate reading comprehension skills, critical thinking skills, and application of concepts learned through reading.

Competencies

The event consists of two (2) parts: a written objective test and a presentation and interaction question and answer session with a panel of judges.

2012 Assigned Readings

Participants in this event should read and study the following books:

- *The Five Dysfunctions of a Team (Manga Edition): An Illustrated Leadership Fable* – By Patrick Lencioni, Illustrated by Kensuke Okabayashi (ISBN: 978-0470-82338-5)
- *How Did I Get Here? The Ascent of an Unlikely CEO* – By Tony Hawk, with Pat Hawk (ISBN: 978-0-470-63149-2)
- *The Student Leadership Challenge: Five Practices for Exemplary Leaders* – By James M. Kouzes and Barry Z. Posner (ISBN: 978-0-470-17705-1)

Objective Test

The written objective test includes questions about the designated reading materials for the year.

Business Education Curriculum Standards:

Career Development, Communication, Entrepreneurship, Management

Eligibility

Each chapter may enter teams comprised of two (2) or three (3) members. In order to compete in the event, students must either qualify at a Regional Skills Conference, be declared a wild card, or use their bonus event. Each chapter may enter members who are on record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

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Procedure

A one-hour online objective test will be administered. Team members (2-3 members per team) will take one objective test collaboratively.

The top (10) teams with the highest score will advance to finals for the interactive question and answer session with a panel of judges. The order of performance will be randomly assigned by an impartial person in the event office.

Final Round

A maximum of ten (10) finalists will be scheduled for the final round.

Team members will be given ten (10) minutes for the presentation. One member should introduce the team. The presentation should include one minute summaries of each book and key concepts from each book.

A timekeeper will stand at nine (9) minutes. A five (5) point deduction will be made for presentations over ten (10) minutes. A maximum of ten (10) additional minutes will be allocated for questions from the judges. Team members should be prepared to respond to questions from the judges.



Business Literacy Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content and Understanding					
Team's book summaries are accurate and clearly stated	0	1 – 5	6 – 10	11 – 15	
Team's key concepts from the books are accurate and clearly stated	0	1 – 5	6 – 10	11 – 15	
Questions answered completely and effectively	0	1 – 3	4 – 7	8 – 10	
Team demonstrates increased knowledge about book subject matter	0	1 – 5	6 – 10	11 – 15	
Team demonstrates ability to apply content from books to real life situations	0	1 – 5	6 – 10	11 – 15	
Delivery of Presentation					
Thoughts and statements are well organized and clearly stated	0	1 – 5	6 – 10	11 – 15	
Team members demonstrate self-confidence, poise, and good voice projection	0	1 – 3	4 – 7	8 – 10	
All team members actively participated in the presentation	0	1 – 5	6 – 10	11 – 15	
Total Points					/100 max.
Time Penalty	Deduct five (5) points for presentations over 10 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Final Score					/100 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments: