



OBJECTIVE

The Business Ethics event involves a team of two (2) participants analyzing a business situation containing an ethical dilemma, then presenting a resolution of the dilemma to a professional (judge) with experience in business.

DESCRIPTION

The Business Ethics event involves the participants' analysis of a business situation containing an ethical dilemma and the effectiveness of the participants' oral presentation. The case situation is typically presented in written form.

For the purposes of this event, an *ethical dilemma* will be defined as a situation where competing values are being weighed, and which can reasonably be argued both for and against. Case situations will **not** involve a question of whether a certain action (or lack of action) constitutes a violation of law (i.e. stealing), **nor** will the situation have a seemingly simple answer (i.e. taking credit for a co-worker's idea).

Based on the situation, the participants may be asked to assume the role of management/supervisory level personnel for an organization represented by the situation, **or** they may be acting as outside observers. The participants will deliver an oral presentation of their analysis of the problem, the best possible ways to resolve the dilemma, and their final resolution if appropriate, to one or more judges.

The position of the judge(s) will be determined by the specific case situation. The judge(s) may be representatives of an organization represented by the situation, **or** they may be acting as outside observers.

For international competition, the content to be evaluated is found in the standard *Evaluation Form* located in these *Guidelines*, with a possible one hundred (100) points. Preliminary round competition will consist of an evaluation of the presentation to the judge(s). Teams will be ranked by section and a pre-determined number of teams will be named finalists. Finalists will be given a different case situation and will make their presentation to a new judge or set of judges, who will evaluate each team and determine final rankings. The following guidelines will be applied to the presentations at the International Career Development Conference.

LEARNING OUTCOMES

Through the analysis of the case situation and the presentation of possible ways to resolve the problem, including their final resolution if appropriate, the participants will develop or reinforce the following areas in relation to business ethics:

- Applying decision-making, business principles and techniques to the specific situation with an ethical dilemma
- Analyzing a case situation, organizing thoughts and identifying resolutions to the ethical dilemma
- Demonstrating knowledge/understanding of ethical behavior within a business environment
- Organizing and communicating knowledge, ideas and concepts effectively for the area of business ethics
- Accomplishing objectives as a team

PARTICIPANT INSTRUCTIONS

GUIDELINES FOR THE PRESENTATION

Refer to the evaluation form.

1. All materials, equipment, supplies, etc. must be provided by the participants. **DECA ASSUMES NO RESPONSIBILITY FOR DAMAGE/LOSS OF MATERIALS, EQUIPMENT, SUPPLIES, ETC.**
2. The team will be given a business case situation containing an ethical dilemma.
3. Each team will have one (1) hour for analyzing the situation and preparing their presentation.
4. Team members may not consult anyone about the business ethics situation other than the official team members.
5. A personal or laptop computer/hand-held digital organizer may be used when appropriate. **Participants must use battery power for the prep time and presentation, even if there are electrical outlets in the room.** Such digital organizers may be prepared ahead of time (i.e., standard headings for a PowerPoint presentation) provided there is no reference to the specific case situation.
6. Participants may bring materials to develop visual aids to assist them in their presentation. The supplies may consist of poster paper, flip charts, blank paper, and art supplies. Such visual aids may be prepared ahead of time (i.e., standard headings on a flip chart) provided there is no reference to the specific case situation.
7. Participants are allowed to bring reference materials to use in preparing their presentation. This may include electronic (such as CD encyclopedias) as well as print materials (such as magazines or textbooks).
8. Only materials (includes any computer equipment, visual aids, reference materials, etc.) that can be easily carried to and from the prep and judging areas by the actual participants will be permitted. Only the participants themselves may handle and set up their material. No outside assistance will be allowed.
9. Any cell phone use, text messaging, email, etc. is prohibited during the entire competitive event.
10. Internet access is prohibited during the entire competitive event.
11. No specified set-up time will be allowed. All set up will be part of the allotted presentation time. Timing will begin when the participants enter the judging area (i.e. judge booth).
12. No material of any kind may be passed to the judges. Material that is placed on the judge table for them to handle will be considered as being “passed” to the judges.
13. Participants will interact with the judges for up to fifteen (15) minutes. This includes time for the participants to present their pattern of thought and reason for their decisions/recommendations and to answer the judge’s questions.
14. When using a presentation aid, such as a lap-top computer, the noise level must be kept at a conversational level that does not interrupt other participants. If this guideline is not followed, the participant will be interrupted (during the prep or presentation time) and asked to follow the noise policy. Failure to do so may result in disqualification.

Presentation Schedule

One (1) hour to analyze the situation and prepare the presentation
Fifteen (15) minutes for the team’s presentation and questions by the judges
Five (5) minutes for scoring by the judges

JUDGE INSTRUCTIONS

The Business Ethics event was created by DECA/Delta Epsilon Chi because of the potential situations faced by new management/supervisory level employees regarding business ethics.

Basically, each team of two participants will analyze a business case situation containing an ethical dilemma. The case situation is typically presented to participants in written form.

For the purposes of this event, an *ethical dilemma* will be defined as a situation where competing values are being weighed, and which can reasonably be argued both for and against. Case situations will **not** involve a question of whether a certain action (or lack of action) constitutes a violation of law (i.e. stealing), **nor** will the situation have a seemingly simple answer (i.e. taking credit for a co-worker's idea).

Based on the situation, the participants may be asked to assume the role of management/supervisory level personnel for an organization represented by the situation, **or** they may be acting as outside observers. The participants will deliver an oral presentation of their analysis of the problem, the best possible ways to resolve the problem, and their final resolution to you, the judge(s).

The position of the judge(s) will be determined by the specific case situation. You may be representatives of an organization represented by the situation, **or** you may be acting as outside observers.

JUDGING THE PRESENTATION

1. To ensure fairness, at no time should a participant be asked where he/she is from (school, state, country, etc.).
2. Participants will be evaluated according to a standard *Evaluation Form*.
3. Participants will be scheduled for presentations at twenty (20) minute intervals. Remember, your role will be determined by the specific case situation.
4. Please place the participants' names and identification numbers (using labels if provided) on the bubble score sheet as instructed (if not already done). If a bubble sheet has not been provided, this information must be placed on the evaluation form for this event.
5. You will interact with the participant for up to fifteen (15) minutes. This includes time for the participants to present to you based on the case study situation, and for you to make comments and ask questions.
6. To insure fairness, judges should develop 2–3 standard questions, based on the specific case, which will be asked of each team. (In developing the questions please consider that the students have to respond spontaneously). After asking the standard questions you may ask other questions for clarification specific to the current team.
7. Following the fifteen (15) minute interaction period, please thank the participants for their analysis and resolution.
8. During the last five (5) minutes, after the participants are excused from the judging area, you may score the team. Refer to the *Evaluation Criteria* section for the guidelines. On the bubble sheet provided, please bubble in the appropriate score AND write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item

Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the evaluation is one hundred (100) points.

Note: If a bubble score sheet has not been provided, you will indicate your scores on the Business Ethics Evaluation Form.

Presentation Schedule

Presentations will be scheduled at twenty (20) minute intervals
Fifteen (15) minutes for presentation of the decisions/recommendations
by the team and questions by the judges
Five (5) minutes for scoring by the judges

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the participants, and their analysis and resolution have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. A presentation that earns this level in every category would probably receive strong consideration.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the participant a **Certificate of Excellence**.

We hope you are impressed by the quality of work of these students. If you have any suggestions for improving this event, please mention them to your event manager.

We thank you for your help.

Participant's Name: _____

I.D. Number: _____

Evaluation Form

Participant's Name: _____

I.D. Number: _____

	Little/No Demonstration	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Points
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STATEMENT OF THE PROBLEM

- | | | | | | |
|---|-------|-------|-------|------|-------|
| 1. Exhibits understanding of the problem
(Possible Points 10) | 0-1-2 | 3-4-5 | 6-7-8 | 9-10 | _____ |
| 2. Exhibits understanding of the importance
of good ethical behavior
(Possible Points 10) | 0-1-2 | 3-4-5 | 6-7-8 | 9-10 | _____ |

ANALYSIS AND RESOLUTIONS

- | | | | | | |
|--|-----------|---------|------------|----------|-------|
| 3. Shows effective use of decision making
and reasoning (Possible Points 15) | 0-1-2-3-4 | 5-6-7-8 | 9-10-11-12 | 13-14-15 | _____ |
| 4. Clearly explains the benefits and
improvement of the company's position
regarding ethics (Possible Points 15) . | 0-1-2-3-4 | 5-6-7-8 | 9-10-11-12 | 13-14-15 | _____ |
| 5. Clearly explains and gives examples
of values/standards that form a basis
for the perceptions of ethical/unethical
behavior (Possible Points 15) | 0-1-2-3-4 | 5-6-7-8 | 9-10-11-12 | 13-14-15 | _____ |
| 6. Clearly explains industry concern with
ethical behavior in today's society
(Possible Points 10) | 0-1-2 | 3-4-5 | 6-7-8 | 9-10 | _____ |

PRESENTATION

- | | | | | | |
|---|-------|-------|-------|------|-------|
| 7. Presents information in a clear and pro-
fessional manner (Possible Points 5) | 0-1 | 2-3 | 4 | 5 | _____ |
| 8. Presents analysis and resolutions
in an organized and well thought
out manner (Possible Points 5) . . . | 0-1 | 2-3 | 4 | 5 | _____ |
| 9. Did the team show an equal effort in
the presentation? (Possible Points 10) | 0-1-2 | 3-4-5 | 6-7-8 | 9-10 | _____ |
| 10. Overall performance: Appropriate
appearance, poise, confidence,
presentation technique, etc.
(Possible Points 5) | 0-1 | 2-3 | 4 | 5 | _____ |

Total Judged Points (100 maximum): _____

A score of 70 or better will earn the participant a Certificate of Excellence.

JUDGE SECTION: A B C D E F G (circle one)

Tie Breaker

For tie-breaking purposes, the following evaluation form ranking process will be used. Begin with item #3. The team with the highest score for #3 wins the tie-break. If this does not break the tie, continue the process for the remaining evaluation items in the following order: 5, 4, 1, 2, 6, 9, 7, 8, 10.