



CALIFORNIA PHI BETA LAMBDA

The Collegiate Division of Future Business Leaders of America

2010-2011 Competitive Event Topics

Business Ethics

Ethics and Social Media

Business Presentation

The college career center has asked you to develop a presentation on how to “kick start” the job hunting process they can use. Explain strategies for landing the first full-time employment.

Computer Game & Simulation Programming

You will develop an entertaining simulation/game that will show traveling by highway starting in Chicago, Illinois to the PBL 2011 National Leadership Conference in Orlando, Florida. Along the way, billboards will display multiple choice questions related to job searches (e.g., interview process, company research, job research, resume writing, portfolios, dress, etc.). The player must choose the correct lane with the right answer to get more fuel for the trip.

Emerging Business Issues

There is a great deal of emphasis in our economy to build and operate businesses in an environmentally efficient manner. Should state or federal government offer special incentives for companies that choose to build with green materials, harness green power, and employ other green tactics in their operations? Be prepared to argue the affirmative that yes, the government should offer incentives in order to encourage businesses to build green; or be prepared to argue the negative, that no, the government should not subsidize overhead costs of businesses that build or operate in an environmentally efficient manner.

Digital Video Production

Prepare an informational video to be used as part of a presentation to your local Chamber of Commerce describing what PBL is and the benefits to members. The video will be part of a presentation asking for funds to help your local chapter members attend NLC. Topics in the video could include, but are not limited to, information about local chapter activities, members' achievements, and what members can gain from attending NLC.

Web Site Development

The career center at your school has asked you to design a Web site for job postings. The career center receives many phone calls from local and nationwide businesses with job opportunities for students seeking part-time jobs, internship experience (unpaid), and full time employment for the college graduate.

The site would list part-time jobs, internship opportunities, and full time employment opportunities, which may be real or fictitious. The site would require minimally developing criteria for: position description

- qualifications
- hours
- days of the week
- pay
- duties