



**CAREER CLUSTER**  
Business Management and Administration

**INSTRUCTIONAL AREA**  
Ethics

## **BUSINESS LAW AND ETHICS TEAM DECISION MAKING 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 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

- Describe factors that affect the business environment.
- Discuss the role of ethics in operations.
- Explain business ethics in product/service management.
- Analyze company resources to ascertain policies and procedures.
- Explain business ethics in selling.
- Negotiate terms with vendors in business.
- Demonstrate responsible behavior.



## CASE STUDY SITUATION

You are to assume the role of buyers for a large-scale U.S. retailer. Your team is responsible for the acquisition of, and price negotiations for all toys and children's line items carried in U.S. retail locations. The vice president of operations (judge) has asked you to provide recommendations for operating guidelines to be used when deciding whether or not to purchase toys from one supplier or another.

Recent news reports have focused attention on growing concern amongst consumers over products produced in China and other countries and sold in the United States. Specifically consumers are concerned about safety. While previous recalls were related to choking hazards, and crib design, the most recent consumer concerns are related to the use of lead paint in the manufacturing of toys. Lead has been shown to cause a number of biological problems in children, and under extreme circumstance, can cause death.

While the media has focused much attention on this issue, the number of toys recalled for safety concerns is a fraction of a percent of all the toys sold in the United States. Manufacturers are quick to point out that the vast majority of toys produced in China or elsewhere are safe for children.

In your meeting you should be prepared to discuss, and provide examples of, the following:

- Proposed operating guidelines for purchasing toys.
- The affects of consumer perceptions on business.
- The ethical considerations involved in the implementation of your operational guidelines, specifically how your operational guidelines protect your company and consumers.
- The impact of your operational guidelines on customer loyalty.

You will present your recommendations to the vice president of operations (judge) in a meeting to take place in the vice president's (judge's) office. The vice president (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your recommendations and have answered the vice president's (judge's) questions, the vice president (judge) will conclude the meeting by thanking you for your work.

## JUDGE'S INSTRUCTIONS

You are to assume the role of vice president of operations of a large scale American retailer. You have asked the company's buyers (participant team) to provide recommendations for operating guidelines to be used when deciding whether or not to purchase toys from one supplier or another.

The company's buyers (participant team) are responsible for the acquisition of, and price negotiations for all toys and children's line items carried in your U.S. retail locations.

Recent news reports have focused attention on growing concern amongst consumers over products produced in China and other countries and sold in the United States. Specifically consumers are concerned about safety. While previous recalls were related to choking hazards, and crib design, the most recent consumer concerns are related to the use of lead paint in the manufacturing of toys. Lead has been shown to cause a number of biological problems in children, and under extreme circumstance, can cause death.

While the media has focused much attention on this issue, the number of toys recalled for safety concerns is a fraction of a percent of all the toys sold in the United States. Manufacturers are quick to point out that the vast majority of toys produced in China or elsewhere are safe for children.

In your meeting with the buyers (participant team) they will be prepared to discuss, and provide examples of, the following:

- Proposed operating guidelines for purchasing toys.
- The affects of consumer perceptions on business.
- The ethical considerations involved in the implementation of your operational guidelines, specifically how your operational guidelines protect your company and consumers.
- The impact of your operational guidelines on customer loyalty.

The buyers (participant team) will present to you in a meeting to take place in your office. You will begin the meeting by greeting the buyers (participant team) and asking to hear about their ideas.

After the buyers (participant team) have presented, you are to ask the following questions of each participant team:

1. If there is a problem with one of our products, how should we respond to media inquiries?
2. Should we also be concerned about the manufacturer treatment of their employees?
3. How do we balance price considerations with safety?

Once the buyers (participant team) have answered your questions, you will conclude the meeting by thanking them for the work.

You are not to make any comments after the event is over except to thank the participants.

## JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

*We thank you for your help.*

**JUDGE'S EVALUATION FORM**  
**BLTDM**  
**SAMPLE EVENT**

<b>PERFORMANCE INDICATORS</b>	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
<b>1. Describe factors that affect the business environment?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>2. Discuss the role of ethics in operations?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>3. Explain business ethics in product/service management?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>4. Analyze company resources to ascertain policies and procedures?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>5. Explain business ethics in selling?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>6. Negotiate terms with vendors in business?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>7. Demonstrate responsible behavior?</b>	10-9	8-7	6-5-4	3-2-1-0	_____
<b>PRESENTATION</b>					
<b>8. Clarity of expression</b>	6-5	4	3-2	1-0	_____
<b>9. Organization of ideas</b>	6-5	4	3-2	1-0	_____
<b>10. Showed evidence of mature judgment</b>	6-5	4	3-2	1-0	_____
<b>11. Effective participation of both team members</b>	6-5	4	3-2	1-0	_____
<b>12. Overall impression and responses to the judge's questions</b>	6-5	4	3-2	1-0	_____
			<b>TOTAL SCORE</b>		_____