

Virtual Events

(V01) Virtual Multimedia and Promotion Individual (ML | S | PS) - p. 42. Use your multimedia skills to create a video focusing on assistive technology available and how it may be used in a school setting. These devices aid people with various disabilities.

(V02) Virtual Multimedia and Promotion Team (ML | S | PS) - p. 46. Create a digital promotion for an area non-profit, highlighting their mission, those it serves, and their needs.

(V03) Software Engineering Team (ML | S | PS) - p. 50. As a member of the startup game company, Cognitive Thought Media, you are tasked with creating an adventure-based side scroller. Use your imagination to tell a story containing multiple characters, levels, enemies, bosses, and inventory items.

(V04) Web Application Team (ML | S | PS) - p. 58. Epic Win Sporting Goods, LLC is an up and coming company in the sales of sporting goods equipment, hunting/camping equipment and footwear. They have hired your group to develop a web application to serve as their online store. Their primary objectives are to be able to purchase online based on real time inventory tracking and increase their online presence through the use of social media and web tools.

(V05) Mobile Applications (ML | S | PS) - p. 64. You are challenged with creating digital scavenger hunt. The application should use techniques used in some geocaching applications along with an interactive clue/hint based on the user's location.

(V06) Promotional Photography (ML | S | PS) - p. 69. An architecture firm is opening a new location and has contracted you to produce photos to decorate their new office. The firm is looking for unique angles and architecture in your local region.

(V07) Cybersecurity/Digital Forensics (ML | S | PS) - p. 74. You have been asked to develop a presentation on recent data breaches in corporations.

Finance

(150) Financial Analyst Team (S | PS) - p. 102. Lynn's Kids first opened in 1998 as a single-store children's clothing boutique in Northampton, Massachusetts. Over the past 22 years, Lynn is asking for your advice. She would like to save her business, but isn't sure if maybe she should close all of her stores, close some of her stores, or start selling her clothes online. Please compile Lynn's financial statements for the past five years (assume a 30% corporate tax rate), and prepare your analysis and presentation for the Board of Directors of Lynn's Kids.

(155) Economic Research Individual (S) - p. 108. A student loan is a type of loan provided by the United States government or other private financial institutions to students and/or their parents who need help financing higher education. It is being said that student loan debt in this country is nearing crisis proportions. Write a research paper that addresses whether this statement is supported by evidence.

(160) Economic Research Team (S) - p. 113. Economic poverty is measured in several ways, most commonly in regard to income levels. The idea of providing a Guaranteed Annual Income (GAI) to all in the United States would aim to alleviate poverty, especially as it relates to that caused by unemployment, underemployment, lack of educational opportunity, or any other impediment. Those in favor of such action would cite the great human need as a reason for guaranteeing an annual income to all. Those opposed would cite the cost of such a program and its unforeseen consequences. Research the concept of Guaranteed Annual Income as to whether it would be an effective solution to economic poverty.

Business Administration

(260) Administrative Support Research Project (S) - p. 134. What are some specific current national political issues or trends impacting the workplace? How could this impact the role of the administrative professional and the support they provide? How can the administrative professional positively influence any of the change and/or transition required as a result of the current issues and trends as they provide support in the workplace?

Management Information Systems

(325) Network Design Team (S | PS) - p. 151. The Crossmark Auto Group is a company with a vast portfolio of auto dealership specializing in new and used cars from several auto manufacturers. They are seeking new contracts for network design as they expand into other regions of New Mexico, Texas, and the Oklahoma Panhandle. Although the Main Headquarters is established in Santa Fe, they will need to reconstruct the network to keep up with the latest technologies and advancements.

Digital Communication & Design

(410) Graphic Design Promotion (S | PS) - p. 168. Develop a logo, tagline, and flyer promoting the Business Professionals of America National Leadership Conference in Orlando, FL, May 5-9, 2021.

(420) Digital Media Production (S | PS) - p. 175. Create a short informational video on how social media affects your personal brand. Video should include: ways to create a positive presence, ways to repair a negative presence, and ways to protect and manage your presence. Your target audience is 16-25 year preparing the workforce.

(425) Computer Modeling (S) - p. 180. You have been contracted to create a school incorporating innovative technology, ergonomics, and the ability to facilitate multiple learning styles, and flexible environments.

(430) Video Production Team (S | PS) - p. 185. Create a video telling a story which compels viewers to donate money to a cause of your choosing. The video should include a clear call to action (CTA) and easy to follow instructions for viewers to make their donation. The cause must be real and the CTA must allow users to donate real money if they are persuaded by your video to do so. The video can feature a cause which is local, regional, national, or global. Students should feel empowered to reach out to leaders in their chosen charitable organization for guidance, support, interviews, etc.

(435) Website Design Team (S | PS) - p. 191. Develop a website to assist with the planning & construction of a bio-friendly home.

(440) Computer Animation Team (S) - p. 196. Create an animated tour of a proposed new zoo in the state of Florida. Exhibits must include, but are not limited to: primates, reptiles, an aviary, aquatic animals and at least 2 more animal exhibits of your choice. The target audience will be community leaders and members of business and industry.

(445) Broadcast News Production Team (S) - p. 201. Create one packet news story about a BPA activity in your local chapter; the second story should be a live feature story of your team's choice.



Management, Marketing & Communications

(500) Global Marketing Team (S) - p. 209. In operation since 2006, Grand Adventures is a Jackson, Wyoming eco-tourism company that specializes in nature-friendly wildlife, photography, and sightseeing safaris in the Yellowstone and Grand Teton National Park areas. Your firm has been hired to provide a marketing plan for expansion to a second domestic location (within three years) and a vision for future global expansion in one country of your choice (within five years). Be prepared to justify both expansion markets in your marketing plan and your presentation.

(505) Entrepreneurship (S | PS) - p. 214. Develop an operating plan and organizational structure to initiate a small business. Competitors are to assume they are presenting/pitching their business plan to potential investors with the objective of securing financing for their business venture.

(510) Small Business Management Team (S | PS) - p. 219. Fred Jackson, owner of ABC Graphics, has noticed that his company has lost a significant amount of revenue over the past few years. He's hired you as consultants to recommend strategies to save his graphic design business and so he can compete in an ever-changing market.

(515) Interview Skills (S | PS) - p. 224. Contestant will indicate on his/her résumé the position for which he/she is applying. There are openings in all departments of Professional Business Associates shown on the Organizational Chart found in the Style & Reference Manual.

(520) Advanced Interview Skills (S | PS) - p. 229. Contestant will indicate on his/her résumé the position for which he/she is applying. There are openings in all departments of Professional Business Associates shown on the Organizational Chart found in the Style & Reference Manual. Includes development of a portfolio.

(525) Extemporaneous Speech (S) - p. 234. The contestant will draw two (2) different business topics and will select either one. The topics may deal with Business Professionals of America, office situations, the business world, etc. Contestants will have 10 minutes to prepare a 2-4 minute speech.

(530) Contemporary Issues (PS) - p. 237. The contestant will draw two (2) different business topics and will select either one. The topics may deal with Business Professionals of America, office situations, the business world, etc. Contestants will have 10 minutes to prepare a 2-4 minute speech.

(535) Human Resource Management (S | PS) - p. 240. The contestant will be given a human resource management scenario. The scenario may deal with office situations, workplace issues, legal matters, etc. The contestant will be provided twenty (20) minutes to develop the presentation.

(540) Ethics & Professionalism (PS) - p. 243. The contestant will be given a scenario dealing with ethics or professionalism. Please refer to the Ethics & Professionalism Resources Manual as a guide when preparing for the event. The contestant will be provided twenty (20) minutes to develop the presentation.

(545) Prepared Speech (S | PS) - p. 245. Each contestant is to select a topic related to business, entrepreneurship, or Business Professionals of America, and develop an oral presentation of no less than five (5) and no more than seven (7) minutes.

(550) Parliamentary Procedure Team (S) - p. 250. Demonstrate the use of correct parliamentary procedure through a chairperson's ability to conduct a business meeting in a democratic manner that allows the members of the team to effectively participate. Examine the team's knowledge of parliamentary procedure through oral questions and the objective test.

(555) Presentation Management Individual (S | PS) - p. 256. TAL Manufacturing has struggled to keep and maintain quality staff over the past five years. Employee turnover and retention has become so difficult that the company may have to close operations. As the newest member of the Human Resources Department, your first assignment is to research and present innovative, yet cost-effective, employee onboarding strategies that can be successfully integrated into your company culture.

(560) Presentation Management Team (S | PS) - p. 261. For six years in a row, Google landed the top spot on Fortune Magazine's prestigious "Best Companies to Work For" list. Famous for its innovative company culture and enviable employee perks (free gourmet food, nap pods, laundry services, and prized parental-leave policies), the industry leader continues to thrive year after year. With 50+ employees, your company is obviously operating on a much smaller scale than industry giant Google. However, like Google, your company recognizes the power of creating and maintaining a positive employee culture that is open to change and innovation. Your team has been assigned the task of creating a presentation for management with suggestions to improve and innovate the existing company culture.