



CAREER CLUSTER

Business Management and Administration

INSTRUCTIONAL AREA

Communication Skills

**BUSINESS LAW AND ETHICS
TEAM DECISION MAKING EVENT**

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, 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.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of effective written communications.
- Select and utilize appropriate formats for professional writing.
- Adapt written correspondence to targeted audiences.
- Explain how digital communications exposes business to risk.
- Explain ethical considerations in providing information.
- Explain the role of ethics in information management.
- Reinforce service orientation through communication.

CASE STUDY SITUATION

You are to assume the roles of director of customer relations and director of public relations for BUDDYCLOUD, a company that manufactures and markets stuffed toys for children that have unique cloud based technology. The president of the company (judge) has asked your team to analyze a recent security breach, determine how to proceed and write an official statement from the company.

BUDDYCLOUD's launch of its stuffed toys was during the fall. The company has five different types of stuffed toys to choose from: a dog, a teddy bear, a cat, a unicorn and a panda bear. Once a BUDDYCLOUD stuffed toy is purchased, the accompanying BUDDYCLOUD app is installed onto smartphones. The app asks for user information such as name, email address, name of child using the BUDDYCLOUD product and the age of child. The app may be installed onto any smartphone with a limit of four users. During marketing, commercials showed grandparents, aunts, uncles and friends all installing the BUDDYCLOUD app to accompany one child's toy.

Once the app is installed, those with the app may then record themselves saying a message to the child. Through cloud technology, once the recording has been approved by the parent, the audio message is then available on the identified BUDDYCLOUD toy. The child will see a red light flash on the BUDDYCLOUD toy and know a message is available. The child then presses the red light and can hear the recorded message.

During the first holiday season, BUDDYCLOUD sold thousands of its stuffed toys. It was named one of the hottest toys of the season and oftentimes sold out in stores as soon as shipments came in. The stuffed toys sold for \$79.99. Many were sold for double or triple that price by private sellers on online auction websites. BUDDYCLOUD has popular Twitter and Instagram accounts as well as a fan operated Facebook page.

The problems developed when BUDDYCLOUD executives left the data unsecured. This year, over 800,000 customer credentials and over 2 million message recordings were breached. The most unsettling was the recent finding from a company insider that the technology could be hacked on the breached accounts and the toy could be turned into a spy device. That claim has not been substantiated by outside experts.

The president of the company (judge) is unsure how to proceed. The president (judge) has asked you to analyze the situation and determine how to proceed. Currently, the public knows nothing about the breach or about the potential hacking that could lead to spying. The president (judge) wants your team to write official statements, one appropriate for the general public and one appropriate for social media platforms.

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

JUDGE'S INSTRUCTIONS

You are to assume the role of president of BUDDYCLOUD, a company that manufactures and markets stuffed toys for children that have unique cloud based technology. You have asked the director of customer relations and director of public relations (participant team) to analyze a recent security breach, determine how to proceed and write an official statement from the company.

BUDDYCLOUD's launch of its stuffed toys was during the fall. The company has five different types of stuffed toys to choose from: a dog, a teddy bear, a cat, a unicorn and a panda bear. Once a BUDDYCLOUD stuffed toy is purchased, the accompanying BUDDYCLOUD app is installed onto smartphones. The app asks for user information such as name, email address, name of child using the BUDDYCLOUD product and the age of child. The app may be installed onto any smartphone with a limit of four users. During marketing, commercials showed grandparents, aunts, uncles and friends all installing the BUDDYCLOUD app to accompany one child's toy.

Once the app is installed, those with the app may then record themselves saying a message to the child. Through cloud technology, once the recording has been approved by the parent, the audio message is then available on the identified BUDDYCLOUD toy. The child will see a red light flash on the BUDDYCLOUD toy and know a message is available. The child then presses the red light and can hear the recorded message.

During the first holiday season, BUDDYCLOUD sold thousands of its stuffed toys. It was named one of the hottest toys of the season and oftentimes sold out in stores as soon as shipments came in. The stuffed toys sold for \$79.99. Many were sold for double or triple that price by private sellers on online auction websites. BUDDYCLOUD has popular Twitter and Instagram accounts as well as a fan operated Facebook page.

The problems developed when BUDDYCLOUD executives left the data unsecured. This year, over 800,000 customer credentials and over 2 million message recordings were breached. The most unsettling was the recent finding from a company insider that the technology could be hacked on the breached accounts and the toy could be turned into a spy device. That claim has not been substantiated by outside experts.

You are unsure how to proceed. You have asked the director of customer relations and director of public relations (participant team) to analyze the situation and determine how to proceed. Currently, the public knows nothing about the breach or about the potential hacking that could lead to spying. You want the director of customer relations and director of public relations (participant team) to write official statements, one appropriate for the general public and one appropriate for social media platforms.

The director of customer relations and director of public relations (participant team) will present an analysis and statements to you in a meeting to take place in your office. You will begin the meeting by greeting the director of customer relations and director of public relations (participant team) and asking to hear about their analysis.

After the director of customer relations and director of public relations (participant team) have presented the statements you are to ask the following questions of each participant team:

1. How will your decision affect our corporate image?
2. Do we need to post anything on the fan created Facebook page?
3. Should we investigate further whether the hacked toy could be used for spying? Does this potential threat need to be included in the official statements?

Once the director of customer relations and director of public relations (participant team) have answered your questions, you will conclude the meeting by thanking them for their 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.



BUSINESS LAW AND ETHICS TEAM DECISION MAKING, 2018

Participant: _____

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA
Communication Skills

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of effective written communications?	0-1-2-3	4-5-6	7-8	9-10	
2.	Select and utilize appropriate formats for professional writing?	0-1-2-3	4-5-6	7-8	9-10	
3.	Adapt written communications to targeted audiences?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain how digital communications exposes business to risk?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain ethical considerations in providing information?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the role of ethics in information management?	0-1-2-3	4-5-6	7-8	9-10	
7.	Reinforce service orientation through communication?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						