



CAREER CLUSTER

Business Management and Administration

CAREER PATHWAY

General Management

INSTRUCTIONAL AREA

Emotional Intelligence

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 the nature of ethics.
2. Recognize and respond to ethical dilemmas.
3. Explain the nature of effective communications.
4. Assess long-term value and impact of actions on others.
5. Evaluate speculative business risks.

CASE STUDY SITUATION

You are campaign directors for FUNDME NOW, an online crowdfunding platform that allows people to raise money for various causes. FUNDME NOW has been in operation since 2010 and has helped 2 million campaign organizers raise \$3 billion. There have been 25 million donors that have contributed to different campaigns.

There are various types of campaigns on FUNDME NOW. The most popular are campaigns urging people to donate to emergency aid, educational costs and business start up costs. While most campaigns seem cause worthy, there are some that seem indulgent: donations for a vacation, new vehicle or electronic devices. As long as the campaign sticks to the terms of service, FUNDME NOW welcomes all seeking financial assistance.

FUNDME NOW's terms of service states, "No campaign may promote illegal activities, violence, harassment, discrimination, terrorism or intolerance of any kind relating to race, ethnicity, national origin, religion, sexual orientation, gender, gender identity or disabilities." FUNDME NOW believes that the terms of service are clear; no monies may be raised to pay for anything unethical or illegal.

It was recently brought to the senior vice president's attention that there are over 100 campaigns currently in place that are raising funds for activities related to hate groups. Those campaigns have been organized very well to stay within the terms of service. For example, one hate group has a campaign to fund the venue, lighting, audio and technology for an event at a large convention center. Upon further investigation, the event is a large hate rally. The FUNDME NOW campaign is following the terms of service since the campaign never mentions the hate rally, simply the need for convention center services funding. Only those that are familiar with the campaign organizer understand the nature of the event.

FUNDME NOW has had no prior knowledge of these types of sneaky crowdfunding campaigns. After looking at the current campaigns, it seems there are 123 active campaigns that are not addressing the true nature of the cause. While FUNDME NOW has done nothing illegal, it is now up to the company to decide how to move forward ethically.

YOUR CHALLENGE

The senior vice president has asked you to determine how FUNDME NOW should move forward with the 123 active campaigns that are related to hate rallies and how to proceed in the future. The senior vice president wants you to determine the following:

- Possible impact of immediately ending the campaigns related to the hate rallies
- Possible risks of not ending the current campaigns
- How the terms of service should be updated to stop campaigns of this nature in the future
- Methods to communicate your decisions and updates to the public and FUNDME NOW users

You will meet with the senior vice president in his/her office. The senior vice president may be accompanied by additional company executives.

You will receive 2-3 questions from the judge pertaining to the case situation.



BUSINESS ETHICS, 2018

Participant: _____

JUDGE'S EVALUATION FORM
State/Provincial Event 2

I.D. Number: _____

INSTRUCTIONAL AREA
Emotional Intelligence

Participant: _____

I.D. Number: _____

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the nature of ethics?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Recognize and respond to ethical dilemmas?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the nature of effective communications?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Assess long-term value and impact of actions on others?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Evaluate speculative business risks?	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						