

# 2023-24 Competitive Events Guidelines

## Supply Chain Management



Supply Chain Management provides members with the opportunity to demonstrate knowledge around competencies supply chain management. This competitive event consists of an objective test. It aims to inspire members to learn about the management of the flow of goods, data, and finances related to a product or service.

### Event Overview

**Division:** High School

**Event Type:** Individual

**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)

**Objective Test Time:** 50 minutes

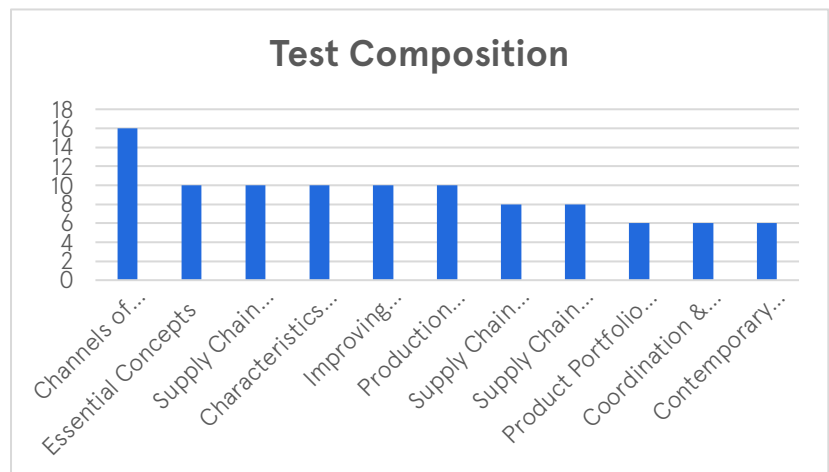
**NACE Connections:** Career & Self-Development

**Equipment Competitor Must Provide:** Pencil

**Equipment FBLA Provides:** One piece of scratch paper per competitor

### Objective Test Competencies

- Essential Supply Chain Management Concepts
- Supply Chain Topics
- Characteristics for Successful Supply Chain Managers
- Supply Chain Planning and Design
- Supply Chain Process
- Product Portfolio Management
- Improving Supply Chain Network Performance
- Production Planning and Control
- Supply Chain Coordination and Decision Making for the Flow of Products, Services, and Information
- Supply Chain Management Contemporary Issues
- Channels of Distribution



### California FBLA Guidelines (Section and State)

- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.
- Bring a pencil to the testing site.

# 2023-24 Competitive Events Guidelines

## Supply Chain Management



### Section

- **Number of Competitors per Chapter:** The number of competitors from each chapter who can enter in this event will be based on local chapter membership on the section conference registration deadline.
  - 0-49 members – 3 competitors
  - 50-74 members – 4 competitors
  - 75-100 members – 5 competitors
  - 101+ members – 6 competitors
- **Number of Competitors Who Advance to State:** A minimum of the **top six (6) places** from each section will represent their section at the State Leadership Conference. The winners' list from each Section Leadership Conference will indicate the number of places that will advance.
- If the following number of competitors submit a test at the section level, more than six (6) winners from that section will be able to compete at state as shown below. Section Directors will determine the number of eligible competitors and send the list to the Competitive Events Coordinator.
  - 44-51 competitors completing a test – 7 competitors advance to state level
  - 52-60 competitors completing a test – 8 competitors advance to state level
  - 61-67 competitors completing a test – 9 competitors advance to state level
  - 68+ competitors completing a test – 10 competitors advance to state level

### State

- **Wild Card Entries:** Each chapter may have **three (3) members** compete as wild card entries at the state level. Wild cards may be used only in these 20 events:

Accounting I	Insurance & Risk Management
Advertising	Introduction to Business Communication
Agribusiness	Introduction to Business Concepts
Business Calculations	Introduction to Business Procedures
Business Communication	Introduction to FBLA
Business Law	Introduction to Financial Math
Computer Problem Solving	Introduction to Information Technology
Economics	Personal Finance
Healthcare Administration	Securities & Investments
Human Resource Management	Supply Chain Management

  - Using Wild Cards
    - Wild cards must be used in different events.
    - Any one member may only enter in one event as a wild card.
    - A wild card event counts as one of the two active events a member may enter.
- **The top four (4) places in state competition** will represent California at the National Leadership Conference.
- Middle school members who place in the top four **cannot** compete at the National Leadership Conference, per national guidelines.

# 2023–24 Competitive Events Guidelines

## Supply Chain Management



### National

#### *Policy and Procedures Manual*

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on [www.fbla.org](http://www.fbla.org).

#### *Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (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.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

#### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

#### *Event Administration*

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

#### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

# 2023–24 Competitive Events Guidelines

## Supply Chain Management



### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

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

### *Electronic Devices*

- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

## **Study Guide: Competencies and Tasks**

### A. Essential Supply Chain Management Concepts

1. Define supply chain management.
2. Define the entire supply chain.
3. Define logistics.
4. Explain how logistics impacts supply chain management.
5. Describe how E-commerce, logistics, import taxes, risk, tariffs, customs, and other legal aspects impact global trading.
6. Analyze the creation of new value in the supply chain for customers, society, and the environment.
7. Explain how supply chain management is practiced in a wide array of industries.
8. Explain demand forecasting.
9. Define logistics management.
10. Define physical and information flows.
11. Define strategic orientation for saving money within an organization.
12. Describe the global impact on supply chain management.
13. Explain the importance of understanding importing, exporting, trade agreements, and customs regulations for supply chain management.
14. Explain the reasons for growth of supply chain management (information revolution, increased competition in globalized markets, relationship management)

### B. Supply Chain Topics

1. Define analytics.
2. Explain customer relationship management.
3. Describe the role of forecasting.
4. Explain the growth of global distribution.
5. Explain supply chain management for healthcare industry.
6. Explain the logistics of inventory management.
7. Define procurement.
8. Describe sales and operations planning.
9. Define supply market intelligence.
10. Define sustainability for supply chain management.

# 2023–24 Competitive Events Guidelines

## Supply Chain Management



11. Explain the relationship between supply chain management and transportation planning.
  12. Describe careers associated with supply chain management.
- C. Characteristics for Successful Supply Chain Managers
1. 5. Describe leadership opportunities for supply chain management.
  2. 7. Describe effective communication skills for supply chain managers.
  3. 8. Explain responsibility ethics for supply chain management.
  4. 9. Describe language skills possessed by successful chain managers.
  5. 10. Explain the importance of flexible thinking in supply chain management.
  13. Understand freight terminology.
  14. Explain the importance of people and problem-solving skills among successful supply chain managers.
  15. Explain the importance of technology skills among supply chain managers.
  16. Explain the sense of urgency associated with supply chain management.
  17. Describe the importance of Excel knowledge for supply chain management.
  18. Describe the temperament required for successful supply chain management.
- D. Supply Chain Planning and Design
1. Explain the relationship between purchasing and supply chain management.
  2. Explain how a company will provide value to supply chain management.
  3. Explain how suppliers, subcontractors, transportation providers, and product distribution is determined by a company.
  4. Define supply chain integration.
  5. Describe management of supply and demand for supply chain management.
  6. Describe the efficient facility network design for supply chain management.
  7. Explain the importance of expense management for supply chain management.
- E. Supply Chain Process
1. Describe the role of manufacturing in a supply chain context.
  2. Define inventory management's important relationship with supply chain management.
  3. Explain transportation management in a supply chain.
  4. Explain the role and cost of warehouses in supply chain management.
  5. Explain the process for product returns.
  6. Describe the importance of customer service in a supply chain.
- F. Product Portfolio Management
1. Determine what products to sell.
  2. Explain how a company determines what products are used and sold by a business.
  3. Define a product portfolio.
  4. Explain the Pareto principle.
  5. Identify slow-moving products headed toward obsolescence.
  6. Explain the importance of minimizing inventory during all stages of supply chain management.
- I. Improving supply chain network performance
1. Explain the importance of synchronizing material flow.
  2. Define inventory maximization.
  3. Define decoupling points for inventory maximization.
  4. Explain how algorithms are used to maximize capital costs associated with supply chain management.
  5. Explain how proximity to the customer relates to supply chain efficiency.

# 2023–24 Competitive Events Guidelines

## Supply Chain Management



6. Describe how product sourcing decisions are made.
  7. Describe evaluation processes for supply chain management.
  8. Define how supply chain management meets consumer needs.
  9. Explain how market signal and consumer demand impact supply chain management.
  10. Explain how to meet and improve customer needs for supply chain management.
  11. Describe how supply chain management meets and improves the logistic needs of different customer segments.
- J. Production Planning and Control
1. Describe different types of supply chain management planning.
  2. Define Static vs. Dynamic Planning.
  3. Explain how a master production schedule is determined.
  4. Define Bill of Material (BOM).
  5. Describe raw materials required for supply chain management.
  6. Describe work-in-process for supply chain management.
  7. Define finished goods and the goal to move those goods.
- L. Supply Chain Coordination and Decision Making for the Flow of Products, Services, and Information
1. Explain the importance of cooperation and coordination in a supply chain.
  2. Describe the role of outsourcing in a supply chain.
  3. Describe measurement of supply chain performance.
  4. Explain the role of the team in supply chain management.
  5. Describe the channels of distribution for supply chain management.
- M. Supply Chain Management Contemporary Issues
1. Describe the impact of information technology in supply chain management.
  2. Explain how E-business has impacted supply chain management.
  3. Describe the financial flow in supply chain management.
  4. Explain how e-commerce has impacted channels of distribution.
  5. Describe political and economic events that impact supply chain management.
  6. Explain how competition impact supply chain management decisions.
- N. Channels of Distribution
1. List the functions of distribution channels.
  2. Explain time, place, and ownership utility.
  3. Explain the role of marketing channels for assembly, storage, sorting, and transportation of goods from manufacturers to customers.
  4. Define facilitation in supply chain management.
  5. Explain how channels of distribution provide pre-sale and post-purchase services like financing, maintenance, information dissemination, and channel coordination.
  6. Explain how supply chain management creates efficiencies.
  7. Describe how supply chain management involves sharing risks since most of the channels buy the products beforehand, they also share the risk with the manufacturers and do everything possible to sell it.
  8. Define indirect channels of distribution.
  9. Define the role of intermediaries in selling products.
  10. Define one-level channel of distribution (manufacturer to retailer to customer)
  11. Define two-level channel (manufacturer to wholesaler to retailer to customer)
  12. Define three-level channel (manufacturer to agent to wholesaler to retailer to customer)

# 2023-24 Competitive Events Guidelines

## Supply Chain Management



13. Describe dual distribution (showroom and internet selling)
14. Explain how services use intermediaries to reach the final customers.
15. Define the on-demand business model.
16. Describe how market, product, competition, and company impact the choice of product distribution.
17. Explain how product characteristics (perishability, cost, and technicality) impact supply chain management.