



**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. Explain the nature of business ethics.
2. Identify factors affecting a business's profit.
3. Determine factors affecting business risk.
4. Explain the nature of corporate social responsibility.
5. Explain factors that influence customer/client/business buying behavior.

## **CASE STUDY SITUATION**

You are the director of operations and the senior vice president for SUNGUARD, a brand new company that manufactures hats that block harmful UVA/UVB sun rays. The hats effectively block 99% of harmful rays, making them the best on the market.

The owner of SUNGUARD has secured a manufacturing company located in China that can produce the hats at a low cost. Due to the low cost, the owner is excited to offer a socially responsible deal to consumers that buy a SUNGUARD hat. For every SUNGUARD hat that is sold, one will be donated to impoverished areas of the African Continent where UVA/UVB sun rays are strong. Consumers can feel good that their purchase will help provide the same protection from harmful rays to people in Africa. The “Buy One Give One” marketing plan has been well received with other companies, so the owner is hopeful it will help SUNGUARD’s success.

In working with different aid organizations to facilitate the “Buy One Give One” SUNGUARD program, the owner was met with some criticism. Different members have reported that, while the gesture is nice, it is not solving any critical problems for the people of Africa. The real problem is not that the impoverished African countries do not have effective hats, it is that they are poor. While giving hats demonstrates a tangible gift, it is not a necessity.

It was suggested that, to make a true impact on the impoverished areas of Africa, the SUNGUARD hats should be manufactured in one or more African countries, giving jobs to hundreds of the unemployed. While this seems like a smart choice, the owner knows that it would be much more expensive to produce the SUNGUARD hats in Africa. The difference in cost would mean discontinuing the “Buy One Give One” program.

## **YOUR CHALLENGE**

The owner of SUNGUARD wants you to analyze the situation and determine the most “ethical” choice. The owner wants your input on the following:

- Pros and cons of manufacturing in China and continuing the “Buy One Give One” program
- Pros and cons of manufacturing in Africa and discontinuing the “Buy One Give One” program
- How each decision affects SUNGUARD’s corporate social responsibility
- How each decision affects consumer buying decisions
- The potentially “ethical” implications of each decision
- Final recommendation

You will make your presentation to the owner of SUNGUARD in the owner’s office. The owner may be accompanied by other company executives.

You will receive 2-3 questions from the judge pertaining to the case situation.



**BUSINESS ETHICS**

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

**JUDGE EVALUATION FORM**  
2017-2018 Web Sample

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

**INSTRUCTIONAL AREA**  
Economics

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

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.	Explain the nature of business ethics?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify factors affecting a business's profit?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Determine factors affecting business risk?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the nature of corporate social responsibility?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain factors that influence customer/client/business buying behavior?	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>						