

September 24, 2001

The Arizona State University chapter of Phi Beta Lambda is proud to host the thirteenth annual **ASU Business Skills Day**. This spectacular event will once again be held at Arizona State University's Memorial Union on Friday, December 14, 2001. ASU Business Skills Day is designed to give students interested in business the opportunity to compete in a variety of business-related competitions.

ASU PBL started ASU Business Skills Day in 1989, starting with a handful of tests, a few dedicated students, and some high school business students. Now this event has steadily increased to over 700 students and has become the second largest business event in the state.

This event is geared towards high school and middle school students across the state. Although competitions are similar to those held by Future Business Leaders of America (FBLA), **schools without FBLA chapters are also encouraged to participate**. Several competitions, some written, some based on performances, will allow students utilize their skills in competition. Over 750 students are expected to be in attendance. The tentative schedule of events is as follows:

Registration/Refreshments	8:15 - 9:00
Opening Session	9:00 - 9:20
Testing Session I	9:30 - 10:30
Testing Session II	10:35 - 11:35
Testing Session III or Lunch	11:40 - 12:45
Testing Session IV or Workshop or Tour	12:50 - 1:50
Lunch, Workshop or Tour	1:50 - 2:50
Guest Speaker	2:55 - 3:15
Raffle Prizes	3:15 - 3:45
Award Session	3:45 - 4:45

In addition to competitions, there will be campus tours, which will show students the highlights of ASU. Items discussed will include degrees/programs offered, campus facilities, typical days at ASU, and any questions regarding ASU in general.

Students may compete in a maximum of **four** written events. Schools may only register **3 competitors** for every performance event (#'s 117-122), ONE Entrepreneurship team of 3 members, and ONE Parliamentary Procedure team of 5 members. Schools may enter only one group of up to 5 students for the Business Graphics competition. In each event, the top five performers or teams will be recognized with an award. We will also be giving \$500 in cash awards. **Advisors:** We have included a Business Skills Day Flyer (the cover sheet) which may be copied and distributed to students.

**A \$15 registration fee per student** will be charged to cover trophies, raffle prizes, setup fees, and administrative costs. **Please complete the enclosed registration form and return it to the address on the registration page postmarked no later than Wednesday, November 21, 2001. After this date, each school will be charged a \$30 late fee.** Also, this year we unfortunately CANNOT accept PO's. Payment must be sent with registration. Please send a copy of how many students will be attending, or competing in performance events as soon as possible by e-mail, phone, or mail.

I hope everyone will be able to attend the thirteenth Annual Business Skills Day. If you have any questions, please call Mary Bay or Adam Bland. We look forward to seeing you on December 14th!

Sincerely,

Adam Bland  
VP of ASU Business Skills Day  
(480) 219 – 7117  
adam.bland@asu.edu

MaryBay  
ASU PBL President  
(480) 967-7557  
marybay@hotmail.com

## **WRITTEN OBJECTIVE TESTS**

(Each test will be between 50-100 multiple choice or True/False questions. Calculators are allowed and students are asked to supply their own #2 pencils.)

### 101 - Accounting I

This event is designed for students who have a basic understanding of accounting principles and their relation to business. Students who have completed one year of accounting are not eligible for this event.

### 102 - Accounting II

This event is designed for students who have an extensive knowledge of accounting principles including depreciation, statements, and account analysis. At least one year of accounting is recommended for this event. Student cannot enroll in Event 101.

### 103 - Business Communications

This event is designed for students who possess knowledge of proper diction, grammar, and spelling. Questions may be asked from the following areas: writing mechanics, parts of the business letter, and reading and listening skills. Student cannot enroll in Event 115.

### 104 - Business Law

This event is designed for students with a proficiency in business-related law. Tested areas will be: basic aspects of the law, contracts, business organization, insurance, property, and liabilities.

### 105 - Business Math

This event is designed for students who understand math and how it is used in context with business. Questions and problems will relate to discounts, relationships, percentages, depreciation, and statement analysis. This is limited to students in grades 10 and under. Students who register for this event CANNOT take Business Calculations, Event 106.

### 106 - Business Calculations

This event is a more comprehensive review of business mathematical applications. Questions and problems will relate to discounts, markups, insurance, banking investments, depreciation, and statement analysis. This event is open to all students, but students cannot register for both math events.

### 107 - Computer Concepts

This event is designed to test students who understand the basic principles involved in computer systems. The test may include questions on terminology, general programming, flowcharting, the internet, and procedures and operations of computer systems.

### 108 - Economics

This event is designed for students who can apply economic principles to everyday situations. Topics covered may be economic systems, supply and demand, prices, elasticity, competition, government regulations, and inflation.

### 109 - Introduction to Business

This event is designed for beginning students with a basic knowledge of business. The test may include questions regarding the types of businesses, terminology, insurance, marketing, management, and basic business situations. This event is limited to students in grades 10 and under.

#### 110 - Business Procedures

This event is designed for students who have a working knowledge of the business office. Questions may be asked regarding the operation and structure of the office, use of equipment, and daily activities of a typical office.

#### 111 - Parliamentary Procedures (Written Test Only)

This event is designed for students who are proficient in the use of Parliamentary Procedures according to Robert's Rules of Order, Newly Revised. Questions may be asked about basic principles of parliamentary procedure and the FBLA National Bylaws. This event consists of only the written portion, no performance will take place.

#### 112 - FBLA Knowledge

This event is designed for FBLA Members who have an extensive knowledge of FBLA history, structure, as well as current issues related to the organization.

#### 113 - International Business

This event is designed to test your knowledge on international affairs. This test will consist of material in economics, business law, customs in other countries, foreign currency, and other sections dealing with overseas trade.

#### 114 - Introduction to Communications

This event is designed to test your knowledge in introductory writing skills, grammar, and spelling. Questions may test the following areas: writing mechanics, parts of a business letter, and reading and writing skills. This event is limited to grades 10 and under. Student cannot enroll in event 103.

#### 115 - Future Business Executive

This event deals with a comprehensive exam of five major testing areas. These areas include FBLA Knowledge, Accounting, Economics, Business Communications, and Parliamentary Procedures.

## **PERFORMANCE EVENTS**

(Students in performance events may not enter more than two written events.)

#### 116 - Parliamentary Procedures (Performance Only)

The purpose of the event is to conduct a standard meeting using parliamentary procedures as a guide. A team of five students will perform a ten minute meeting. Judges will evaluate based upon proper usage of Robert's Rules of Order. A handwritten copy of the meeting notes will also need to be submitted. **This is the performance aspect only, no written test taken to figure score.**

#### 117 - Business Graphics (Team)

This event is designed for students who are interested in marketing. Participants will be asked to graphically represent a theme to be given at the beginning of the competition. Posterboard will be supplied. Students are encouraged to bring all other materials (pens, markers, rulers, stencils, etc.) Two 2 hour sessions will be allowed for this event. Teams can consist of 1 to 5 members.

#### 118 - Job Interview

This event is designed to test students' proficiency in applying for employment. Students are required to bring three copies of a one-page letter of application and three copies of a one page resume to be given to the event judges at the beginning of the interview. Each participant will have a 10 minute interview. Students will be applying for one of the following positions with the corporation American Express:

Administrative Assistant, Accounting Clerk, Marketing Director, or Public Relations. Address the letter to:

Jack Durden  
2420 W. Paper Street  
Mesa, AZ 85201

After all participants have completed the initial round, finalists will be selected and a final round may take place beginning at 2:00pm. Finalist results will be posted by 1:40pm outside of headquarters. Students in this event should plan to be in the final round.

#### 119 - Impromptu Speaking

This event is designed for students who have the abilities to think quickly and speak effectively. Students will choose one topic from five given the day of the event. Participants are given 10 minutes to prepare a 3-minute speech. One 4X6 notecard will be given to each participant for notes. This card may be used during the speech, and then must be turned in to the judges. Points will be deducted for finishing more than 30 seconds over or under three minutes. If necessary, a finalist round will take place following the same procedure as in the Job Interview event.

#### 120 - Public Speaking

This event is designed to give students the opportunity to demonstrate their speaking abilities. Participants should prepare their speech on the following topic:

Topic: How does FBLA/PBL prepare high school students for college and their business career?

Speeches should last five minutes. Points will be deducted for finishing more than 30 seconds over or under five minutes. Students will be judged on content, organization, timing, and delivery of speech. If necessary, a finalist round will take place following the same procedure as in the Job Interview event.

#### 121- Business Jeopardy

This performance event will consist of selected questions from written exams 101-120. After a question is asked, the first team to raise their hand(s) will be called upon. The team may consult with each other to answer in a reasonable amount of time. If correct, the points are added to their score, if not, they are deducted. The top five teams will advance to a finals round held during the 4<sup>th</sup> session. Because of the time conflicts, students in Business Jeopardy **MAY NOT** compete in ANY performance events except Entrepreneurship. Only **ONE team** with a maximum of **4 members** per school!

#### 122 - Entrepreneurship (Individual Written Exam AND Team Performance)

This **3 member Team** event is designed for students who demonstrate knowledge of the basic principles of management, marketing, and economics. Students should be able to apply business knowledge to various situations. Questions may include legal issues, marketing, management, taxes, business planning, and community/business relations. Team's scores will be calculated and the five top teams will enter a final round and give a 5 minute presentation, (case study will be provided). Students **MUST** take their written tests during the first testing session! Otherwise their tests will not be graded and they will be automatically disqualified. The final round will be scheduled to begin at 2:30PM.

**-- REGISTRATION FORM --**

School: _____	Advisor: _____
Address: _____	Daytime phone: _____
_____	Evening phone: _____
	Email Address: _____

EXAMPLES:

	Student Name (FIRST then LAST)	Test 1	Test 2	Test 3	Test 4
1	Jane Doe	101	105	107	109
2	Alex Smith	104	108	114	
3	John Johnson	102	106	119	117

Please TYPE or CLEARLY PRINT the following information:

	Student Name (FIRST then LAST)	Test 1	Test 2	Test 3	Test 4
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	Student Name (FIRST then LAST)	Test 1	Test 2	Test 3	Test 4
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\*Note: Advisors are not charged to attend the conference; we appreciate all of your support.

**Chapter will participate in the Food Drive Event                      YES           or           NO**

Total Students: \_\_\_\_\_ X **\$15.00** each = \$ \_\_\_\_\_

If after November 21, add \_\_\_\_\_ \$30.00

TOTAL CONFERENCE FEE \$ \_\_\_\_\_

*PO's will NOT be  
accepted*

Please make checks payable to:  
and send to:

**ASU Phi Beta Lambda**  
P.O. Box 7369  
Tempe, AZ 85281

## OTHER CONFERENCE INFORMATION

### Professional Dress is Strictly Mandatory!!

Slacks & tie for gentlemen (jacket optional); dress, skirt, or professional outfit for ladies.

### University Directions:

ASU's Memorial Union is located between Mill Avenue and Rural Road on Apache in Tempe. ASU Parking Structure #1 is located on the north side of Apache. To get to ASU, simply follow the I10 to The Superstition Freeway (US60), and take the Rural Road exit. Drive north on Rural until you reach Apache. Turn left on Apache, and look for the structure on your right. From the parking structure, the Memorial Union is directly north of the Fountain area.

### Parking:

Parking will be available to Business Skills Day attendees in ASU Parking Structure #1. There is a \$4.00 charge for each vehicle which parks there for the day. Schools registered in Business Skills Day will receive ONE parking validation for Structure #1. If schools require more than one vehicle to park, they will have to pay for each additional vehicle. Buses, since they cannot fit in the structure, will be permitted to park directly south of the structure, (south of Apache) in the parking lot or at Gammage. Buses should not be charged parking fees.

### Awards:

The Business Skills Day Administrative Team is busy working on donations which will be given to participants in the Skills Day Event. Other prizes will be available like dinner passes, movie theater tickets, among a myriad of prizes to be given away raffle-style. Trophies will be given to the **top five winners in each event**. \$500 in cash awards will also be given: \$250 to top school, \$150 to second place school, and \$100 to third. All events will be weighted equally and added to the school's total award-points.

# Notice to Advisors

HELP!! If you are able to help proctor written tests or judge performance events, please contact us as soon as possible. We need judges for job interview, impromptu speaking, public speaking, and business graphics. The support you provide helps us cut administrative costs and lower registration fees for students. If you would like to help, please check below:

## YES! I'd like to be a judge for:

Circle One:

Job Interview  
Impromptu Speaking  
Public Speaking  
Proctor Written Exams

Advisor Name: \_\_\_\_\_  
\_\_\_\_\_

Daytime

Phone:

School: \_\_\_\_\_  
\_\_\_\_\_

Evening

Phone:

Email Address: \_\_\_\_\_

Thank you so very much for your support! The quality time you spend in helping us prepare greatly improves our conference for all FBLA students attending.

If you have any questions, please feel free to call Mary or Adam.

Thanks Again!