

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.

2012 State & National Conference Topic

The topic to be addressed by the site developed for 2012 competition will be:

Your FBLA chapter has been approached by the school's administration to boost participation at school events by creating an on-line ticketing system for all school events: sports, music, drama, etc. The site may be real or fictional. Included in the site should be a navigation bar to allow participants to view event venues (auditoriums, stadiums, gymnasiums, etc.), view upcoming events, view open seats for each event, select seats, and purchase seats for all events. It also must offer a shopping cart, pricing, and payment information (including payment options) mailing options (including local pick-up), and security/service information. You are not expected to have a live payment link.

Copyright and Fair Use Information.

It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

- ▽ Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>
- ▽ U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

Business Education Curriculum Standards:

Accounting, Communication, Economics & Personal Finance, Entrepreneurship, Information Technology, Marketing.

Eligibility

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. Entries may be an individual or a team of up to three members.

No member may have competed in this event at a previous National Leadership Conference.

Procedure

Prejudged Project

1. Entries will be judged according to the rating sheet.
2. The URL must be submitted **via the online submission tool** by the published deadline.
3. The product or service may be real or fictitious
4. The Website must be available for viewing on the internet at the time of judging. No changes can be made to the website after the official entry date. Judging of the e-business site will take place prior to the opening session of the SBLC.

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5. 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 and may be disqualified if items are used inappropriately and not documented.
6. The use of templates must be identified at the bottom of the home page.
7. E-business sites should be designed to allow for viewing by as many different platforms as possible, but must be viewable in the most current version of Microsoft Internet Explorer.

Oral Presentation:

The top individuals or teams will be selected to give an oral presentation. The oral presentation is an explanation of the e-business website, and the website should be shown to the judges when explaining the site. An offline version of the site should be brought with competitors – no equipment or connectivity will be provided. 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.
- ▽ Nevada FBLA will provide a screen, power, table, and internet access for this event.

The individual or team has five (5) minutes to present. A timekeeper will stand at four (4) 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. Following each presentation, the judges will conduct a three-minute question and answer during which the presenters should be prepared to defend all aspects of their presentation.



E-Business Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
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	
Site Navigation					
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 a purchasing decision easily	0	1 – 7	8 – 14	15 – 20	
Navigational scheme is logical and effective	0	1 – 3	4 – 7	8 – 10	
Content					
Effectiveness of site	0	1 – 8	9 – 18	19 – 25	
Solution adequately addresses assigned topic	0	1 – 5	6 – 10	11 – 15	
Application Design					
Form fields are validated	0	1 – 5	6 – 10	11 – 15	
Transaction data is appropriately prepared for a payment gateway	0	1 – 3	4 – 7	8 – 10	
Technical					
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 site; and the use of templates must be identified at the bottom of the home page.	0	1 – 3	4 – 7	8 – 10	
Total Points					/200 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



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Oral Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Explanation on the development of the topic	0	1 – 7	8 – 14	15 – 20	
Explanation of the use and the implementation of innovative technology	0	1 – 7	8 – 14	15 – 20	
Explanation of the development and design process	0	1 – 7	8 – 14	15 – 20	
Explanation of the proper documentation of pictures, audio, etc.	0	1 – 3	4 – 7	8 – 10	
Organization of oral presentation	0	1 – 3	4 – 7	8 – 10	
Oral presentation delivery, including voice and self-confidence	0	1 – 3	4 – 7	8 – 10	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.
Time Penalty Points	Deduct five (5) points for presentations over 5 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Prejudged Score					/200 max.
Final Score					/300 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments: