

2017-2018 Middle Level Topics

Business Ethics

Regionals:

You are Facebook friends with several of your classmates and a couple of them are having a Facebook discussion about how ugly they think one of your new shared teachers is. They have also begun to discuss plans for a practical joke to embarrass the new teacher at school because of how much they dislike him.

Discussion Questions:

- 1. From an ethics perspective, is this an appropriate conversation for your classmates to be having? If not, how might you best respond to it and why?*
- 2. Are there different ethical implications of having this discussion online vs. in person?*

State:

Susan Stanford is a software tester for a medium-sized technology consulting company. She works with a team of analysts, developers, and testers on the software development projects. The testers are responsible for making sure that the application works as designed and meets the businesses requirements. Susan has notices that one of her co-workers, Tony Johnson, is not following the test scripts and is signing off on parts of the application that he has not adequately tested.

Susan is afraid that Tony's inadequate testing will result in the company deploying a defective product, and she thinks the project manager is unaware of Tony's poor work. Susan and Tony have a good relationship, but they are not friends outside of work. The project manager will be selecting a Lead Tester for a position that will be opening later this year. Both Susan and Tony are being considered for the new position.

Discussion Questions:

- 1. Should Susan talk to Tony about his inadequate testing?*
- 2. If you were Susan, would you talk to Tony first or go to the project manager about your concerns?*
- 3. To keep the working relationship with Tony, should Susan cover for him by doing parts of Tony's work without the project manager knowing?*
- 4. If Susan chooses to ignore the problem, what are the potential consequences for the company, the project manager, Susan, and Tony?*
- 5. Should the hope of being promoted affect Susan's actions?*
- 6. Should producing a quality work product be more important to Susan than maintaining her relationship with Tony or advancing her career?*

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Entrepreneurship

Regionals:

You and your friends just recently have started a business called “The phone doctor”, which is a company that fixes broken cell phone and iPad screens as well as any other cell phone breakage problems to the actual phone itself. Your task is now to come up with an advertising plan showing how you are going to advertise your newly created company. You will also need to create some sample advertisements to do along with the plan so people will know what your business is and what you have to offer.

State: COMING SOON!

Computer Slide Presentation

Your 80 year-old Grandma has decided that she wants to start using social media to keep up with her friends, grandkids, and her hobbies such as knitting, quilting, card playing, and making photobooks. She has asked you to give her some ideas on what types of social media would be good for her to do. Design a PowerPoint slide presentation explaining the different types of social media that Grandma can use and why she would want to use those specific social media platforms.

Multimedia & Website Development

Design a website that promotes the new L.E.A.D. program for middle level FBLA chapters. The website must include the following tabs:

- What is L.E.A.D.?
- The levels of L.E.A.D. – Bronze, Silver, and Gold
- The benefits of obtaining this award
- Your chapter’s plan in getting one of these awards

You may add other tabs that you feel would be beneficial in talking about this new and exciting program.

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Desktop Publishing

You have been hired to create a logo and two promotional items for a new company “The Branding Iron Grillery” that not only sells burgers and food, but also includes a dance floor and stage for live performances as well as a game room that has foosball tables, air hockey, and pool tables.

Job 1: Logo

Your job is to create a company logo that has the company name as well as a graphic. You may include a tagline or slogan. The logo will need to be used on all other promotional items as well.

Job 2: Flier

Create a one page flier advertising the company with the following items:

- 2 different font sizes
- Bold
- Italics
- Rotated Text
- At least 3 clip art images and/or photographs
- Page Border
- Logo
- Company Name: *The Branding Iron Grillery*
- Hours: Monday – Thursday 11:30 am to 10:00 pm
Friday – Saturday 11:30 am to 1:30 am
Sunday 9:30 am to 1:00 pm
- Website Address: <http://brandingirongrillery.com>
- Contact Information: Alex Quintana, Manager
Wyatt Powell, Manager
100 North University Drive
Phoenix, AZ 85013
(602)123-4567
- 2 Columns on the page: One column will be titled *Great Grub*. The other column will be titled *Kick Your Heels Up*. Include the following Information in the columns:
 - *Great Grub*
Serving 100% pure bred U.S.D.A. certified Charolais Beef. This exclusive beef is raised on small ranches and corn fed to produce naturally tender beef with no artificial flavors or preservatives.

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BUILD YOUR OWN BURGER

Step 1. Choose Your Burger

Step 2. Choose Your Temperature

Step 3. Add a Cheese

Step 4. Choose Up to 3 Toppings

Step 5. Premium Toppings (\$1.50 extra each)

Step 6. Choose a Sauce

Step 7. Choose a Bun

Step 8. Choose a Side

Step 9. Pump Up Those Fries (\$0.75 extra)

Cobb Salad, Chef's Salad, and their specialty the Flying Phoenix Salad

***All you can eat Sunday Brunch served 9:30 am to 1:00 pm*

- *Kick Your Heels Up*
 - *Dance to live music Friday and Saturday Evenings*
 - *Local Bands play Friday – Featuring the Wild Furies for the month of February*
 - *Special engagement – Cupids of Arizona on Valentine's Day*
 - *Book your line dancing lessons early. Space is limited.*

Feel free to add any other information you want about the business.

Job 3: Menu

- Complements flier and the company logo
- Includes the logo
- Includes the company name: *The Branding Iron Grillery*
- Include a minimum of one clip art or photograph other than the logo
- Include a border
- Include the following information on your menu:
 - *Serving 100% pure bred U.S.D.A. certified Charolais Beef. This exclusive brand of beef is raised on small ranches and corn fed to produce a naturally tender beef with no artificial flavors or preservatives.*

Step 1. Choose Your Burger

Charolais Beef 6.99 Kobe Beef 7.99

Lean Turkey 5.99 Chicken Breast 5.99

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Ahi Tuna Fillet 10.99 Veggie Falafel 6.99

Double the meat for only \$4!

Step 2. Choose Your Temperature

RARE – Cool Red MED-RARE – Warm Red
MEDIUM – Pink MED-WELL – Slight Pink
WELL – No Pink

Step 3. Add a Cheese

Yellow American Pepper Jack
Mozzarella Swiss
Sharp Provolone Blue Cheese

Step 4. Choose Up to 3 Toppings

Iceberg Lettuce Cole Slaw
Ripe Tomatoes Baby Lettuce
Bermuda Onions Roasted Peppers

Step 5. Premium Toppings (\$1.50 extra each)

Guacamole Charolais Chili
Smoked Bacon Fried Egg
Sautéed Mushrooms BBQ Pulled Pork

Step 6. Choose a Sauce

Dijon Mustard Spicy Catsup
Tzatziki Horseradish Mayo
Garlic Aioli Salsa

Step 7. Choose a Bun

Sesame Classic Bun

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Whole Wheat

Wrap

Fatty Style only \$3!

Step 8. Choose a Side

French Fries

Potato Salad

Cole Slaw

Step 9. Pump Up Those Fries (\$0.75 extra)

Cheese Sauce

Bacon

Chili

Step 10. Premium Sides for only \$0.75 cents extra!

Onion Rings

Sweet Potato Fries

Side Salad