



FUTURE BUSINESS LEADERS OF AMERICA – PHI BETA LAMBDA

Future Business Leaders of America – Phi Beta Lambda, Inc., FBLA-PBL, not only directly ties into academics with its broad base of competitive events ranging from Accounting to International Business but it also enriches and enhances classroom learning. Its programs and activities reinforce education's focus on preparing students for the workforce by developing the skills that employers seek: communications, professionalism, and teamwork.

FBLA-PBL helps students develop leadership, citizenship, and communication skills through leadership training sessions, conferences, and projects. We also help students work in teams, set and achieve goals, and meet deadlines—all objectives that teachers strive to meet in the classroom.

Nationally FBLA-PBL is endorsed by American Management Association, Association for Career and Technical Education, Career College Association, March of Dimes, National Association of Parliamentarians, National Association of Secondary School Principals, National Business Education Association, National Management Association, and the U.S. Department of Education.

I. Mission/Structure

The mission of FBLA-PBL is to bring business and education together in a positive working relationship through innovative leadership and career development programs.

FBLA-PBL is a nonprofit 501 (c)(3) education association preparing students for careers in business and business-related fields. The association has four divisions:

- **FBLA** for high school students;
- **FBLA Middle Level** for junior high, middle, and intermediate school students,
- **PBL** for postsecondary students, and
- **Professional Division** for business people, educators, alumni, and parents who support the goals of the association.

FBLA-PBL is organized on the local, state, and national level. Business teachers/advisers and advisory councils (including school officials, business people, and community representatives) guide local chapters. State advisers and committee members coordinate chapter activities for the national organization.

The high school level has over 215,000 members plus 11,000 teachers/advisers, while Phi Beta Lambda reaches over 11,000 college students and 1,000 advisers. The newest group, FBLA-Middle Level (grades 5-9) is showing remarkable growth with 15,000 students and 400 advisers. Finally, the Professional Division has reached over 3,000 members. FBLA-PBL is the largest business career student organization in the United States.

FBLA-PBL is cocurricular and has competitive events in over 40 areas of study (see attached). Local teachers are the advisers that help the students to form their chapter, prepare for competitions, engage in community service projects, and experience other leadership development activities.

Listed in the next section are several examples of recent curriculum and program initiatives, many developed with business partners.

Where possible our competitive events and other programs are aligned to the National Standards for Business Education including standards for Accounting, Marketing, Economics, and Business Law.

II. Education Curriculum and Business Partnerships

Virtual Business Management Simulation. Virtual Business – Management, is an FBLA on-line competition. Based on a distribution center, it focuses on four subjects: Introduction to Business, Information Technology, International Business, and Accounting. Students have control over fleet routing, warehouse layout, personnel selection, and technology purchases. For the first time students can compete against FBLA members from across the country to develop the most successful business.

Accounting Curriculum. The AICPA (American Institute of Certified Public Accountants) has provided our chapters with a free iPAC curriculum package, which is highlighted by a video, an education handbook, and career guides. The education handbook contains 15 lesson plans complete with learning objectives and procedures, topic overviews, student learning activities, and solution sets. Each lesson plan and student learning activity is based on standards set forth by the National Business Education Association (NBEA) and the National Council of Teachers of Mathematics (NCTM).

Service Learning Curriculum. The March of Dimes and FBLA-PBL have teamed up to become involved in the service learning movement that is sweeping the nation. This curriculum integrates classroom learning with community service, a process that education has traditionally developed and supported through its local and nationwide community service programs. Student achievement is assessed on related projects as an integral part of the curriculum.

This service learning curriculum, which contains five modules in a CD-ROM format, was designed to be cocurricular – implemented within the classroom or in a leadership workshop and extended into the FBLA-PBL chapter.

Each module is aligned to the National Standards for Business Education and contains goals, a teaching outline, overheads, student reading, tests, portfolio assignments, and individual and group activities. There is a strong emphasis not only on service learning but also on school-to-work and leadership training, two categories on which the federal Department of Education is focusing with the new career clusters.

Stock Market Game. Over the course of two months, members can invest a hypothetical \$100,000 in NASDAQ-, AMEX-, and NYSE-listed common stocks. Students can research stocks; discover how financial markers work; choose portfolios; manage budgets; follow companies in the news; and make decisions on whether to buy, sell, or hold. They can compare their portfolio performance with members from across the country on a weekly basis. This game is free to FBLA members/chapters and should be of particular interest to economic classes.

BizTech. BizTech is an Internet-based learning program that combines entrepreneurship education with information technology while reinforcing reading, math, and critical thinking skills. Students learn how to start and operate a business and write a complete business plan outline. BizTech, sponsored by the National Foundation for Teaching Entrepreneurship (a national FBLA partner) and Microsoft, includes 25 chapters of curriculum and 25 chapters of business plan preparation. It also offers case studies of young entrepreneurs and takes students on cyber field trips to pertinent websites. BizTech meets school to career, SCANS, and many national and state learning standards. In addition, students who complete BizTech can take an online exam for college credit.

This curriculum and software can be used in a variety of ways including integrating it into an existing class, after school program, or as a semester-long elective.

Square One Online MOUS Training. Square One Group has created a training program exclusively for FBLA-PBL members in Microsoft Word®, Excel®, PowerPoint®, and Access®. FBLA-PBL students can prepare for MOUS certification on-line anytime.

Career and Education Network (CEN). CEN is a new communications network that helps students discover what careers they want to pursue, for which employers they want to work, and where they will get the education and training required to secure the jobs that they want.

Students can use CEN to research industries, companies, career opportunities, job openings, employment benefits, and even internship, scholarship, or apprenticeship programs. They can use CEN's Life Path to get organized, build resumes, and prepare for all the twists and turns on the road to graduation.

Certiport. Certiport (formerly NIVO) is another FBLA-PBL national sponsor providing Microsoft Office User Specialist (MOUS), Internet, and Computing Core certification at the FBLA-PBL National Leadership Conference. Certiport is a standards-based certification program for basic computing and Internet literacy. Certiport provides specific guidelines for the knowledge and skills required to be a productive user of computer hardware, software, networks, and the Internet. Educators get a dynamic and universal model on which to base educational programs. Certiport is the exclusive universal provider of the MOUS certification program.

FBLA-PBL Online Library. The library on the FBLA-PBL national website offers a dynamic resource for members and advisers. The library contains business publications such as *Forbes*, *Business Week*, *Fortune*, etc., as well as student resources such as business site links, leadership site links, and homework help links. Career resources and job sites are also included as well as teaching resources such as business education lesson plan sites, shareware educational games, project ideas, bulletin board ideas, and much more.

III. Conclusion

Participation in FBLA-PBL gives students opportunities to stay abreast of current trends in business and technology and allows them to apply what they have learned in the classroom. Students gain valuable skills in leadership, community service, and competition. FBLA-PBL standards of professionalism create an excellent role model to enhance students' success, today and in the future.

FBLA COMPETITIVE EVENTS – 2006-2007

- Accounting I
- Accounting II
- American Enterprise Project
- Banking & Financial Systems
- Business Calculations
- Business Communication
- Business Ethics
- Business Financial Plan
- Business Law
- Business Math
- Business Plan
- Business Procedures
- C++ Programming
- Community Service Project
- Computer Applications
- Cyber Security
- Database Design & Applications
- Desktop Publishing
- Digital Video Production
- E-business
- Economics
- Electronic Career Portfolio
- Emerging Business Issues
- Entrepreneurship
- FBLA Principles & Procedures
- Future Business Leader
- Global Business
- Impromptu Speaking
- Introduction to Business
- Introduction to Business Communication
- Introduction to Parliamentary Procedure
- Introduction to Technology Concepts
- Java Programming
- Job Interview
- Local Chapter Annual Business Report
- Management Decision Making
- Marketing
- Multimedia Presentation
- Network Design
- Networking Concepts
- Parliamentary Procedure
- Partnership with Business Project
- Public Speaking I
- Public Speaking II
- Spreadsheet Applications
- State Chapter Annual Business Report
- Technology Concepts
- Virtual Business Challenge
- Visual Basic Programming
- Web Site Development
- Who's Who in FBLA
- Word Processing I
- Word Processing II

PBL COMPETITIVE EVENTS—2006-2007

- Accounting Analysis & Decision Making
- Accounting Principles
- Accounting for Professionals
- American Enterprise Project
- Business Communication
- Business Decision Making
- Business Ethics
- Business Law
- Business Plan
- Businessperson of the Year
- C++ Programming
- Community Service Project
- Computer Applications
- Computer Concepts
- Database Design & Applications
- Desktop Publishing
- Digital Video Production
- E-business
- Economic Analysis & Decision Making
- Economic Concepts
- Emerging Business Issues
- Financial Analysis & Decision Making
- Financial Concepts
- Future Business Executive
- Future Business Teacher
- Gold Seal Chapter Award of Merit
- Hospitality Management
- Human Resource Management
- Impromptu Speaking
- Information Management
- International Business
- Java Programming
- Job Interview
- Local Chapter Annual Business Report
- Management Analysis & Decision Making
- Management Concepts Marketing Analysis & Decision Making
- Marketing Concepts
- Network Design
- Networking Concepts
- Parliamentary Procedure
- Partnership with Business Project
- Public Speaking
- Sales Presentation
- Sports Management and Marketing
- State Chapter Annual Business Report
- Statistical Analysis
- Telecommunications
- Visual Basic Programming
- Web Site Development or
- Who's Who in PBL
- Word Processing