



JUDGING INFORMATION PACKET

COMPETITIVE EVENTS PROGRAM

BUSINESS ETHICS

Thank you for agreeing to share your time and knowledge with Collegiate DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from Collegiate DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all Collegiate DECA students and staff, thank you for serving as a competitive events judge!



CASE STUDY EVENTS | TEAMS

JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

EVENT OVERVIEW

- The event you have agreed to judge includes one case study situation.
- You have been assigned to judge the case study in one section of this event.
- In your section, you will judge 10-15 participant teams, who are only competing against each other in the preliminary competition. The top performing teams from each section will advance to final competition.
- Each team will have 1 hour to analyze the situation, come up with recommendations, and develop a presentation. Participant teams will then meet with you for a 15-minute presentation.
- A list of five performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participants must accomplish during their presentation. The participants are given an additional four performance indicators that are based on 21st Century Skills. As a judge, you will evaluate each participant team's presentation according to these specific performance indicators, 21st Century Skills, and ability to answer questions..

YOUR ROLE AS A JUDGE

- Carefully review the case study and evaluation form, understanding your characterization as a judge. At this time you may want to develop questions to ask each team. When it is time for you to begin seeing the participants, they will be brought to your judging table one team at a time.
- When a participant team is brought to your judging table, the 15-minute presentation time will begin immediately after introductions.
- Following the participant team's presentation of their solution to the case study, you may ask clarifying questions related to their presentation. If you developed general questions based on the case study, please ask these same questions to all participant teams for consistency in scoring.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Materials must be created by the participants using materials provided during the designated preparation period. Participants are permitted to use reference materials and visual aids.
- Close the interaction with the participant team by thanking them for their work. Please do not provide any feedback to the participant.
- Use pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully.

TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participant teams throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



2 PARTICIPANTS



1 CASE STUDY



PRESENTATION
TIME

*Thank you for
volunteering to evaluate
our emerging leaders and
entrepreneurs.*



CAREER CLUSTER

Business Management and Administration

CAREER PATHWAY

General Management

INSTRUCTIONAL AREA

Business Law

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. Describe legal issues affecting businesses.
2. Describe the nature of legally binding contracts.
3. Explain the nature of legal recourse in resolving business disputes.
4. Use ethics in staff supervision.
5. Evaluate opportunities for potential company changes.



CASE STUDY SITUATION

You are part of the management team of QUICK SHOP, a local grocery store chain that is located near a large university campus. You have just received communication from corporate headquarters that the union representing workers across the chain has voted to go out on strike. The workers have voted to strike against the company due to a reduction in health insurance benefits. The company argues that it has made a fair offer to the union, but the workers' demands are excessive and could ruin the company. The corporate offer for health insurance benefits, while better than what employees receive on the national average, increases the cost to employees by nearly \$200/month.

You need to find replacement workers quickly as $\frac{3}{4}$ of your employees are supporting the strike. Even though many of the employees at your location are college students and are mostly supporting the strike, you believe that you can attract replacement workers by advertising on the university campus. Money is tight for most students with the cost of education, food, and other expenses rapidly increasing.

You have devised a plan to aggressively recruit students to fill the positions. You are offering an attractive wage rate and flexible schedules to anyone who will cross the picket line and work during the strike. You post the information on your website and have an assistant manager put posters up around campus. When the assistant manager returns from hanging posters, she indicates concern about the strategy. Many of the students she encountered seemed unwilling and several questioned whether what the store was doing was legal and/or ethical.

YOUR CHALLENGE

The assistant manager has suggested that you take down the advertisement from the website and remove the posters from campus. The assistant manager believes that there will be significant adverse consequences of the decision to recruit replacement workers from the university campus. You need to make sure you completely understand the collective bargaining contract with the union and fully assess the legal and ethical risks of your replacement-worker strategy.

You recognize that you will need to address the situation from:

- The strictly legal viewpoint
- A moral and ethical viewpoint
- From the point of view of what is best for the company in both the short and long-term

You understand that you must evaluate the situation from the perspective of all stakeholder groups.

Time is of the essence, you need to find dozens of new employees within the next few days. You are meeting today with a representative from the corporate headquarters to discuss the situation. Is there another strategy that is more ethical? Is the recruitment of college students any different from recruiting from the general population to fill the open positions?



BUSINESS ETHICS, 2014

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Business Law

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe legal issues affecting businesses?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Describe the nature of legally binding contracts?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the nature of legal recourse in resolving business disputes?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Use ethics in staff supervision?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Evaluate opportunities for potential company changes?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						