

## 2019 Michigan DECA Pilot Event

### Ethics Team Event (ETH)

Daniels Fund Ethics Event: This event involves analysis of a business case study using principles-based ethics identified by the Daniels Fund. The principles can be applied in any business environment to guide a person or a business's ethical decision-making.

#### EVENT OVERVIEW

- The Daniels Fund Ethics Event consists of three major parts: the **Business Administration Core Exam**, a written **Business Case Analysis**, and an **Oral Presentation**.
- Each school may enter one team composed of **two senior members** of the DECA chapter.
- A list of performance indicators specific to the scenario is included in the participants' instructions are posted to the Michigan DECA Website. These are distinct factors that must be assessed in the report and presentation. Teams are required to interview two to three local business people about how they would handle the situation and incorporate that information in their report and presentation.
- The judges will evaluate each team's report and presentation, follow-up responses, and 21<sup>st</sup> Century Skills.
- Each team will write a **five-page report** in which the team members identify the ethical issues involved and explain how they would address the issues. The written reports must be submitted to Michigan DECA by **March 8<sup>th</sup>** for evaluation.
- Each team member will take 100-question multiple-choice Business Administration Core Exam on line. The scores will be averaged to produce a single team score.
- Each team will make a **5-minute oral presentation** of its analysis and recommendations to a team of judges, followed by up to five minutes of questions by the judges. The judges are qualified business executives. Each team member must participate in the presentation and respond to at least one question posed by the judges.
- Participants may bring notes and a copy of their written analysis to the presentations.
- No materials may be handed to the judges.
- If any of these rules is violated, the adult assistant must be notified by a judge.
- The maximum score for the judges' evaluation is 100 points. The presentations and report are weighted twice (2 times) the value of the averaged exam score.

## **WRITTEN ENTRY GUIDELINES**

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. This paper will not be uploaded to Turn-it-in.

**WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY.** This must be signed and submitted with the entry. Do **not** include it in the page numbering.

**TITLE PAGE.** The first page of the written entry is the title page. It must include in any order, but is not limited to the following:

DANIELS FUND ETHICS EVENT  
Name of DECA chapter  
Name of high school  
School address  
City, State/Province, ZIP/Postal Code  
Names of participants  
Date

Title page will **not** be numbered.

**TABLE OF CONTENTS.** The table of contents should follow the title page. The table of contents may be single spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

**BODY OF THE WRITTEN ENTRY.** The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered "1" and all following pages are numbered in sequence. Page numbers continue through the bibliography (required).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography.

### **I. EXECUTIVE SUMMARY**

One-page summary of the ethical issues and recommendations

### **II. ETHICAL ISSUES**

Identify all ethical issues identified in the case.

### **III. RATIONALE**

Explain why the factors represent ethical issues and their potential impact on the business if not addressed.

### **IV. RECOMMENDATIONS**

Explain the best way to address and remedy the ethical issues.

### **V. CONCLUSIONS**

Present a summary of the key points.

### **VI. BIBLIOGRAPHY**

Reference all resources consulted.

## **PRESENTATION GUIDELINES**

- Prior to the presentation, judges will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present the project to the judge in a 5-minute presentation worth 100 points. (See presentation judging.)
- The presentation begins immediately after the introduction of the participants to the judges by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or notes pertaining to the written entry and use as a reference during the presentation.
- Judges will ask questions about the participants' findings and recommendations during the three minutes following the presentation.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their own materials. No electrical power or Internet connection will be supplied.
- No materials may be handed to the judges.
- If any of these rules is violated, the adult assistant must be notified by the judge.

## **PRESENTATION JUDGING**

Participants will be evaluated according to the Evaluation Form associated with the case study.

Participants will have four weeks to prepare the report before submitting it to Michigan DECA for judges to evaluate. They may consult resources to assist with analysis of the scenario.

During the first five minutes of the presentation (after introductions), the team will present its analysis, its decisions, and the rationale behind the decisions.

During the last five minutes, the judges may ask questions to determine the team's understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, the judges must ask each team the same questions. After asking the standard questions, the judges may ask questions for clarification specific to the current team.

After the questioning period, the judges will close the presentation by thanking the team for its work. Finally, the judges will complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.