

# ***Long Island Business Teacher's Association***

## **ANNUAL STUDENT CONTEST**

**DATE:** TUESDAY, MARCH 31, 2026

**LOCATION:** Student's Home School

**TIME:** Portal opens at 2:00PM - Portal Closes 5:00PM

Contest will time out after 1 hour (*unless student gets documented extended time*)

### CONTEST INFORMATION

- ❖ [CONTEST REGISTRATION FORM](#) (must be postmarked by FRIDAY, MARCH 13, 2026)

#### [Registration Postmark Date](#)

- ❖ [Transcript Requirements](#)
- ❖ [Contest Fees](#)
- ❖ [General Eligibility Rules](#)
- ❖ [General Contest Rules](#) Please read for all contest rules
- ❖ [Individual Contest Rules](#)
- ❖ Contest Study Guides
  - [Accounting](#)
  - [Business Calculations](#)
  - [Business Law](#)
  - [Business Principles](#)
  - [College Accounting](#)
  - [Elevator Pitch](#) (must be submitted by MARCH 13, 2026)
  - [Entrepreneur](#)
  - [Fashion Merchandising & Marketing](#)
  - [Investing](#)
  - [Marketing](#)
  - [Personal Finance](#)
  - [Sports Marketing](#)
- ❖ [Contest Results](#)
- ❖ [Awards Luncheon](#)
- ❖ [Contest Chairpersons Contact Info](#)

## POSTMARK DATE

Registration form, payment and transcripts must be postmarked by **MARCH 13, 2026**. A copy of the registration form can be found on our website. Please email this form by March 13, 2026 to [Benedict.Tieniber@lynbrookschools.org](mailto:Benedict.Tieniber@lynbrookschools.org). **WE WILL BE STRICTLY ADHERING TO THE DEADLINE.**

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## TRANSCRIPT REQUIREMENTS

A transcript is required for all students competing in the contest. If the transcript does not include the current courses, please enclose the current report card. **Please highlight on the transcript the related course of the contest the student is competing in and write on the top of the transcript, in bold letters, the contest the student is entering.**

Often the course's name in your school may not match the contest name so this step will assist the Contest Chairs in verifying your students' eligibility.

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## CONTEST FEES

A fee of \$20 per student must be submitted by check or purchase order with your registration form. Please make a check or purchase order **payable to Long Island BTA.**

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## GENERAL ELIGIBILITY REQUIREMENTS

- A. Students currently enrolled in public or private high schools in Nassau or Suffolk counties are eligible. Schools **MUST** be a member of Long Island BTA. Any school that is not a member should submit a membership application and dues with the contest registration. Applications are available on our web site [www.longislandbta.org](http://www.longislandbta.org).
- B. Students may compete in only one contest.
- C. Students may not enter a contest in which they have previously competed.
- D. A transcript/current report card must be submitted for each contestant.
- E. Two students from each school may be entered in each contest. **Except** for the Elevator Pitch.
- F. Photo ID is required to show the proctor.
- G. **Students may not be substituted for after the registration deadline. Any student whose transcript/report card verification has not been submitted will be disqualified.**

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## GENERAL CONTEST RULES

- A. Fees – registration fee is \$20 for each student entered. An additional membership of \$100 for a department is to be paid by those schools that are **not** already a member of Long Island BTA.
- B. Registration Procedures – List the names of the students who will represent your school in the various contests. Send the registration form, a check or purchase order made payable to Long Island BTA and student transcripts to:

Mr. Benedict Tieniber  
Lynbrook High School  
9 Union Avenue  
Lynbrook, NY 11563

- C. The contest will be held on March 31, 2026 from portal opening at 2:00 and closing at 5:00 pm at. Student login credentials will be emailed out prior to the competition. It is the teachers responsibility to share those login credentials with students. You will have one hour to complete this otherwise it will time out.
- D. A member teacher from your school is **required** to proctor their own students. All contests must be taken **in school** on the day of the contest in front of the assigned teacher.
- E. If a contest is under subscribed, the Committee may limit the number of awards given and invitations to the Awards Luncheon.
- F. Any school that has a student needing special accommodations must contact the Contest Chair in advance. A signed letter from that school's Guidance Department or Administrator will be necessary to authorize special needs such as extended time.

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## INDIVIDUAL CONTEST RULES

### A. ACCOUNTING

- Students who are **currently** enrolled in a high school first year accounting course are eligible to participate.

### B. BUSINESS CALCULATIONS

- Students who are enrolled in **any** business education course may participate in this contest. Here is an opportunity to have an outstanding student from any course to participate.

### C. BUSINESS LAW

- Students who are **currently** enrolled in any first year business law course are eligible to participate.

### D. BUSINESS PRINCIPLES

- Students who are enrolled in **any** business education course may participate in this contest. Here is an opportunity to have an outstanding student from any course participate.

### E. COLLEGE ACCOUNTING

- Students who are **currently** enrolled in a college level accounting course are eligible to participate.

### F. ELEVATOR PITCH

- Students who are enrolled in **any** business education course may participate in this contest. Here is an opportunity to have an outstanding student from any course participate.

### G. ENTREPRENEURSHIP

- Students who are **currently** enrolled in a half-year/full-year Business Ownership, Entrepreneurship, VE or Leadership course may participate in this contest.

### H. FASHION MERCHANDISING AND MARKETING

- Students who are **currently** enrolled in a half-year/full-year Fashion Merchandising and Marketing course may participate in this contest.

### I. MARKETING

- Students who are **currently** enrolled in a first-year Marketing course, College Marketing or VE course are eligible to participate.

J. PERSONAL FINANCE

- Students who are **currently** enrolled in a course following a Financial Management/Financial Literacy based curriculum may participate.

K. SPORTS MARKETING

- Students who are **currently** enrolled in a first-year Principles of Marketing or half-year/full-year Sports Marketing course may participate.

L. INVESTING

- Students who are **currently** enrolled in a first-year Wall Street or Investing course for a half-year/full-year may participate.

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## CONTEST RESULTS

Contest results will be posted on [www.longislandbta.org](http://www.longislandbta.org) by the end of the week following the contest. Luncheon Information and registration will be available on the website as well.

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## AWARDS LUNCHEON

To be held in the month of May, date and location to be announced.

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## CONTEST CONTACT INFORMATION

All registration forms, check/purchase orders, and transcripts MUST BE POSTMARKED by **March 13, 2026** and mailed to:

Benedict Tieniber  
Lynbrook High School  
9 Union Avenue  
Lynbrook, NY 11563

For questions or concerns:

Ben Tieniber - [Benedict.Tieniber@lynbrookschools.org](mailto:Benedict.Tieniber@lynbrookschools.org)  
Catherine Sturtz- [csturtz@millerplace.k12.ny.us](mailto:csturtz@millerplace.k12.ny.us)

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# ACCOUNTING OUTLINE

1. Types of Accounting
2. Types of Business Operations and Characteristics
3. Forms of Business Ownership
4. Accounting Assumptions
5. Property and Financial Claims
6. Accounting Equation and Classifying Accounts
7. Effects of Business Transactions on the Accounting Equation
8. Revenue, Expense and Withdrawal Transactions
9. Rules of Debit and Credit, Normal Balances
10. Double Entry Accounting
11. Recording Transactions in a General Journal
12. Source Documents
13. Posting to the General Ledger
14. Trial Balance and Locating Trial Balance Errors
15. Types of Errors and Effects of them
16. Preparing a Worksheet
17. Financial Statements for a Sole Proprietorship & Merchandising
18. Temporary vs Permanent Accounts
19. Closing Entries and the Post-closing Trial Balance
20. Petty Cash
21. Banking Procedures
22. Reconciling the Bank Statement and Resulting Journal Entries
23. Payroll Accounting & Calculations
24. Payroll Liabilities and Tax Records
25. Accounting for a Merchandising Business
  - a. Sales and Sales Tax
  - b. Returns and Discounts
  - c. Credit Terms
26. End of Period Adjusting Entries
27. Closing Entries for a Merchandising Corporations

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# BUSINESS CALCULATIONS OUTLINE

- Fundamental Mathematical Operation
  - Whole numbers
  - Percents, fractions, Decimals
  - Averages
  - Simple Equations
  - Ratio and Proportion
- Business Operations
  - Determining the Cost of Manufacturing
  - Pricing Manufactured Goods
  - Retail Selling
  - Distribution of Profits
- Office Applications/Corporate Planning
  - Payroll
  - Financial Statement Analysis
  - Probability
  - Economic Indicators
- Personal Financial Management
  - Purchasing Goods
  - Insurance
  - Automobile Ownership
  - Taxes
  - Rental vs. Ownership of Real Property
  - Budgets
- Personal/Corporate Financial Management
  - The Checking Account
  - Computing Interest
  - Borrowing Money
  - Savings and Investments
  - Stocks, Bonds, Annuities
  - Comparing Investments

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# BUSINESS LAW OUTLINE

- Court Systems
- Tort Law
- Contract Law
- Consumer Law
  - Sales of goods
  - Warranties/Guarantees
  - Personal property & bailments
  - Intellectual Property
- Agencies
- Employment Law
- Forms of Business Ownership
- Martial Law
- Real Property
- Insurance

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# BUSINESS PRINCIPLES OUTLINE

## **Characteristics of Business**

- Nature of Business/Types of Businesses/Changing Nature of Business
- Effectiveness, Efficiency, Business Growth and Prosperity
- Domestic/Foreign Goods
- Gross Domestic Product (GDP)
- Entrepreneurship/Small Business/Franchise/Intrapreneurship

## **Social and Ethical Environment of Business/Economic Environment of Business**

- Stakeholders
- Economic System/Economics Needs & Wants
- Factors of Production, Capital Goods, Human Capital
- Supply and Demand
- Business Cycles
- Inflation

## **Proprietorships and Partnership**

- Characteristics of Entrepreneurs
- What do you need to get a business started?
  - Proprietorships/Sole Proprietorship/Partnership/LLP
- Creditors
- Assets/Liabilities/Equity

## **Corporate Forms of Business Ownership**

- Corporations
- Role in Economy/Basic Features
- Important Players of a Corporation
- Stockholders/Shareholders, Directors (Board of Directors)
- Dividends
- Types of Organizations: LLC, Nonprofit, Quasi Public

### **Nature and Scope of Marketing**

- Buying, Selling, Transporting
- Costs of Marketing, Role of Marketing
- Logo, Slogan, Brand
- Market Determination
- 4 P's of Marketing, Marketing Plan, Product Life Cycle - 4 Steps
- Types of Goods: Consumer, Industrial, Convenience, Shopping, Unsought, Specialty

### **Pricing and Promotion**

- Credit Terms, Types of Discounts
- Net profit
- Markup/Markdown
- Advertising, False advertising
- Returns / Damaged Goods

### **Human Resources Management**

- Functions of Human Resources Management – Career Planning
- Hiring, Promoting, Transferring, and Releasing Employees
- Employee Turnover, Exit Interview
- Wages, Commission, Taxes, Gross Pay, Net Pay, and Salary Plans
- Employee Benefits & Laws/Insurance Coverage/Labor Unions

### **Management and Decision Making**

- Planning, Organizing, Controlling, Leading
- Supervision
- Steps of Problem solving

### **Personal Finance**

- Budgeting/Installment Terms/Checkbook Balances/Savings Accounts

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# COLLEGE ACCOUNTING OUTLINE

- Nature of Business and Accounting
  - Types of Business and Business Organizations
  - Types of Business Organizations
  - Business Stakeholders
  - Generally Accepted Accounting Principles
  - Accounting Equation
  - Business Transactions and the Accounting Equation
- Analyzing Transactions
  - Using Accounts to Record Transactions
    - Chart of Accounts, Analyzing and Summarizing Transactions in T-accounts
  - Double-Entry Accounting
  - Posting, Trial Balance
  - Discovery and Correction of Errors
- The Adjusting Process
  - 10 Column Worksheet
  - Journalize Adjusting Entries
  - Adjusted Trial Balance
- Completing the Accounting Cycle
  - Financial Statements
  - Closing Entries
  - Post-Closing Trial Balance
- Accounting for a Merchandising Business
  - Financial Statements
  - Perpetual vs. Periodic Entries
  - Adjusting Entries
- Inventories
  - Inventory Methods-Perpetual
  - Inventory Methods-Periodic
  - Comparing Methods
  - Reporting Inventory on Financials
  - Estimating Inventory Cost

- Sarbanes-Oxley, Internal Control and Cash
  - Objectives of Internal Control
  - Elements of Internal Control
  - Bank Reconciliation
  - Special Purpose Funds
- Receivables
  - Classification of Receivables
  - Uncollectible Receivables
  - Direct Write-Off vs. Allowance Method
- Fixed Assets and Intangible Assets
  - Nature of Fixed Assets
  - Accounting for Depreciation
  - Disposal of Fixed Assets
  - Intangible Assets
- Current Liabilities and Payroll

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# ELEVATOR PITCH COMPETITION

Students will answer the following question:

“Why do you think you are qualified for this \_\_\_\_\_ INTERNSHIP at \_\_\_\_\_”

Student may CHOOSE ONE of the following:

- Sales & Marketing Intern – NIKE
- Retail Customer Services Intern – NORDSTROM
- Medical Office Intern – NORTHWELL HEALTH
- Law Office Intern – CARMEN & CALLAHAN

**What is an elevator pitch?** It is a short presentation about yourself for a chosen Internship (listed above) to a potential employer on WHY you think you are Qualified for the internship! 60-90 SECONDS LONG.

Many resources online explain how to create a great elevator pitch. Here is one good article: <https://www.mindtools.com/pages/article/elevator-pitch.htm>

Researching the Company that the Internship is for is recommended.

Students must make a video of their Elevator Pitch and the teacher will submit it online with registration material to [clofrese@smithtown.k12.ny.us](mailto:clofrese@smithtown.k12.ny.us) by registration deadline.

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## Contest Guidelines

- Member schools may only submit one video, one student per video.
- Students will prepare and record a video of their elevator pitch.
- **The video must only be 60-90 seconds in length.** (*There will be penalties for videos over or under the time limits.*)

## Video Submission and Judging

- The deadline for submission is the same date as the contest registration deadline.
- Submit your video by emailing to [clofrese@smithtown.k12.ny.us](mailto:clofrese@smithtown.k12.ny.us)
- Judging will take place prior to the LIBTA written test competition date.
- Entrants do NOT have to attend the LIBTA competition
- Winners will be announced at the same time as the written test winners.

<b>Points</b>	<b>8 - 10</b>	<b>4 - 7</b>	<b>1 - 3</b>
<b>Performance</b> <i>(appearance, confidence, posture, speaks clearly)</i>	Displays confidence, speaks clearly, polished, and has a professional appearance.	Somewhat displays confidence, posture and speech are adequate.	Lacking confidence, unclear speech and lacks professionalism.
<b>Delivery</b> <i>(clear, concise, organization)</i>	Highly organized, concise, and communicates key points effectively.	Mostly organized and clear, with minor lapses in focus or conciseness.	Disorganized and difficult to follow.
<b>Relevance</b> <i>(connection to internship and personal qualifications)</i>	Uses specific, relevant examples of skills and experiences directly aligned with the internship.	Provides some connection to the internship, but lacks strong, specific examples.	Vague or generic; unclear how qualifications align with the internship.
<b>Timing</b> <i>(appropriate time length 60-90 seconds)</i>	Within the time limit.	Goes 5 seconds over or under the time limit.	Goes > 5 seconds over or under the time limit.

**Scoring Rubric**

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# ENTREPRENEURSHIP OUTLINE

- CHARACTERISTICS OF SUCCESSFUL ENTREPRENEURS
- ENTREPRENEURS IN A MARKET ECONOMY
- TYPES OF COSTS
  - Marginal
  - Fixed
  - Variable
  - Opportunity
  
- TYPE OF BUSINESS STRUCTURE
  - Sole Proprietorships
  - Partnerships
  - S Corporations
  - Franchises
  
- BUSINESS PLANS
  - Purpose
  - Components
  
- MARKET RESEARCH PROCESS
- FINANCE, PROTECT AND INSURE YOUR BUSINESS
- SMALL BUSINESS ADMINISTRATION
- RECORDKEEPING AND ACCOUNTING
  - Income Statement
  - Cash Flow Statement
  - Balance Sheet
  - Bank Statement
  - Financial Management
  
- TECHNOLOGY
- LEGAL, ETHICAL, SOCIAL RESPONSIBILITIES
- Patent
  - Trademark
  - Copyright
  - License
- COMMISSIONS
  - Consumer Product Safety
  - Federal Trade

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# FASHION MERCHANDISING & MARKETING OUTLINE

## Fashion and Marketing:

- Promotional Strategies
- Target Market, The 4 P's of Marketing, Market Segmentation
- Brand Identity

## The Fashion Business:

- Fashion House
- Fashion Buyer Role
- Supply Chain
- Fast Fashion, Fashion Forecasting
- Flagship Stores

## Types of Fashion and Trends:

- Trends in Fashion, Micro Trends
- Sustainable Fashion
- Trickle-Down Fashion Theory
- Fashion Capitals and Fashion Districts

## Promoting Fashion:

- Effective Promotional Strategies
- Point-of-Purchase (POP) Displays
- Digital Marketing
- Publicity in Fashion

## Preparing for Fashion Careers:

- Fashion Design Skills and Education
- Role of Internships in Fashion Careers
- Fashion Designer Responsibilities, Fashion Buyer Role
- Sustainability in Fashion

## Fashion Merchandising:

- Stock Keeping Units (SKUs) in Merchandising
- Merchandise Plan and Stock Rotation
- Market Research in Fashion Merchandising
- Trickle-Up Fashion Theory

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# INVESTING OUTLINE

## Investing Basics:

- Primary goal of investing
- Types of investments (e.g., stocks, bonds, etc.)
- Concept of diversification in investing
- Definition and purpose of ROI (Return on Investment)

## Stock Basics:

- Understanding the stock market and its role
- Dividends: What they are and their purpose
- Risk levels of different investments (e.g., speculative assets vs. bonds)
- Purpose and function of index funds
- Compound interest: Definition and significance

## Mutual Funds:

- Definition of a mutual fund
- Role of a mutual fund manager
- Asset classes in mutual funds
- Advantages of mutual funds
- Net Asset Value (NAV)
- Expense ratio in mutual funds
- Load fees
- Types of mutual funds (e.g., equity mutual funds)
- Ways mutual fund investors earn returns
- Risks associated with mutual fund investments
- Benefits of mutual funds

## Corporations:

- Definition and characteristics of a corporation
- Legal structure and formation of corporations
- Ownership in a corporation
- Roles and responsibilities of corporate management
- Advantages and disadvantages of forming a corporation
- Limited liability

# MARKETING OUTLINE

## Fundamentals of Marketing

- Definition and goals of marketing
- Importance of customer attraction and retention

## Marketing Mix (4 P's)

- Product, Place, Price, Promotion
- Understanding "place" and "promotion" in detail

## Market Segmentation

- Types of segmentation: demographic, psychographic, behavioral, geographic
- Examples and applications of segmentation

## Product and Product Life Cycle

- Product mix vs. product line
- Stages of the product life cycle: introduction, growth, maturity, decline
- Strategies during different stages

## Selling Process

- Approach, presentation, handling objections, closing the sale
- Purpose of the selling process

## Consumer Behavior

- Researching consumer decision-making
- Importance in marketing strategies

## Market Research

- Primary vs. secondary research
- Qualitative vs. quantitative research

## Pricing Strategies

- Price skimming
- Psychological pricing
- Promotional pricing
- Competitive pricing

## Promotion and Advertising

- Sales promotion techniques
- Public relations and content marketing
- Direct and viral marketing
- Use of influencers and social media in promotion

## **Distribution Channels**

- Direct vs. indirect distribution
- Advantages and disadvantages of each channel

## **Branding and Brand Management**

- Brand loyalty and positioning
- Co-branding and brand extensions
- Role of product labeling and packaging

## **Business Strategies**

- SWOT analysis
- Competitive advantage
- Market penetration and diversification strategies

## **Global Marketing**

- Challenges in international markets
- Navigating cultural and legal differences

## **Entrepreneurship**

- Motivations for starting a business
- Risks and opportunities

## **Specialized Topics**

- Relationship marketing
- Green marketing and sustainability
- Niche markets and specialty products
- Role of customer feedback in product improvement

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# PERSONAL FINANCE OUTLINE

- Needs vs. Wants
- Supply & Demand
- Circular Flow
- Budgets
  - Fixed & Variable Expenses
- Taxes
  - Sales, Property, Income
  - W-4/ taxes/ w-2/ 1040EZ
- Gross Pay
  - Calculating Net Income
- Basic Banking
  - Bank Services
  - ATM
  - Debit Cards
- Saving and Investing
- Stocks and Bonds
  - Risk
  - Interest/Dividends
- Checking/Debit Accounts
  - Managing a Checkbook
  - Bank Reconciliation
  - Bank Statements
- Credit Cards
- Insurance
  - Car
  - Renters
  - Health

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# SPORTS MARKETING OUTLINE

- Marketing Essentials
  - Functions of Marketing
  - What is a Market?
  - Market Segmentation
    - Geographic
    - Demographic
    - Psychographic
  - 4 P's of Marketing
  - Channels of Distribution
- Managing Marketing Information
  - Market Research
- Legal and Ethical Concerns
  - Patents
  - Copyrights
  - Branding
  - Trademarks
  - Licensing
  - Endorsements
- Product Advertising
- Sales
  - Sales Process
  - Distribution
- Pricing
- Stadium Design
- Marketing the Team
  - Jersey Design and Logo
  - Mascot
  - Promotions
  - Attracting Fans
  - Fan Retention
  - Community Outreach – Camps, Lessons, etc.

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