



CAREER CLUSTER

Business Management and Administration

INSTRUCTIONAL AREA

Ethics

**BUSINESS LAW AND ETHICS
TEAM DECISION MAKING 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 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- 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
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain business ethics in selling.
- Describe the use of business ethics in promotion.
- Explain business ethics in product/service management.
- Explain the role of business ethics in pricing.
- Ascertain employee's role in meeting organizational goals.
- Explain the nature of quality management.
- Discuss the need for continuous improvement of the quality process.



CASE STUDY SITUATION

You are to assume the roles of public relations managers at the central office of BUBBA'S AUTO REPAIR AND SERVICE. Your director of marketing (judge) has asked you to prepare a presentation about the importance of business ethics to be delivered to your employees at the local shops.

BUBBA'S AUTO REPAIR AND SERVICE is a regional company with 30 locations in four states. They have been in business for over 50 years. As the company grew the owners have grown more concerned that their focus of a customer service mindset and work performed at a fair price could be compromised.

A national news television program recently did an exposé on women customers bringing their cars to their local repair shops and being over charged for services. The focus of the news story did not include a BUBBA'S location but the owners want to ensure they are not the focus of a future story and that their customers are getting good work at a fair price. This could be an issue at BUBBA'S as the store management team and employees have the opportunity to make an annual bonus for increased sales.

The news program sent women with identical cars to locations with a simple automotive fuse repair; an easy job to diagnose and repair. This type of work at BUBBA'S would be under \$20.00. The exposé found that some repair shops would be very dishonest and suggest work that was not needed at a cost of hundreds of dollars. BUBBA'S wants all of their customers, from a novice to an experienced mechanic, treated with respect and given a fair price.

The director of marketing (judge) has assigned this task to your team. First, develop an easy to understand presentation about branding that focuses on providing a full understanding of business ethics. Secondly, the company wants to hear your proposed plan on how they can evaluate their individual stores to ensure the company standards are being followed.

You will present to the proposed presentation and plan to the director of marketing (judge) in a meeting to take place in the director's (judge's) office. The director (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented and have answered the director's (judge's) questions, the director (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of director of marketing at BUBBA'S AUTO REPAIR AND SERVICE. You have asked your public relations managers (participant team) to first; develop an easy to understand presentation about branding that focuses on providing a full understanding of business ethics. Secondly, a proposed plan on how they can evaluate their individual stores to ensure the company standards are being followed. The presentation will be for all employees of local BUBBA'S repair shops.

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The public relations managers (participant team) will present to you in a meeting to take place in your office. You will begin the meeting by greeting the public relations managers (participant team) and asking to hear their ideas.

After the public relations managers (participant team) have presented, you are to ask the following questions of each participant team:

1. How would you recommend we inform our customers about our dedication to business ethics?
2. What will we need to do as a company to ensure this project will continue for the long term?

Once the public relations managers (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

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

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.



**BUSINESS LAW AND ETHICS TEAM DECISION
MAKING, 2015**

Participant: _____

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2015

I.D. Number: _____

INSTRUCTIONAL AREA
Ethics

Did the participant team:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

		0-1-2-3	4-5-6	7-8	9-10	
1.	Explain business ethics in selling?	0-1-2-3	4-5-6	7-8	9-10	
2.	Describe the use of business ethics in promotion?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain business ethics in product/service management?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the role of business ethics in pricing?	0-1-2-3	4-5-6	7-8	9-10	
5.	Ascertain employee's role in meeting organizational goals?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the nature of quality management?	0-1-2-3	4-5-6	7-8	9-10	
7.	Discuss the need for continuous improvement of the quality process?	0-1-2-3	4-5-6	7-8	9-10	

21st CENTURY SKILLS

		0-1	2-3	4	5-6	
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