



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

- Describe the nature of ethics.
- Explain reasons for ethical dilemmas.
- Recognize and respond to ethical dilemmas.
- Identify speculative business risks.
- Evaluate speculative business risks.

CASE STUDY SITUATION

You are the director of merchandising and the director of public relations for GIANT MART, a big box discount retailer with over 11,000 locations. GIANT MART is consistently ranked as the top discount retailer year after year in number of locations, number of employees, and sales.

CLEAN FACE is an online subscription company that produces acne medication that is available without a prescription. Customers answer questions regarding skin type and the severity and placement of acne. CLEAN FACE representatives then work with dermatologists virtually to aid in creating a specialty acne formula for the customer. Customers must agree to a 6-month or one-year contract. CLEAN FACE began as a start-up just four years ago and has seen great success.

GIANT MART and CLEAN FACE executives have been meeting for the last several months to finalize the details of an exclusivity contract. The contract will allow GIANT MART to be the exclusive retailer of new CLEAN FACE products. The new products include; face wash, exfoliating cream, and facial moisturizer. These products will only be available at GIANT MART and on the CLEAN FACE website.

The GIANT MART legal team has been extensively researching CLEAN FACE to make sure the company is operating legally. It is extremely important to GIANT MART that they do not partner with any company that is acting illegally or implements any unethical practices internally or externally. The legal team has discovered that CLEAN FACE has close to 2,000 complaints filed with the BETTER BUSINESS BUREAU. Even more upsetting, the legal team has found that CLEAN FACE demands that every customer that requests a refund due to not being satisfied with a product, must sign a nondisclosure provision as part of a general release form. The nondisclosure provision states:

“he/she will not make, publish, or communicate any statements or opinions that would disparage, create a negative impression of, or in any way be harmful to the business or the business reputation of Clean Face or its affiliates or their respective employees, officers, directors, products, or services. To include all total media including social media outlets”

The nondisclosure provision that is demanded of customers requesting a refund is unsettling to the GIANT MART legal team. Customers requesting a refund are not allowed to share negative experiences with anybody, per the agreement. If the customer does not sign the agreement, a refund is not given.

YOUR CHALLENGE

The senior vice president of GIANT MART wants your team to analyze the new information about CLEAN FACE secured by the legal team. The senior vice president wants you to determine:

- All potential risks for GIANT MART associated with the exclusivity contract partnering GIANT MART with CLEAN FACE.
- All potential benefits for GIANT MART associated with the exclusivity contract partnering GIANT MART with CLEAN FACE.
- Evaluate how each potential risk could negatively affect GIANT MART
- Explain if the nondisclosure provision unethical
- Final recommendation whether to move forward with the exclusivity contract

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
2021**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Emotional Intelligence

Participant: _____

ID Number: _____

Did the participants:		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.	Explain reasons for ethical dilemmas?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Recognize and respond to ethical dilemmas?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify speculative business risks?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						