



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 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- 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

- Interpret business policies to customers/clients.
- Provide legitimate responses to inquiries.
- Give verbal directions.
- Defend ideas objectively.
- Employ communication styles appropriate to target audience.
- Model ethical behavior.
- Take responsibility for decisions and actions.

CASE STUDY SITUATION

You are to assume the roles of the management team at a local BECKETT MARKET, a supermarket with 100 locations. A customer (judge) has asked to speak with management regarding an expired store coupon.

BECKETT MARKET has weekly in-store specials that are not promoted in advertisements, but instead are promoted inside stores by hanging yellow coupons. The yellow coupons are displayed next to the special promotional item. Customers that want to take advantage of the special promotion tear off a yellow coupon and hand it to the cashier at time of payment. The yellow coupons list the special promotion, give details on the size/variety of product included in the special promotion, and list the dates the coupon is valid. The yellow coupons are valid Sundays through Saturdays. Each Sunday new in-store promotions and yellow coupons are hung and the expired coupons are removed for recycling.

Today is Sunday and the start of new in-store promotions. While closed, employees took down last week's yellow coupons and put out the new yellow coupons for this week. It seems, however, that store employees forgot to remove one batch of yellow coupons. A customer (judge) is very upset because the cashier will not accept a buy-one-get-one-free yellow coupon for avocado. The coupon is from last week and states the expiration date as yesterday. The customer (judge) says that BECKETT MARKET has to accept the coupon's promotion since the coupons were available, otherwise it is false advertising.

You have been made aware of the situation and must decide how you are going to respond to the customer (judge) when you reach the check-out lane. The customer (judge) is complaining that BECKETT MARKET is unethical by not honoring the coupon. You must meet with the customer (judge) and explain how you will handle the situation.

You will explain your decision to the customer (judge) in a meeting to take place at the checkout area. The customer (judge) will begin the meeting by greeting you and asking to use the coupon. After you have explained your decision and have answered the customer's (judge's) questions, the customer (judge) will conclude the meeting by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of a customer at a local BECKETT MARKET, a supermarket with 100 locations. You have asked to speak with management (participant team) regarding an expired store coupon.

BECKETT MARKET has weekly in-store specials that are not promoted in advertisements, but instead are promoted inside stores by hanging yellow coupons. The yellow coupons are displayed next to the special promotional item. Customers that want to take advantage of the special promotion tear off a yellow coupon and hand it to the cashier at time of payment. The yellow coupons list the special promotion, give details on the size/variety of product included in the special promotion, and list the dates the coupon is valid. The yellow coupons are valid Sundays through Saturdays. Each Sunday new in-store promotions and yellow coupons are hung and the expired coupons are removed for recycling.

Today is Sunday and the start of new in-store promotions. While closed, employees took down last week's yellow coupons and put out the new yellow coupons for this week. It seems, however, that store employees forgot to remove one batch of yellow coupons. You are very upset because the cashier will not accept a buy-one-get-one-free yellow coupon for avocado. The coupon is from last week and states the expiration date as yesterday. You say that BECKETT MARKET has to accept the coupon's promotion since the coupons were available, otherwise it is false advertising.

The management team (participant team) has been made aware of the situation and must decide how to respond to you when they reach the check-out lane. You are complaining that BECKETT MARKET is unethical by not honoring the coupon. The management team (participant team) must meet with you and explain how they will handle the situation.

The participants will present information to you in a role-play to take place at the checkout area. You will begin the role-play by greeting the participants and asking to hear about their ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. How can you ensure this won't happen again?

2. If I call your corporate office, will they agree with your decision? Why or why not?

Once the management team (participant team) has presented information and has answered your questions, you will conclude the role-play by thanking the management team (participant team) for the work.

You are not to make any comments after the event is over except to thank the participants.

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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**BUSINESS LAW AND ETHICS TEAM DECISION MAKING
2021**

JUDGE'S EVALUATION FORM
DISTRICT EVENT - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Communication Skills

Participant: _____

ID Number: _____

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Interpret business policies to customers/clients?	0-1-2-3	4-5-6	7-8	9-10	
2.	Provide legitimate responses to inquiries?	0-1-2-3	4-5-6	7-8	9-10	
3.	Give verbal directions?	0-1-2-3	4-5-6	7-8	9-10	
4.	Defend ideas objectively?	0-1-2-3	4-5-6	7-8	9-10	
5.	Employ communication styles appropriate to target audience?	0-1-2-3	4-5-6	7-8	9-10	
6.	Model ethical behavior?	0-1-2-3	4-5-6	7-8	9-10	
7.	Take responsibility for decisions and actions?	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						