MBA Research Comparison of Standards

BPA: Virtual

compared to MBA Research Standards

Virtual Multimedia and Promotion—Individual (V01)

Business Professionals of America	MBA Research Standards	LAP
Apply knowledge of software, equipment, and skills related to video production		
Utilize video editing applications		
Develop a story line using a storyboard	NF:080 Apply information to accomplish a task	
Demonstrate scripting techniques to present a clear overall message		
Apply basic camera techniques, including various camera shots		
Demonstrate knowledge of lighting techniques		
Perform nonlinear editing techniques utilizing various editing tools		
Demonstrate knowledge of transitions and audio editing techniques		
Demonstrate proper use in placement of titles and visual effects		
Demonstrate teamwork skills needed to function in a video editing environment	EI:045 Participate as a team member OP:230 Coordinate work with that of team members	LAP-EI-045

Virtual Multimedia and Promotion—Team (V02)

Business Professionals of America	MBA Research Standards	LAP
Apply knowledge of software, equipment and skills related to video production		
Utilize video editing applications		
Develop a story line using a storyboard and outline		
Demonstrate scripting techniques to present a clear overall message		
Apply basic camera techniques, including various camera shots		
Demonstrate knowledge of lighting techniques		
Perform nonlinear editing techniques utilizing various editing tools		
Demonstrate knowledge of transitions and audio editing techniques		
Demonstrate proper use in placement of titles and visual effects		
Demonstrate teamwork skills needed to function in a video editing environment	EI:045 Participate as a team member	LAP-EI-045

Software Engineering Team (V03)

Business Professionals of America	MBA Research Standards	LAP
Apply technical skills in the given programming languages to develop the system of applications required		
Evaluate and delegate responsibilities needed to perform required tasks as a team	HR:386 Delegate work to others SM:066 Discuss managerial considerations in directing	LAP-SM-066
Develop a project plan and timeline	OP:001 Develop project plan OP:002 Apply project-management tools to monitor and communicate project progress OP:519 Plan project	LAP-OP-001 LAP-OP-519
Implement system analysis and design concepts		
Use internal programming documentation		
Use object-oriented programming and concepts		
Demonstrate knowledge of how data is organized in software development		
Apply programming concepts such as sequential file access, databases, and I/O operations		
Use internal and external function and/or procedure calls		

Web Application Team (V04)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate database development and structured query language (SQL) skills	NF:124 Demonstrate advanced database applications	
Demonstrate application security features		
Demonstrate knowledge of server-side scripting and Internet concepts		
Evaluate and delegate responsibilities needed to function in a business setting	HR:386 Delegate work to others SM:066 Discuss managerial considerations in directing	LAP-SM-066
Demonstrate teamwork skills needed to function in a business setting	EI:045 Participate as a team member OP:230 Coordinate work with that of team members	LAP-EI-045
Apply database development skills in order to create the back-end of the web application		
Apply Web design skills and standards to complete the front-end of the website.		
Implement problem-solving techniques		
Describe the process, methodology, and lifecycle of your Web application		
Create an audit trail of how you built your application		

Mobile Applications (V05)

Business Professionals of America	MBA Research Standards	LAP
Implement system analysis and design concepts		
Develop a project plan and timeline	OP:001 Develop project plan OP:002 Apply project-management tools to monitor and communicate project progress OP:519 Plan project	LAP-OP-001 LAP-OP-519
Demonstrate knowledge of how to resolve program implementation and deployment issues		
Apply Google Android®, Apple iOS®, or Microsoft Windows Phone® language specific programming tools/techniques to create a mobile application		
Demonstrate and employ computer language concepts to include Object Oriented, Structured, and Procedural techniques		
Utilize variables, assignment statements, mathematical operators and mathematical concepts to include arithmetic, algebraic and trigonometric functionality in the solution as needed		
Demonstrate the use of design and color principles to create GUI for a mobile device		
Employ database skill sets to manage data		
Apply programming concepts such as sequential file access and I/O operations		
Use internal and external function and/or procedure calls		
Use internal programming documentation		
Create User Input Controls to access input from users		
Employ Decision Making Controls as needed		
Include icons, images and other graphic objects as needed		

Mobile Applications (V05) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Utilize lists, arrays and iteration structures to solve programming problems as needed		

Promotional Photography (V06)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate effective written and oral communication skills	CO:016 Explain the nature of effective written communications CO:025 make oral presentations CO:147 Explain the nature of effective verbal communications EI:007 Explain the nature of effective communications	LAP-CO-025 LAP-EI-140
Demonstrate critical thinking skills to make decisions and to solve problems	PD:017 Make decisions	LAP-PD-017
Demonstrate professionalism and ethical behavior	CO:090 Write professional emails EC:106 Explain the nature of business ethics EI:004 Demonstrate ethical work habits EI:132 Model ethical behavior	LAP-EC-106 LAP-EI-004 LAP-EI-132
Demonstrate effective leadership and teamwork skills	EI:009 Explain the concept of leadership EI:045 Participate as a team member EI:131 Explain the nature of ethical leadership HR:493 Explain the nature of leadership in organizations OP:230 Coordinate work with that of team members	LAP-EI-016 LAP-EI-045 LAP-EI-131 LAP-HR-493
Conduct accurate research using various resources and methods	IM:292 Identify sources of error in a research project IM:339 Determine research approaches appropriate to the research problem IM:359 Explain the nature of actionable research IM:398 Select research method appropriate for the research problem IM:484 Evaluate the appropriateness of the research design for the research problem, issue, or opportunity	
Demonstrate appropriate technology concepts and digital citizenship	CO:202 Explain how digital communications exposes business to risk EI:073 Apply ethics to digital communications PR:397 Manage risks associated with the content of digital messages PR:458 Manage comments on digital comments	

Promotional Photography (V06) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge of employability skills		
Develop products using creativity and innovation	VM:001 Discuss the nature of product development VM:002 Describe the relationship between innovation and product development VM:005 Manage innovation strategies and processes	
Demonstrate skills needed to function effectively in today's global economy		
Perform mathematical calculations	SE:475 Calculate miscellaneous charges	
Utilize digital tools to gather, evaluate, and use information	IM:339 Determine research approaches appropriate to the research problem IM:398 Select research method appropriate for the research problem IM:484 Evaluate the appropriateness of the research design for the research problem, issue, or opportunity	
Demonstrate a sound understanding of technology concepts, systems, and operations	NF:003 Identify ways that technology impacts business NF:158 Align technology with business needs	LAP-NF-004
Design and produce quality IT product/service	NF:012 Determine venture's information technology needs SM:058 Interpret internal information for strategic planning SM:079 Describe requirements for aligning information technology and business strategy to leverage data as a strategic asset	
Explain how IT increases business productivity and effectiveness	SM:079 Describe requirements for aligning information technology and business strategy to leverage data as a strategic asset	
Demonstrate an understanding of project management concepts in IT	OP:158 Explain the nature of project management	LAP-OP-158
Explain the key functions and applications of software		
Demonstrate an understanding of how new IT technologies influence business practice		
Demonstrate technical knowledge of the Internet	NF:086 Describe the scope of the internet	

Promotional Photography (V06) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge of basic web page design and functioning	NF:042 Create and post basic web page	

Cybersecurity/Digital forensics (V07)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge of security threats	OP:064 Maintain data security OP:206 Adhere to technology safety and security policies OP:441 Explain information privacy, security, and confidentiality considerations in business	
Understand infrastructure security	OP:013 Explain routine security precautions OP:152 Follow established security procedures/policies OP:154 Identify potential security issues	
Demonstrate knowledge of cryptography, access control and authentication		
Demonstrate security tactics to prevent against external attack	OP:113 Explain procedures for handling robbery situations OP:157 Establish policies and procedures to maintain physical security of the work environment OP:224 Protect business's security when terminating employees	
Demonstrate knowledge of operational and organizational security		
Identify security threats	OP:154 Identify potential security issues	
Demonstrate hardening internal Windows and Linux systems and services		
Demonstrate knowledge of TCP/IP		
Demonstrate hardening Internet work devices and services	OP:064 Maintain data security OP:154 Identify potential security issues	
Demonstrate knowledge of network defense fundamentals	OP:064 Maintain data security OP:154 Identify potential security issues	

Cybersecurity/Digital forensics (V07) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Create security policies	OP:064 Maintain data security OP:152 Follow established security procedures/policies OP:154 Identify potential security issues OP:320 Recommend a security plan for a business OP:321 Evaluate security plans to protect the company from liability	
Perform a risk analysis	EC:011 Determine Factors affecting business risk SM:075 Explain the nature of risk management	LAP-EC-003 LAP-SM-075
Demonstrate knowledge of biometrics		
Demonstrate knowledge of cryptography		
Create router and access control lists		
Demonstrate knowledge of internet security issues	OP:064 Maintain data security	
Manage certificates		
Monitor security infrastructure	OP:064 Maintain data security OP:152 Follow established security procedures/policies OP:154 Identify potential security issues	

Start-up Enterprise Team (V08)

Business Professionals of America	MBA Research Standards	LAP
Demonstrate knowledge and understanding of entrepreneurship	EC:065 Identify the impact of small business/entrepreneurship on market economies EN:039 Describe the nature of entrepreneurship EN:044 Describe the use of business ethics in entrepreneurship PD:066 Explain career opportunities in entrepreneurship	LAP-EN-044 LAP-PD-066
Communicate research in a clear and concise manner both orally and in writing	CO:025 Make oral presentations CO:186 Write research reports IM:391 Present findings orally	LAP-CO-025
Demonstrate effective persuasive and informative communication and presentation skills	CO:025 Make oral presentations EI:012 Persuade others	LAP-CO-025 LAP-EI-121

Start-up Enterprise Team (V08) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Identify and utilize internal and external resources	CO:057 Analyze company resources to ascertain policies and procedures EC:003 Explain the concept of economic resources EN:011 Describe external resources useful to entrepreneurs during concept development EN:012 Assess the need to use external resources for concept development EN:017 Explain factors to consider in determining a venture's human-resources needs EN:019 Describe considerations in selecting capital resources EN:020 Identify capital resources needed for the venture EN:021 Assess the costs/benefits associated with resources EN:022 Use external resources to supplement entrepreneur's expertise HR:362 Explain the role of training and human resources development HR:410 Discuss the nature of human resources management HR:411 Explain the role of ethics in human resources management HR:415 Discuss factors that impact human resources management	LAP-EC-014 LAP-HR-035 LAP-HR-411
Identify and utilize internal and external resources (cont).	HR:448 Assess human-resources development program effectiveness HR:490 Describe the nature of human-resources planning	
Develop a written business plan for a start-up business	SM:007 Explain the nature of business plans SM:013 Develop business plan	LAP-SM-007 LAP-SM-013
Identify customer base including customer and organizational markets and demographics	MK:014 Explain factors that influence customer/client/business buying behavior MP:003 MP:027 Profile target customer MP:031 Develop customer profile	LAP-MK-014 LAP-MP-003

Start-up Enterprise Team (V08) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Identify customer relations or markets	MP:003 Explain the concept of market and market identification MP:004 Identify market segments MP:005 Select target markets MP:009 Conduct market analysis	LAP-MP-003
Demonstrate successful price selection including the reasoning and methods used in determining the price	EC:006 Describe the functions of prices in markets IM:415 Determine price sensitivity IM:455 Determine optimal prices PI:007 Set prices PI:008 Adjust prices to maximize profitability PI:018 Select approach for setting a base price PI:062 Assess changes in price structure PI:066 Ensure price fairness	LAP-EC-012
In addition, an analysis of the necessary financial data required to establish their business	EN:008 Explain tools used by entrepreneurs for venture planning EN:015 Describe processes used to acquire adequate financial resources for venture creation/start-up EN:016 Select sources to finance venture creation/start-up	

Financial Portfolio Management Team (V09)

Business Professionals of America	MBA Research Standards	LAP
Calculate investment amounts given current prices and investment restrictions	BL:105 Discuss laws and regulations governing the securities and investments industry BL:133 Discuss legal considerations in the finance industry BL:148 Discuss the nature and scope of compliance in the finance industry FI:077 Explain types of investment FI:079 Establish investment goals and objectives FI:279 Explain factors to consider when selecting investments FI:283 Explain strategies for selecting investments FI:284 Choose investments based on security's fundamental analysis FI:348 Discuss types of investment objectives FI:349 Discuss the nature of investment risk	LAP-FI-077
Manage an online fund		
Determine timing of buying and selling investments using various market and economic factors	FI:079 Establish investment goals and objectives FI:279 Explain factors to consider when selecting investments FI:283 Explain strategies for selecting investments FI:284 Choose investments based on security's fundamental analysis FI:348 Discuss types of investment objectives FI:349 Discuss the nature of investment risk	
Calculate return on investments	Fi:647Calculate return on investment FI:721 Describe common management accounting performance measures	
Prepare reports using Excel	NF:010 Demonstrate basic spreadsheet applications NF:126 Demonstrate advanced spreadsheet applications	

Financial Portfolio Management Team (V09) (cont'd)

Business Professionals of America	MBA Research Standards	LAP
Present investment strategies	CO:025 Make oral presentations FI:283 Explain strategies for selecting investments IM:386 Prepare and use presentation software to support reports	LAP-CO-025