

# Business Etiquette



# FBLA Middle School Competitive Events Guidelines

2022–2023

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# Objective Test Events

## Overview

These events consist of a 45-minute test administered during the National Leadership Conference (NLC).

### Eligibility

Each state may submit two entries in each event. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year. These events are for individual competitors only.

### NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

Business Etiquette  
Career Exploration  
Digital Citizenship  
Exploring Computer Science  
Exploring Economics  
Exploring Technology  
FBLA Concepts  
Financial Literacy  
Interpersonal Communication  
Leadership  
Learning Strategies  
Running an Effective Meeting

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## Business Etiquette

### Objective Test Competencies

- Proper introductions and direct eye contact
- Public speaking
- Table manners and dining decorum
- Cell phone etiquette
- Netiquette
- Professionalism
- International customs and etiquette
- Universal safety practices

### Objective Test Guidelines

- No materials may be brought to the testing site.
- No calculators may be brought into the testing site; calculators will be provided.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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<b>Explain the Competency A: Proper Introductions and Direct Eye Contact</b>	
<b>Task / Skill</b>	<b>15%</b>
1. Describe how a professional handshake is still the professional standard.	
2. Explain the importance of direct eye contact.	
3. Explain situations when handshakes are not appropriate (illness, pandemic)	
4. Define the importance of active listening when meeting another person.	
5. Show respect by learning and remembering names quickly.	
6. Explain the power of a first impression.	
7. Avoid making value judgements about people you meet.	
8. Respect people's personal space.	
9. Explain the importance of self-assessment to improve the first impressions you make.	
10. Explain why the initial introduction is not a time to pursue a sale.	
11. Explain the importance of choosing words wisely to make a positive first impression.	
12. Avoid discussing politics and religion.	
13. Explain the power of saying please and thank you.	
14. Acknowledge others and when in doubt, introduce people to others at the event.	
15. Explain how business card pushing can be a turn off to other people.	
<b>Competency B: Public Speaking</b>	
<b>Task / Skill</b>	<b>15%</b>
1. Select a topic that is appropriate for the audience and the occasion.	
2. Explain the importance of an engaging introduction that orients the audience to the topic.	
3. Describe the value of clear main points for a speech.	
4. Locate compelling supporting materials to validate the speech.	
5. Explain why the conclusion/closure is so important in a speech.	
6. Define clear, vivid language and the importance of selecting the correct words for a speech.	
7. Demonstrate a careful choice of words to emphasize the main points of a speech.	
8. Use suitable vocal expression to engage the audience.	
9. Explain the importance of audience engagement for a speech.	
10. Demonstrate nonverbal behavior that supports the verbal message.	
11. Successfully adapt the presentation/speech to the audience.	
12. Describe visual aids that enhance a speech.	
13. Define how convincing persuasion is supported by credible evidence.	
14. Explain how the speaker's appearance and attitude impact the audience.	
15. Define the importance of an effective conclusion for a speech.	

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Competency C: Table Manners and Dining Decorum	
Task / Skill	14%
1. Explain the importance of table manners and dining decorum.	
2. Explain the importance of arriving on time for a meal.	
3. Describe the importance of making reservations at a restaurant.	
4. Describe the proper business dining etiquette place settings.	
5. Explain the importance of the table place setting and the need to keep personal belongings off the dining table.	
6. Describe the order of utensils in the dining place setting and where to place utensils when they have been used.	
7. Explain rules for passing food and condiments around the dining table.	
8. Explain the difference between continental and American eating styles.	
9. Explain the appropriate procedure for ordering food at a luncheon or dinner where you are the guest.	
10. Describe food choices that are easier to consume professionally at a business luncheon or dinner.	
11. Explain appropriate cell phone etiquette for business lunch or dinner.	
12. Define proper posture and manners for a business lunch or dinner.	
13. Explain the proper use of utensils at the dining table.	
14. Explain proper eating habits (waiting for the host to start, pacing your meal to finish at the same time as everyone else).	
15. Explain the proper use of a napkin at the dining table.	
16. Explain the proper technique for cutting meat and salad.	
17. Describe distracting mannerisms at the dining table (crunching ice, using napkin to blow your nose, talking with your mouth full).	
18. Explain the proper way to eat soup.	
19. Calculate the appropriate tip for moderate and excellent service.	
20. Know in advance how the restaurant bill is being paid.	
21. Explain how to break and butter bread and rolls.	
22. Describe how to use technology in a professional manner.	

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Competency D: Cell Phone Etiquette	
Task / Skill	14%
1. Explain the importance of giving full attention to the other person/group on the cell phone.	
2. Define workplace etiquette for using a cell phone.	
3. Define the importance of putting your cell phone away at work and not in your lap.	
4. Explain why the workplace is not the right place to make personal calls on the cell phone.	
5. Describe how your cell phone ringtone impacts your personal image.	
6. Make sure your backdrop is appropriate for Zoom, TEM, and other group meetings.	
7. Describe rules for speaking and listening on group telephone/computer calls.	
8. Describe appropriate and inappropriate information to share on a telephone call.	
9. Explain the importance of placing the cell phone on silence during business meetings.	
10. Describe how improper cell phone etiquette can have a negative impact on a person's professional career.	
Competency E: Netiquette	
Task / Skill	14%
1. Realize that individuals using the internet are humans who will react emotionally to messages sent.	
2. Know where you are in cyberspace and the consequences of being on inappropriate websites.	
3. Put your best foot forward online.	
4. Share expert knowledge online.	
5. Respect privacy of other people.	
6. Explain the importance of sharing accurate information.	
7. Describe how the abuse of power impacts online communication.	
8. Explain the importance of forgiving other person's mistakes when using the Internet.	
9. Describe how internet rants and flame wars result in unprofessionalism.	
10. Explain the importance of sending concise messages that respect the receiver's time and bandwidth.	
11. Give examples of how communication using the Internet can break down.	
12. Describe the need to proofread a message before sending it electronically.	
13. Make sure to not send a response for a message "To All."	
14. Understand that a message in all CAPS represents inappropriate yelling.	

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<b>Competency F: Professionalism</b>	
<b>Task / Skill</b>	<b>14%</b>
1. Explain the value of respecting diverse opinions at the workplace.	
2. Describe respectful strategies for discussing delicate topics at the workplace.	
3. Describe appropriate business attire (colors, fabrics, correct fit, clean and pressed).	
4. Define important soft skills for business and social settings.	
5. Explain the importance of a positive attitude.	
6. Define effective work ethic.	
7. Define ethical behavior for the workplace.	
8. Describe the importance of time management and being punctual.	
9. Explain the importance of reliability and accountability.	
10. Describe important organizational skills.	
11. List characteristics that show dedication to your job. (complete tasks, disciplined, honest, polite)	
12. Describe discipline and its important role in the workplace.	
13. Define leadership in the workplace.	
14. Explain the importance of flexibility for success.	
<b>Competency G: International Customs and Etiquette</b>	
<b>Task / Skill</b>	<b>14%</b>
1. Explain the procedure for sharing business cards in an international business setting.	
2. Explain why it is important to research other cultures before conducting global business.	
3. Explain different cultural views regarding personal space, punctuality, eye contact, and gift giving.	
4. Explain how handshakes are different for differ culture and global communications.	
5. Explain how English is not the preferred language for all participants in international business.	
6. Define multinational and cross cultural teams.	
7. Describe how understanding the importance of subtle non-verbal communication between cultures can be equally crucial in international business.	
8. Explain the importance of communication within a global business setting.	
9. Describe how organizational structure is related to international business etiquette.	
10. Describe strategies for forming agreements that represent financial benefit to all international partners of the agreement.	

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# General Competitive Event Guidelines

The general event guidelines below are applicable to all FBLA Middle School national competitive events. Please review and follow these guidelines when competing at the national level. When competing at the state level, check the state guidelines since they may differ.

**All members and advisers are responsible for reading and following competitive event guidelines.**

## Eligibility

- **Dues:** Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **NLC Registration:** Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Each state may submit two entries in all events.
- Each competitor can only compete in one event.
- Each competitor must compete in all parts of an event for award eligibility.
- A team shall consist of two or three members.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. PLEASE NOTE that competitive events start in the morning before the opening session of NLC.
- Competitors may be disqualified if they violate competitive event guidelines.



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# General Competitive Event Guidelines

## Repeat Competitors

- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- **Modified Events:** A competitor may compete in the same event when the event is modified, regardless of placement at a National Leadership Conference. Note, if the only modification is a name change, competitors may not compete in the renamed event if they have previously placed in the top ten at the National Leadership Conference.
- **Chapter Events:** Competitors may compete in a chapter event as many times as they wish, regardless of placement at a previous National Leadership Conference (Annual Chapter Activities Presentation, Community Service Presentation).

## Breaking Ties

- **Objective Tests:** Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed and determine the winner.

- **Performances:** Judges must break ties and all judges' decisions are final.

## National Deadlines

- State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged components must be received by 11:59 p.m. Eastern Time on the second Tuesday in May.
- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Tuesday in June. Competitor drops are the only changes allowed after this date and onsite.

## National Awards

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

## Americans With Disabilities Act (ADA)

- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who [submit an accommodation form](#).
- The form must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.

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# General Competitive Event Guidelines

## Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware the national association reserves the right to record any performance for use in study or training materials.