



**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. Assess long-term value and impact of actions on others.
2. Determine economic utilities created by business activities.
3. Explain the nature of business ethics.
4. Determine factors affecting business risk.
5. Explain the nature of contract termination.

## **CASE STUDY SITUATION**

You are the director of employee relations and vice president of operations for ANDERSON HEALTHCARE, a top health insurance company. ANDERSON HEALTHCARE employs over 50,000 people across the nation in various roles, with over 45% of employees working from a home office.

Each year, ANDERSON HEALTHCARE hosts an annual retreat for top executives and 100 employee “superstars.” The superstars are full-time employees of ANDERSON that have been nominated by management. Managers typically nominate employees that go above and beyond normal work load, show initiative and help others. It is considered an honor to be chosen as a superstar.

The annual retreat takes place at ISLE OF PARADISE, a resort on a private beach located just outside of Carrington City. ANDERSON signed a 5-year contract with ISLE OF PARADISE two years ago which allows the company full occupancy during the annual weekend event.

At the annual retreat, the top ANDERSON HEALTHCARE executives treat the superstars as if they were indeed superstars. Red carpet is laid at the entrance of the resort, executives act as bellhops, helping the superstars to assigned rooms, fine dining and an open bar is provided nightly, and participation in all resort activities and services is encouraged. ANDERSON also schedules group chartered fishing expeditions, scuba diving excursions and hang gliding.

Several months ago, Carrington City was hit by a massive hurricane. The entire city was in chaos in the aftermath, with buildings collapsed, houses demolished and absolutely no power. While the city has cleaned up as much debris as possible, there is still much work to be done in the city. Hundreds of businesses had to permanently shut down and many families are still living in shelters. While there is hope for Carrington City to rebuild, it will not be for several more months.

The ISLE OF PARADISE was miraculously not damaged during the hurricane. Executives at the resort have been volunteering with relief efforts and provided many Carrington City citizens rooms during the aftermath free of charge. ISLE OF PARADISE feels that conducting “business as usual” is important to bring money into the area.

## **YOUR CHALLENGE**

The president of ANDERSON HEALTHCARE is unsure if the annual retreat should still be held at ISLE OF PARADISE. While the resort itself is indeed unharmed by the hurricane, the extravagance of the retreat in the midst of the struggle of the city’s citizens seems unethical. The president has asked you to analyze if it is ethical to hold the annual retreat at ISLE OF PARADISE. The president wants you to list the benefits and consequences of keeping the retreat and make suggestions that might possibly make the retreat more acceptable.



**BUSINESS ETHICS, 2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
ICDC Final

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Economics

I.D. Number: \_\_\_\_\_

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	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	
2.	Determine economic utilities created by business activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the nature of business ethics?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Determine factors affecting business risk?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the nature of contract terminations?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
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	
<b>TOTAL SCORE</b>						