



CAREER CLUSTER
Business Management and
Administration

CAREER PATHWAY
General Management

INSTRUCTIONAL AREA
Strategic Management

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

- Evaluate opportunities for potential company changes.
- Describe managerial considerations in staffing.
- Identify speculative business risks.
- Explain reasons for ethical dilemmas.
- Enlist others in working toward a shared vision.

CASE STUDY SITUATION

You are marketing research consultants hired by MAIDEN FABRICS, a store that specializes in fabrics, sewing equipment, and tools. MAIDEN FABRICS is a unique business that began with one location in a metropolitan area. The founder of MAIDEN FABRICS was a single mother passionate about sewing who wanted to start a business that helps other single mothers.

MAIDEN FABRICS now has five locations. The founder's mission was to hire single parents and give them flexibility to be at home both before and after school. All five MAIDEN FABRICS store locations are open from 9:00AM – 4:00PM, Monday through Saturday, to allow employees the benefit of getting their children to and from school and allowing Sundays off. Employees at MAIDEN FABRICS must also possess a skill and understanding of fabrics, sewing techniques, and the operation of sewing equipment and tools. This requirement has led to a mostly female based staff.

The founder is no longer involved in the daily operations of MAIDEN FABRICS, but does sit on the board. The new president of the company wants to keep MAIDEN FABRICS' mission and respects the importance of family the founder put in place.

YOUR CHALLENGE

MAIDEN FABRICS has never engaged in market research, so the new president hired your team to conduct research among the community to determine perception and gather insight. Your results of your research showed the the community truly respects the mission put in place by the founder. In turn, research findings among the sewing community showed that over 75% do not feel MAIDEN FABRICS serves their needs due to the limited operating hours. Without evening hours or Sunday hours, the sewing community shops elsewhere.

The new president has not seen the results of the research. You must meet with the new president to discuss your findings. You must also provide the new president with possible solutions for operating hours and staffing, along with explaining the risks involved with the possible solutions. It is important that solutions be communicated with emotional intelligence.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**BUSINESS ETHICS
2020**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Strategic Management

Participant: _____

ID Number: _____

Did the participants:

Did the participants:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Evaluate opportunities for potential company changes?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Describe managerial considerations in staffing?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify speculative business risks?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain reasons for ethical dilemmas?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Enlist others in working toward a shared vision?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						