

2026–2027 Competitive Event Descriptions

Collegiate



Accounting Case Competition

Accounting Case Competition challenges members to analyze a comprehensive case that involving key areas of accounting, such as financial, managerial, intermediate, tax accounting, auditing & internal controls, ethics & professional standards. Members evaluate the case and present their findings and recommendations to a panel of judges, demonstrating technical knowledge, critical thinking, and professional communication.

Business Communication

Business Communication challenges members to demonstrate their proficiency in professional communication through a production test. Through a production test, members apply their skills in written, digital, and workplace communication to create materials that reflect clarity, professionalism, and purpose in a business environment.

Business Ethics

Business Ethics recognizes members who can analyze ethical dilemmas in the workplace and present thoughtful, well-reasoned solutions. Members deliver a presentation that demonstrates their understanding of ethical principles, decision-making frameworks, and the impact of ethics on business practices.

Business Law

Business Law challenges members to demonstrate their knowledge of legal systems and principles as they relate to the business environment. Through an objective test, members explore topics such as contracts, agency, business formation, intellectual property, and regulatory compliance.

Business Presentation

Business Presentation allows members to demonstrate their ability to deliver a clear, engaging business presentation supported by effective use of presentation software. Members showcase their communication, organization, and visual design skills through a live presentation on a business-related topic.

Community Service Project

Community Service Project gives chapter members the opportunity to highlight a service initiative that addresses a need within their school or local community. The project must involve active chapter participation and demonstrate meaningful impact. This event includes a pre-judged report and a live presentation before a panel of judges.

Computer Applications

Computer Applications challenges members to demonstrate their proficiency in using various software tools to manage and communicate business information. Through a production test, members apply skills in word processing, spreadsheets, and presentation software to complete practical business tasks efficiently and accurately.

2026–2027 Competitive Event Descriptions

Collegiate



Customer Service

Customer Service allows members to demonstrate their ability to deliver exceptional service by effectively interacting with internal and external clients. Through a role-play scenario, members engage in conversations, address inquiries, and resolve issues, showcasing their communication, problem-solving, and interpersonal skills in a customer-focused setting.

Cybersecurity

Cybersecurity challenges members to demonstrate their understanding of how to protect systems, networks, and data from digital threats such as viruses, malware, phishing, and spyware. Through an objective test, members explore cybersecurity concepts, tools, and best practices used to defend against and respond to cyberattacks.

Digital Design & Communications Case Competition

Digital Design & Communications Case Competition challenges members to analyze a case study and develop a creative strategy that addresses various aspects of digital communication. Members present their findings and solutions to a panel of judges, showcasing skills in areas such as branding, social media campaigns, marketing plans, graphic design, website prototypes, video production, and multimedia presentations.

Emerging Business Issues

Emerging Business Issues recognizes members who can critically analyze a current business topic by presenting both affirmative and negative viewpoints. Members deliver a well-structured presentation that outlines multiple perspectives and concludes with thoughtful recommendations, demonstrating research, reasoning, and communication skills.

Entrepreneurship Pitch Competition

Entrepreneurship Pitch Competition recognizes members who can effectively present a compelling case for a new product, service, or business venture. Through a live presentation, members showcase their innovation, business planning, and persuasive communication skills in a pitch format.

Finance Case Competition

Finance Case Competition challenges members to analyze a comprehensive case study involving key areas of finance, such as financial management, investments, financial institutions, and financial services. Members present their findings and recommendations to a panel of judges, demonstrating analytical thinking, financial literacy, and strategic decision-making.

Foundations of Accounting

Foundations of Accounting challenges members to demonstrate their understanding of fundamental accounting principles through an objective test. This event introduces key concepts such as the accounting cycle and financial statements, encouraging members to build a strong foundation in the field.

2026–2027 Competitive Event Descriptions

Collegiate



Foundations of Communication

Foundations of Communication challenges members to demonstrate their understanding of basic business communication principles through an objective test. This event covers topics such as written and verbal communication, professional etiquette, and the use of technology to effectively exchange information in a business setting.

Foundations of Computer Science

Foundations of Computer Science challenges members to demonstrate their knowledge of basic computer science and programming concepts through an objective test. This event covers topics such as algorithms, data structures, programming logic, and foundational principles of software development.

Foundations of Digital Design

Foundations of Digital Design challenges members to demonstrate their understanding of basic design principles and tools used in digital communication through an objective test. This event covers topics such as layout, typography, color theory, branding, and the use of digital software to create effective visual content.

Foundations of Economics

Foundations of Economics challenges members to demonstrate their understanding of fundamental economic concepts through an objective test. This event covers topics such as supply and demand, market structures, economic systems, and the role of government in the economy.

Foundations of Entrepreneurship

Foundations of Entrepreneurship challenges members to demonstrate their understanding of key entrepreneurial concepts through an objective test. This event covers topics such as business planning, innovation, opportunity recognition, risk management, and the fundamentals of launching and managing a business venture.

Foundations of Finance

Foundations of Finance challenges members to demonstrate their understanding of core financial principles through an objective test. This event covers topics such as financial planning, budgeting, banking, investments, and the role of financial institutions in both personal and business contexts.

Foundations of Hospitality Management

Foundations of Hospitality Management challenges members to demonstrate their understanding of essential concepts in the hospitality and tourism industries through an objective test. This event covers topics such as customer service, event planning, travel and tourism, hotel operations, and industry trends.

2026–2027 Competitive Event Descriptions

Collegiate



Foundations of Management

Foundations of Management challenges members to demonstrate their understanding of fundamental management principles through an objective test. This event covers topics such as planning, organizing, leading, and controlling within business environments, as well as leadership styles, team dynamics, and decision-making.

Foundations of Marketing

Foundations of Marketing challenges members to demonstrate their understanding of basic marketing concepts through an objective test. This event covers topics such as market research, branding, promotion, consumer behavior, and the marketing mix used to effectively reach and engage target audiences.

Foundations of Selling

Foundations of Selling challenges members to demonstrate their understanding of fundamental sales concepts through an objective test. This event covers topics such as the sales process, customer relationship management, prospecting, handling objections, and closing techniques used in various selling environments.

Foundations of Technology

Foundations of Technology challenges members to demonstrate their understanding of fundamental technology concepts through an objective test. This event covers topics such as hardware, software, networking, cybersecurity, and emerging technologies used in modern business environments.

Future Business Executive

Future Business Executive is FBLA's premier event recognizing Collegiate members who exemplify leadership, business knowledge, and active involvement in the organization. Competitors are evaluated through pre-judged materials, an objective test, and a presentation (interview), showcasing their readiness for success in business and leadership roles.

Future Business Facilitator

Future Business Facilitator gives competitors the opportunity to demonstrate their skills in delivering effective training, whether in a corporate setting or a traditional business education environment. This event includes pre-judged materials and a live presentation, showcasing members' ability to design, organize, and communicate instructional content.

Hospitality Management Case Competition

Hospitality Management Case Competition challenges members to analyze a case study that addresses real-world issues in the hospitality industry. Members present their findings and recommendations to a panel of judges, demonstrating knowledge in areas such as financial management, operations, human resources, customer service, legal compliance, and sustainability.

2026–2027 Competitive Event Descriptions

Collegiate



Impromptu Speaking

Impromptu Speaking challenges members to think quickly and deliver a well-organized, engaging speech on a topic revealed onsite at the competition. Members demonstrate their ability to communicate effectively, organize ideas on the spot, and present with confidence under time constraints.

International Business

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.

Job Interview

Job Interview challenges members to develop professional job application materials and demonstrate effective interviewing skills. This event includes pre-judged résumé and cover letter, along with a live interview to evaluate communication, poise, and readiness for the workplace.

Management Case Competition

Management Case Competition challenges members to analyze a comprehensive business case and present strategic recommendations to a panel of judges. The case may include topics such as financial management, decision-making, business law, sustainability, human resources, organizational behavior, and business development and planning, requiring members to demonstrate leadership, critical thinking, and problem-solving skills.

Marketing, Sales, and Communication Case Competition

Marketing & Sales Case Competition challenges members to analyze a real-world case involving key marketing and sales strategies. Members present their findings and recommendations to a panel of judges, demonstrating knowledge in areas such as customer service, social media, campaign development, market analysis, and sales techniques.

Organizational Behavior & Leadership

Organizational Behavior & Leadership challenges members to demonstrate their understanding of organizational dynamics and leadership principles through an objective test. This event covers topics such as corporate culture, motivation, team behavior, leadership styles, strategic thinking, and effective problem solving in business environments.

Parliamentary Procedure

Parliamentary Procedure challenges collegiate members to demonstrate their knowledge of the principles and rules used to conduct organized and effective meetings. Through an objective test, members apply parliamentary law, including motions, debate, voting procedures, and meeting structure.

2026–2027 Competitive Event Descriptions

Collegiate



Project Management

Project Management challenges members to demonstrate their understanding of key project management concepts through an objective test. This event covers topics such as project planning, scheduling, budgeting, risk management, stakeholder communication, and the use of project management methodologies in business environments.

Public Speaking

Public Speaking allows members to develop and deliver a well-structured speech on a designated topic. This event helps members enhance their confidence, clarity, and persuasive communication skills through a live presentation before a panel of judges.

Retail Management

Retail Management challenges members to demonstrate their understanding of core retail operations and strategies through an objective test. Members are assessed on key competencies such as inventory control, customer service, sales techniques, merchandising, and store operations.

Sports Management & Marketing

Sports Management & Marketing challenges members to demonstrate their understanding of the business principles behind managing and promoting sports organizations and events. Through an objective test, members explore topics such as sponsorships, fan engagement, event planning, branding, media rights, and strategic marketing in the sports industry.

State of Chapter Presentation

State of Chapter Presentation gives chapter members the opportunity to highlight their Program of Work and showcase key activities and accomplishments from the year. Through a live presentation, members demonstrate their chapter's impact, growth, and alignment with FBLA's mission and goals.

Supply Chain Management

Supply Chain Management challenges members to demonstrate their understanding of the flow of goods, information, and finances within a supply chain through an objective test. This event covers topics such as logistics, procurement, inventory control, distribution, and the technologies and strategies that support efficient and effective supply chain operations.

Technology & Computer Science Case Competition

Technology & Computer Science Case Competition challenges members to analyze a real-world case involving multiple areas of technology and computer science. Members present their findings and solutions to a panel of judges, demonstrating knowledge in areas such as cybersecurity, IT support, information management, networking, programming, website design, and system integration.