2026-2027 Competitive Events Guidelines
Introduction to Business Concepts

Future Business Leaders of America

Introduction to Business Concepts allows members to demonstrate their knowledge of foundational business principles through an objective test. This event introduces members to key business functions such as management, marketing, finance, and operations, encouraging a broad understanding of how businesses operate.

Educational Alignments

Event Overview	
Division	High School (9th & 10th graders only)
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Event Information:	

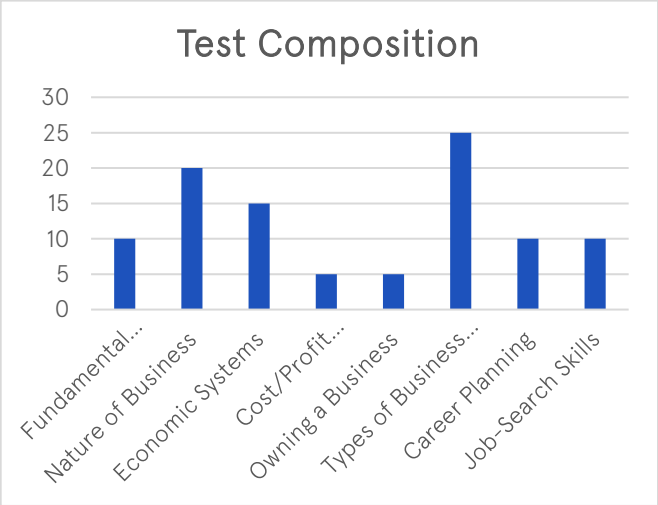
National Leadership Conference:
Timing Structure:
Test Duration: 50 Minutes
 	
Important Notes:
• **Internet Access:** Provided for testing time only.
• **Event Schedule Notes**:
  ○ Some events may begin before the Opening Session.
  ○ All schedules are posted in local time for the NLC host city.
  ○ Schedule changes are not permitted.
	State/District:
	Check with your State Leader for state-specific competition information and deadlines.

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

Knowledge Areas

- Fundamental Economic Concepts
- Nature of Business
- Economic Systems
- Cost/Profit Relationships
- Owning a Business
- Types of Business Activities
- Career Planning
- Job-Search Skills

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.



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FBLA
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District/Region/Section
Check with your District/Region/Section leadership for District/Region/Section-specific competition information and deadlines.

State
Check with your State Leader for state-specific competition information and deadlines.

National
Required Competition Items

Items Competitor Must Provide	Items FBLA Provides On-site
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

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.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure..
- **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:
  - One individual or team event, and
  - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.

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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 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

- 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 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.

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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.*

Fundamental Economic Concepts (10 test items)

1. Distinguish between economic goods and services (EC:002, LAP-EC-902) (CS)
2. Explain the concept of economic resources (EC:003, LAP-EC-903) (CS)
3. Describe the concepts of economics and economic activities (EC:001, LAP-EC-901) (CS)
4. Explain the principles of supply and demand (EC:005, LAP-EC-905) (CS)

Nature of Business (20 test items)

1. Explain the role of business in society (EC:070, LAP-EC-070) (CS)
2. Describe types of business models (EC:138) (SP)
3. Explain the organizational design of businesses (EC:103, LAP-EC-103) (SP)
4. Discuss the global environment in which businesses operate (EC:104, LAP-EC-104) (SP)
5. Describe factors that affect the business environment (EC:105, LAP-EC-105) (SP)
6. Explain the nature of business ethics (EC:106, LAP-EC-106) (SP)
7. Explain how organizations adapt to today's markets (EC:107, LAP-EC-107) (SP)
8. Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)

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. Explain the concept of competition (EC:012, LAP-EC-912) (CS)

Cost/Profit Relationships (5 test items)

1. Explain the concept of productivity (EC:013, LAP-EC-913) (CS)
2. Analyze impact of specialization/division of labor on productivity (EC:014, LAP-EC-914) (SP)

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Owning a Business (5 test items)

1. Explain types of business ownership (BL:003, LAP-BL-003) (CS)
2. Describe the nature of entrepreneurship (EN:039) (SP)

Types of Business Activities (25 test items)

1. Describe types of business activities (EC:071, LAP-EC-071) (CS)
2. Explain the nature of positive customer relations (CR:003, LAP-CR-003) (CS)
3. Explain the concept of accounting (FI:085, LAP-FI-085) (CS)
4. Explain the role of finance in business (FI:354, LAP-FI-354) (CS)
5. Discuss the nature of human resources management (HR:410, LAP-HR-410) (CS)
6. Explain marketing and its importance in a global economy (MK:001, LAP-MK-901) (CS)
7. Discuss the nature of information management (NF:110, LAP-NF-110) (CS)
8. Explain the nature of operations (OP:189, LAP-OP-189) (CS)
9. Explain the concept of production (OP:017, LAP-OP-017) (CS)
10. Explain the concept of management (SM:001, LAP-SM-001) (CS)

Career Planning (10 test items)

1. Assess personal interests and skills needed for success in business (PD:013) (PQ)
2. Analyze employer expectations in the business environment (PD:020) (PQ)
3. Explain employment opportunities in business (PD:025, LAP-PD-025) (CS)
4. Job-Search Skills (10 test items)
5. Complete a job application (PD:027) (PQ)
6. Interview for a job (PD:028) (PQ)
7. Write a cover letter (PD:030) (CS)
8. Prepare a resume (PD:031) (CS)

Job-Search Skills (10 test items)

1. Complete a job application (PD:027) (PQ)
2. Interview for a job (PD:028) (PQ)
3. Write a cover letter (PD:030) (CS)
4. Prepare a resume (PD:031) (CS)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards.* https://www.mbaresearch.org/local-educators/teaching-resources/standards/

Investopedia. *Business economics.* https://www.investopedia.com/terms/b/business-economics.asp

OpenStax. *Introduction to business*. https://openstax.org/books/introduction-business/pages/1-introduction

Chron. *Role of government in business.* https://smallbusiness.chron.com/role-government-business-803.html

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