

2026–2027 Competitive Events Guidelines

International Business (Collegiate)

International Business challenges members to explore the complexities of the global economy through an objective test. This event covers topics such as international trade, cultural differences, global marketing, economic systems, and the challenges and opportunities businesses face in a globalized world.



Educational
Alignments

Event Overview

Division	Collegiate
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Event Information:

National Leadership Conference:

Timing Structure:

Test Duration: 50 minutes

Important Notes:

- **Internet Access:** Provided for testing time only.
- **Event Schedule Notes:**
 - Some events may begin before the Opening Session.
 - All schedules are posted in local time for the NLC host city.
 - Schedule changes are not permitted.

State Leadership Conference:

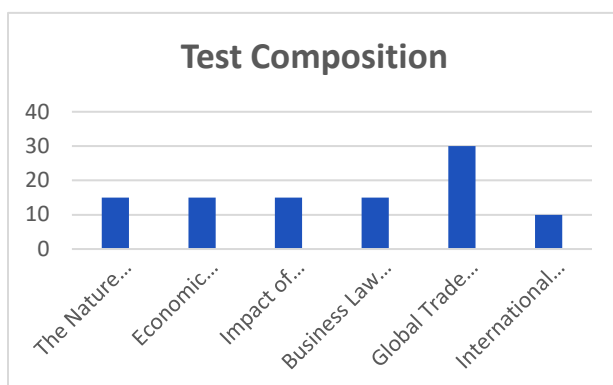
Testing will take place prior to the State Leadership Conference. Testing must occur at school under the supervision of a proctor. Check the SLC Call to Conference for specific instructions and deadlines.

***** Event specifics are continued below. Review the document in its entirety.**

Knowledge Areas

- The Nature of Business
- Economic Systems
- Impact of Government
- Business Law
- Global Trade
- International Marketing/Management

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



National Leadership Conference

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag	• One piece of scratch paper per competitor • Internet access

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| <ul style="list-style-type: none">• Photo identification• Attire that meets the FBLA Dress Code | <ul style="list-style-type: none">• Test login information (link & password provided at test check-in) |
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Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - Two individual or team events, and
 - One chapter event (e.g., *Community Service Project* or *State of Chapter Presentation*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

- **Test Duration:** 50 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to

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20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.

- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in [CONNECT](#). These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Important FBLA Documents

- Competitors should be familiar with the [Competitive Events Operations Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

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Study Guide: Knowledge Areas and Objectives

*This study guide outlines the skills and knowledge assessed for this event. Objectives followed by a two-letter, three-digit code in parentheses are aligned to the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives reference MBA Research's Learning Activity Packages (LAPs), which are instructional resources with readings, activities, and assessments available **exclusively to teacher advisers**. For more information, visit MBAResearch.org/FBLA.*

Important Notice Regarding Test Preparation

*MBA Research materials are **not required** to study for or prepare for FBLA competitive event tests. MBA Research provides curriculum and instructional resources directly to teachers and does not administer or manage individual student testing or competition participation.*

Note for members and parents: *All questions related to tests, study materials, scores, or competition guidelines should be directed to the local FBLA adviser. Only teacher advisers should contact MBA Research directly.*

The Nature of Business (15 test items)

1. Explain the role of business in society (EC:070, LAP-EC-070) (CS)
2. Discuss the global environment in which businesses operate (EC:104, LAP-EC-104) (SP)
3. Describe factors that affect the business environment (EC:105, LAP-EC-105) (SP)
4. Explain the nature of business ethics (EC:106, LAP-EC-106) (SP)
5. Explain how organizations adapt to today's markets (EC:107, LAP-EC-107) (SP)

Economic Systems (15 test items)

1. Explain the types of economic systems (EC:007, LAP-EC-907) (CS)
2. Identify the impact of small business/entrepreneurship on market economies (EC:065) (CS)
3. Explain the concept of private enterprise (EC:009, LAP-EC-909) (CS)
4. Identify factors affecting a business's profit (EC:010, LAP-EC-910) (CS)
5. Determine factors affecting business's risk (EC:011, LAP-EC-911) (CS)
6. Explain the concept of competition (EC:012, LAP-EC-912) (CS)

Impact of Government (15 test items)

1. Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)
2. Describe the nature of taxes (EC:072, LAP-EC-072) (SP)
3. Discuss the nature of monetary policy (EC:073) (MN)
4. Explain the concept of fiscal policies (EC:074) (MN)
5. Describe the effects of fiscal and monetary policies (EC:098) (MN)

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Business Law (15 test items)

1. Discuss the nature and sources of international law (i.e., treaties and international customs) (BL:142) (MN)
2. Discuss the nature and sources of foreign law (i.e., country judicial and legislative actions) (BL:143) (MN)
3. Explain the impact of global legal systems on settling international business disputes (BL:144) (MN)
4. Explain the nature of import/export law (BL:145) (SP)
5. Describe the nature of customs regulations (BL:126) (SP)
6. Explain the nature of trade regulations (BL:004) (MN)

Global Trade (30 test items)

1. Explain the nature of global trade (EC:016, LAP-EC-916) (SP)
2. Discuss the impact of globalization on business (EC:109) (SP)
3. Describe the determinants of exchange rates and their effects on the domestic economy (EC:100, LAP-EC-100) (SP)
4. Explain cultural considerations that impact global business relations (EC:110) (SP)
5. Discuss the impact of cultural and social environments on global trade (EC:045, LAP-EC-045) (SP)
6. Describe the impact of electronic communication tools (e.g., internet, video, and computer-conferencing, webcasts, email) on global business activities (EC:111) (SP)
7. Explain the impact of major trade alliances on business activities (EC:112) (SP)
8. Describe the impact of the political environment on world trade (EC:113) (SP)
9. Explain the impact of geography on world trade (EC:114) (SP)
10. Describe the impact of a country's history on world trade (EC:115) (SP)
11. Explain the impact of a country's economic development on world trade (EC:116) (SP)
12. Discuss the impact of bribery and foreign monetary payments on business (EC:140) (SP)
13. Identify requirements for international business travel (e.g., passport, visa, proof of citizenship, immunizations, and sponsorship letters) (EC:141) (SP)
14. Explain labor issues associated with global trade (EC:101) (SU)
15. Discuss the potential impact of emerging economies on business activities (EC:117) (MN)

International Marketing/Management (10 test items)

1. Explain considerations affecting global promotion (PR:117) (SP)
2. Determine the impact of product standards' issues associated with global business (PM:278) (SP)
3. Discuss the nature of global management (SM:029) (MN)

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References

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