



CAREER CLUSTER

Business Management and Administration

CAREER PATHWAY

General Management

INSTRUCTIONAL AREA

Economics

BUSINESS ETHICS EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Discuss the impact of globalization on business.
2. Explain the principles of supply and demand.
3. Explain the nature of business ethics.
4. Develop project plan.
5. Identify resources needed for project.



CASE STUDY SITUATION

You are the marketing team for TRANSPLANTS INTERNATIONAL.

There has been a growing demand for organ transplants worldwide and online middlemen have taken advantage of customers by charging enormous fees to match them with scarce body parts. Loved ones are forking over tens of thousands of dollars to these unregulated organ sites in hopes of saving the life of their beloved. One California broker arranges kidney transplants for \$140,000, and hearts, livers, and lungs for \$290,000. Most of these transplants are being carried out in developing countries where medical and ethical standards, “don’t rise to Western levels.”

There are those, however, who take the opposite viewpoint and will confidently state that “western” culture people die on a daily basis because there is nothing available in the United States and, even worse, across the oceans. They also point out that many organs go unused. Controversial as it may be, pragmatism and a poignant view of the chronic global shortage of organs, plus the long waiting list for organ transplants, means that these types of organ sales may be the last resort to address the rather pressing issue – are people dying unnecessarily?.

At a recent medical convention, a world-renowned physician warned his colleagues that unless something is done about this ethical dilemma, more and more online middlemen will surface to “make a quick buck” at the expense of humanity. The CEO of one of the online sites quickly snapped back that “the establishment is trying to force their views on society.”

YOUR CHALLENGE

The World Health Organization is going to take up this ethical dilemma at their next meeting, scheduled next month in London, England. You have been asked to present at the conference offering your views and recommendations to the membership of the organization.

At a minimum, you should address the following:

- Your research findings and your recommendations to the organization.
- Develop a five-year strategic promotional plan to educate humanity on this subject.
- The establishment of a worldwide database for organ transplants.

Because there are differing opinions among both the medical community and the general population, your presentation should address both sides of the issue.

JUDGE'S EVALUATION FORM
BUSINESS ETHICS
SAMPLE

PERFORMANCE INDICATORS

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Demonstration	Judged Score
DID THE PARTICIPANT:					
1. Discuss the impact of globalization on business?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
2. Explain the principles of supply and demand?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
3. Explain the nature of business ethics?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
4. Develop project plan?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
5. Identify resources needed for project?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____

PRESENTATION

Consider participation by both team members

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Demonstration	Judged Score
6. Clarity of expression	5	4	3-2	1-0	_____
7. Organization of ideas	5	4	3-2	1-0	_____
8. Showed evidence of mature judgment	5	4	3-2	1-0	_____
9. Overall performance: Appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions.	10-9	8-7-6	5-4-3	2-1-0	_____

TOTAL SCORE _____