

Objective

The Business Law event involves a team of two (2) or three (3) participants analyzing a real-world case law situation that deals with marketing/business activity, then presenting solutions/recommendations to a professional (judge) with experience in business.

Description

The Business Law event involves the participants' analysis of a business law case situation, and the effectiveness of the participants' presentation. The case situation is presented in written form below.

Based on the situation, the participants may assume the role of legal counsel for the business represented by the situation, or they may be acting as outside observers. The team will make decisions/recommendations regarding the situation and make a presentation to judges. In order to provide solutions/recommendations to the professional (judge), participant teams must research relevant case precedents.

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 predetermined number of teams will be named finalists. Finalists will make their presentation again to the finals judge(s) based on the same case situation. The following guidelines will be applied to the presentations at the International Career Development Conference.

Learning Outcomes

Through the analysis of the legal case situation and precedents information and the presentation of solutions/recommendations, the participants will develop or reinforce the following areas in relation to business law:

- Developing a heightened focus on a topic in Business Law
- Understanding and appreciating the purpose of business regulation
- Demonstrating knowledge/understanding of case law
- Organizing and communicating legal ideas and concepts effectively
- Using critical thinking skills to synthesize case law into workable material
- Accomplishing objectives as a team

2011-2012 BUSINESS LAW CASE SITUATION

You are to assume the roles of human resources analysts for a large soft drink distribution company, HANSON BOTTLING. HANSON'S president (judge) has given your team the task of creating a software model that creates an Order-of-Merit List (OML), which assesses the profitability of individual employees and thus gives management a list by which they can organize layoffs.

HANSON BOTTLING contracts to distribute soft drinks and related products across ten states for a major international soft drink manufacturer. HANSON BOTTLING has always operated on razor-thin margins, and a recent downturn in soft drink consumption has started to push your margins into the red. Due to the declining market, layoffs are becoming necessary.

The company president (judge) wants a systematic means of conducting these layoffs. He has asked you to create a data-driven model that will clearly measure the productivity of individual employees. This ranking will then serve as the primary measure of employee value, which will in turn be used to assess in what order employees will be laid off. You are given access to all of the data the company possesses, including deliveries per day and miles driven per day (for delivery drivers), which are good indicators of profitability of individual employees. You are also given access to health care costs per employee, showing how expensive each employee is to insure, as well as associated absenteeism, work-related disability, and worker's comp costs.

Your team uses multiple regression to begin developing your model, starting with delivery drivers. Almost immediately, a potentially difficult trend emerges: for delivery drivers, there is a clear inverse correlation between productivity and age/tenure. You conclude that this is probably because delivery driving is a physically taxing activity: long hours of driving are required to get to distant customers, and then a substantial physical effort is required to move dozens of heavy boxes from the delivery truck into the customer's business. In addition, days of work missed, worker's comp claims, insurance claims, and disability claims for these workers skyrocket after approximately ten years of employment in this role. Most such claims are due to heavy lifting-related injuries like hernias and back problems. Health care costs also rise according to age because older employees are more likely to have a family, which must also be covered by the company's health insurance. Finally, due to the company's policy of giving modest annual raises, delivery drivers with long tenures are paid more than new delivery drivers, which further raises their cost to the company and thus lowers their relative profitability.

Your team conducts further research, and finds that the average age a driver starts with the company is 23. This means that they "hit the wall", on average, in their mid-30s, just below the threshold the ADEA has for age discrimination (age 40). In other words, the company will be immune to lawsuits under the ADEA even if they systematically lay off delivery drivers due to age, so long as these layoffs happen before the age of 40.

Ultimately, your output of the OML is nearly perfectly age-inverse: the older the employee, the lower they are on the list. This means that if management begins layoffs based on your model, older drivers who have been with the company longer will be the first laid off. You estimate that if the company adopts this model — laying off drivers when they are around the ten year mark of employment and then hiring new, young drivers to take their place — costs per driver can be cut nearly in half.

The company president (judge) has asked for the results of your model, as well as your recommendations on its implementation.

You will present your plan of action to the company president (judge) in a meeting to take place in the president's (judge's) office.

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 law case situation (see previous page).
3. A personal or laptop computer/hand-held digital organizer may be used when appropriate. Participants must use battery power for the presentation, even if there are electrical outlets in the room.
4. Participants may bring visual aids to assist them in their presentation.
5. Only materials that can be easily carried into the judging areas by the actual participants will be permitted (includes any computer equipment, visual aids, reference materials, etc.). Only the participants themselves may handle and set up their material. No outside assistance will be allowed.
6. Any cell phone use, text messaging, email, etc. is prohibited during the entire competitive event.
7. Internet access is prohibited during the entire competitive event.
8. 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).
9. 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.
10. 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.
11. 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 and asked to follow the noise policy. Failure to do so may result in disqualification.

Presentation Schedule | In twenty (20) minute intervals

- Fifteen (15) minutes for the team’s presentation and questions by the judges
- Five (5) minutes for scoring by the judges

Each team of participants with an interest in business law will analyze a real-world case law situation that deals with marketing/business activity. The following areas of business law may be covered in this event: contracts, sales and product liability, torts, agency/employment and intellectual property. The team will present solutions/recommendations regarding the situation and make a presentation to you, the judge(s).

This case situation is presented in written form. Based on the situation, the participants may be asked to assume the role of legal counsel for an organization represented by the situation, or they may be acting as outside observers. 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 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. Following the fifteen (15) minute interaction period, please thank the participants but give no indication of their performance/score. If appropriate to the situation, please state that a decision will be made soon and that the participants will be notified of the decision.
7. 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 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 sheet is not provided, indicate your scores on the Business Law Evaluation Form.

Presentation Schedule | In twenty (20) minute intervals

- Fifteen (15) minutes for the team's presentation 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 decisions/recommendations 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. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

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 participants a **Certificate of Excellence**.

We hope you are impressed by the quality of work from these students with an interest in business law. 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: _____

Participant's Name: _____
 I.D. Number: _____

Participant's Name: _____
 I.D. Number: _____

	Little/No Demonstration	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Points
1. Did the team correctly analyze the situation? (10 Possible Points)	0-1-2	3-4-5	6-7-8	9-10	_____
2. Did the team exhibit clear-cut understanding of the purpose of business regulation? (10 Possible Points)	0-1-2	3-4-5	6-7-8	9-10	_____
3. Did the team demonstrate a knowledge and understanding of case law? (10 Possible Points)	0-1-2	3-4-5	6-7-8	9-10	_____
4. Did the team organize their legal ideas and concepts effectively? (15 Possible Points)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
5. Did the team demonstrate a clear knowledge of the law related to this particular case study scenario? (15 Possible Points)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
6. Were the legal ideas and concepts communicated with the proper legal terminology? (10 Possible Points)	0-1-2	3-4-5	6-7-8	9-10	_____
7. Did the team use realistic strategies to establish their solution? (15 Possible Points)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
8. Did the team show an equal effort in the presentation? (10 Possible Points)	0-1-2	3-4-5	6-7-8	9-10	_____
9. Overall performance: Appropriate appearance, poise, confidence, presentation technique, etc. (5 Possible Points)	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. First, the team with the highest score for #7 wins the tie-break. If this does not break the tie, the process will continue for the remaining items in the following order: 5, 4, 1, 3, 2, 6, 8, 9.