

# Business Ethics



# FBLA High School Competitive Events Guidelines

2022–2023

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# Presentation Events

## Overview

These events consist of a presentation or interview with judges. The requirements for each event vary. Check specific event guidelines for requirements.

### Eligibility

States may submit four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

### NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

### Finals

Fifteen finalists, or an equal number from each group in the preliminary round, will advance to the final round.

American Enterprise Project  
Broadcast Journalism  
Business Ethics  
Business Financial Plan  
Business Plan  
Coding & Programming  
Community Service Project  
Computer Game & Simulation Programming  
Data Analysis  
Digital Animation – *MODIFIED*  
Digital Video Production  
E-business  
Electronic Career Portfolio  
Future Business Leader  
Graphic Design  
Introduction to Business Presentation  
Introduction to Public Speaking – *MODIFIED*  
Introduction to Social Media Strategy  
Job Interview  
Local Chapter Annual Business Report  
Mobile Application Development  
Partnership with Business Project  
Public Service Announcement  
Public Speaking – *MODIFIED*  
Publication Design  
Sales Presentation  
Social Media Strategies  
Website Design

## Business Ethics

**Event Type:** I or T

**Equipment Setup Time:** 5 minutes (timer starts when 5 minutes are up)

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Specific Guidelines

- The Daniels Fund, in conjunction with a grant provided to MBA Research, is the sponsor of this event. The Daniels Fund Ethics Initiative provides principles-based ethics education to high school students and focuses on practical, real-world application of ethical principles as a basis for decision-making. [Click here to learn about the Daniels Fund ethical principles.](#)
- This event consists of three parts: an objective test (50 points), a prejudged case study summary (50 points), and a presentation (100 points).
- Team members test individually and team scores will be averaged.
- The state chair/adviser must upload a PDF of the case study summary by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All individuals/teams will be scheduled for a preliminary presentation.
- Competitors must complete all three parts of the event for award eligibility.
- Competitors must research the topic/case, prepare a one-page summary prior to conference, and be prepared to present their findings and solutions at the conference.
- Competitors must interview three local businesspeople as part of their research and explain how the interview findings factored into their recommendations. This information must be addressed in the one-page summary as well as in the presentation to the judges.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).

### 2023 NLC Topic

The topic/case study relates to the ethics of an art club supervisor possibly purchasing lower-quality supplies for this year's Craft Fair. [Click here to access the full topic/case study.](#)

### Objective Test Competencies

- Emotional intelligence
- Professional development
- Business law
- Communication skills
  - Sample test questions are provided in the year long *Ethical Leadership* course guide that can be obtained free of charge from MBA Research's online store at [www.mbaresearch.org](http://www.mbaresearch.org).

### Case

An ethical issue to be researched in order to determine why the issue happened, how it should be resolved, and what could have prevented it.

**NOTE:** Guidelines continued on next page.

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## Business Ethics (CONT.)

### Report Guidelines for One-Page Case Study Summary

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- Use the Format Guide and follow the guidelines for Academic Reports when preparing the report.
- The identifying information on the first page of the report must include the names of all competitors on the first line, the name of the school and state on the second line, and the year (20XX-XX) on the third line.
- The title for the report should be "Business Ethics Case Study Summary".
- Utilize the following side headings to summarize the case:
  - Why the Ethical Issue Happened
  - How the Ethical Issue Should be Resolved
  - What Could Have Prevented the Ethical Issue
- Works cited can be on a separate, second page.

### Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

### Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

### Technology Guidelines

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

### Penalty Points Deducted by Judges

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for each instance of not following guidelines.

FBLA Business Ethics Test Study Guide

<b>Competency A: Emotional Intelligence</b>	
<b>Tasks</b>	<b>Aligned To:</b>
1. Describe the nature of emotional intelligence	
2. Recognize and overcome personal biases and stereotypes	
3. Assess personal strengths and weaknesses	
4. Assess personal behavior and values	
5. Demonstrate honesty and integrity	
6. Demonstrate responsible behavior	
7. Demonstrate fairness	
8. Assess risks of personal decisions	
9. Take responsibility for decisions and actions	
10. Build trust in relationships	
11. Describe the nature of ethics	
12. Explain reasons for ethical dilemmas	
13. Recognize and respond to ethical dilemmas	
14. Explain the use of feedback for personal growth	
15. Show empathy for others	
16. Exhibit cultural sensitivity	
17. Explain the nature of effective communications	
18. Foster open, honest communication	
19. Participate as a team member	
20. Explain the concept of leadership	
21. Explain the nature of ethical leadership	
22. Model ethical behavior	
23. Determine personal vision	
24. Inspire others	
25. Develop an achievement orientation	
26. Enlist others in working toward a shared vision	
27. Treat others with dignity and respect	
28. Foster positive working relationships	
29. Assess long-term value and impact of actions on others	
<b>Competency B: Professional Development</b>	
<b>Tasks</b>	<b>Aligned To:</b>
1. Set personal goals	
2. Follow rules of conduct	
3. Make decisions	
4. Demonstrate problem-solving skills	

# FBLA Business Ethics Case Study

## Art Club Supervisor Tries to Plan Craft Fair Amidst Budget Cuts

### Scenario

The Art Club always puts on an annual Craft Fair for the school and community. This fair is an important funding source for the Visual Arts department, whose budget is typically used to cover the cost of art supplies, field trips, and Art Club activities. In the past, products for sale have always been made from high-quality materials. Due to district budget cuts as a result of COVID-19, this year's budget for the Visual Arts department has been reduced.

Mr. Kim, who is the Art Club supervisor and responsible for organizing the fair, is considering buying lower-quality supplies with this year's budget while maintaining the typical Craft Fair prices. This will allow the Art Club to sell items for a higher profit, and recoup some of the money lost in budget cuts.

Mr. Kim knows that using lower-quality components to cut costs, especially following COVID-19, is a strategy used by larger manufacturers. However, Mr. Kim worries that school and community members may notice the decrease in quality from last year's fair, and the students may be disappointed by the lack of quality materials.

Is following in the steps of larger manufacturers the way to go in this scenario? How can companies conduct business ethically when trying to remain profitable in such difficult circumstances? What steps can Mr. Kim take to preserve the integrity of the Craft Fair event while still supporting the Art Club amidst budget cuts?

### Suggested Questions

- Who are the stakeholders involved in Mr. Kim's decision? In what way(s) are they potentially impacted—and to what extent?
- Are businesses acting with **integrity** when they use lower-quality components to recoup costs lost from difficult circumstances? Why or why not? How is this responsibility made more complicated by circumstances out of their control?
- To what extent should businesses be expected to maintain quality and prices when there are unprecedented circumstances impacting production? Can we hold companies **accountable** for changes in product quality as a result?
- How **transparent** should businesses be about their decisions regarding quality level and pricing? How does this affect **trust** in the companies and manufacturing process?
- If businesses decide to use lower-quality components that impact the integrity of their products, how will this affect company and product **viability**? What if companies spend money on higher-quality components and potentially sacrifice profit?
- In what way(s) does this dilemma impact large corporations? What about small businesses? Is it **fair** that companies may be affected differently?
- What steps can companies take to mitigate the effects of lower-quality components in the manufacturing process? What are the pros and cons of making adjustments to this process in anticipation of difficulties like supply shortages?

### Case Study Summary

When developing the case study summary, make sure the following are addressed:

- Why the ethical issue happened.
- How the ethical issue should be resolved.
- What could have prevented the ethical issue.

# HIGH SCHOOL - BUSINESS ETHICS

## Case Study Summary Rating Sheet

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	1-2	○	3-4	○	5	□		
Identifies ethical issues presented in the case study	No identification of the ethical issues as it relates to the event guidelines		Identifies OR defines the ethical issues		Identifies and defines the ethical issues		Definition of the ethical issues is stated using industry terminology			
	0	○	1-2	○	3-4	○	5	□		
Explains why the ethical issues happened	No reasons cited for the ethical issues		Reasons for the ethical issues identified but were not on target		Several, but not all, reasons accurately identified		All reasons addressed and analyzed			
	0	○	1-3	○	4-7	○	8-10	□		
Provides logical recommendation as to how the ethical issues should be resolved	No ethical solution identified		One ethical solution provided		Ethical solution provided with supporting evidence		Feasible, logical solutions recommended for all issues			
	0	○	1-2	○	3-4	○	5	□		
Recommends safeguards that should have been in place to prevent the ethical issues	No safeguards identified		One safeguard provided		Safeguards provided with supporting evidence		Feasible, logical safeguards recommended for all issues			
	0	○	1-2	○	3-4	○	5	□		
Research shows quality and related information to the ethical issues and incorporates input of businesspeople interviewed	No research done with 3 or more inaccurate statements		Research is unrelated to the ethical topics and 1-2 inaccurate statements		All research is accurate, but no reference made to supporting evidence		Research is accurate with supporting evidence provided, including input of businesspeople interviewed			
	0	○	1-2	○	3-4	○	5	□		
Substantiates and cites sources used while conducting research	No substantiation provided				Substantiates and cites sources					
	0		□		5		□			

### Report Format for Case Study Summary

Arrange information according to rating sheet (See above Expectation Items)	Missing one or more sections and/or does not follow rating sheet		All information presented, but order inconsistent with rating sheet		Information arranged according to rating sheet		Presented in the correct order and includes written transitions between sections			
	0	○	1-2	○	3-4	○	5	□		
Formatted and designed according to Format Guide	Does not format document		Inconsistent formatting		Consistent formatting throughout the case study summary		All components of academic report according to Format Guide consistent throughout the case study summary			
	0	○	1-2	○	3-4	○	5	□		
Include correct grammar, punctuation, and spelling	More than 5 grammar, punctuation, or spelling errors		3-4 grammar, punctuation, or spelling errors		No spelling errors, and not more than 2 grammar or punctuation errors		No spelling errors, and not more than 1 grammar or punctuation error			
	0	○	1-2	○	3-4	○	5	□		
<b>Case Study Summary Subtotal (50 max)</b>										

### Penalty Points

Deduct 5 points for each instance of guidelines not being followed	-5	□	<b>Total Penalty</b>	-_____	
			<b>Case Study Summary Grand Total</b>		

Name(s): \_\_\_\_\_

School: \_\_\_\_\_

State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# HIGH SCHOOL - BUSINESS ETHICS

## Performance Rating Sheet

 Preliminary Round

 Final Round

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	1-3	○	4-7	○	8-10	□		
Identifies and defines ethical issues presented in the case study	No identification of ethical issues as it relates to the event guidelines		Identifies OR defines the ethical issues		Identifies and defines the ethical issues		Identifies and defines the ethical issues using industry terminology			
	0	○	1-3	○	4-7	○	8-10	□		
Explains why the ethical issues happened	No reasons cited for the ethical issues		Reasons for the ethical issues identified but were not on target		Several, but not all, reasons accurately identified		All reasons addressed and analyzed			
	0	○	1-3	○	4-7	○	8-10	□		
Provides logical recommendation as to how the ethical issues should be resolved	No recommendations are given		Recommendations given, but they are not analyzed		Recommendations are given and analyzed with supporting evidence		Recommendations are given and analyzed with multiple pieces of supporting evidence analyzed			
	0	○	1-5	○	6-10	○	11-15	□		
Recommends safeguards that should have been in place to prevent the ethical issues	No ethical solution to prevent issues identified		One ethical solution to prevent issues provided with no plan		Ethical solution to prevent issues provided with supporting evidence and a plan developed		One feasible ethical solution to prevent issues recommended with a plan and necessary resources identified			
	0	○	1-5	○	6-10	○	11-15	□		
Research shows quality and related information to the ethical issues and incorporates input of businesspeople interviewed	No research done with 3 or more inaccurate statements		Research is unrelated to the ethical topic and 1-2 inaccurate statements		All research is accurate with no reference made to supporting evidence		Research is accurate with supporting evidence provided; incorporates input of businesspeople interviewed as part of presentation			
	0	○	1-3	○	4-7	○	8-10	□		
Substantiates and cites sources used while conducting research	No substantiation provided				Substantiates and cites sources					
	0		□		10		□			

### Delivery Skills

Statements are well-organized and clearly stated with use of industry language	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence; statements were well organized			
	0	○	1-3	○	4-7	○	8-10	□		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	○	1-3	○	4-7	○	8-10	□		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	○	1-3	○	4-7	○	8-10	□		
<b>Performance Subtotal (100 max)</b>										

### Penalty Points (Mark all that apply)

Dress Code not followed	-5	<input type="checkbox"/>	Deduct 5 points for each instance of guidelines not being followed	-5	<input type="checkbox"/>	<b>Total Penalty</b>	- ____
<b>Performance Grand Total</b>							

Name(s): \_\_\_\_\_

School: \_\_\_\_\_

State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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# General Performance Event Guidelines

## Performance Guidelines

- Fifteen competitors/teams or an equal number from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary performances for an event, two competitors/teams from each section will advance to the final round.
- In the case of team events, all team members are expected to actively participate in the performance.
- Each competitor must compete in all parts of an event for award eligibility.
- Competitors cannot be replaced or substituted for prejudged events except for the chapter events— American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. **PLEASE NOTE** that competitive events start the morning before the opening session of NLC.
- All competitors must comply with the FBLA dress code.
- Prejudged materials and résumés will not be returned.

- No animals (except authorized service animals) will be allowed for use in any competitive events.

## Technology Guidelines

- Competitors present directly from a laptop/ device in the preliminary round. Screens and projectors are not allowed for use during preliminary round competition, and competitors are not allowed to bring their own. Power will not be available.
- Competitors can present with and bring any of the following into the performance as long as it fits on the small table in front of the judges table or is held by the competitors:
  - Laptop
  - Tablet
  - Mobile phone
  - External monitor that is approximately the size of a laptop monitor
- The following will be provided for the final round of technology presentation events: screen, power, table, and projector. It is up to final round competitors to determine if they wish to use the provided technology.
- Participants using laptops or other devices that do not have an HDMI port will need to provide their own adapters.

**NOTE:** Technology Guidelines continued on the next page.

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# General Performance Event Guidelines

## *Technology Guidelines (cont.)*

- Internet access will be provided for:
  - Coding & Programming
  - Computer Game & Simulation Programming
  - Data Analysis
  - Digital Animation
  - Digital Video Production
  - E-business
  - Electronic Career Portfolio
  - Introduction to Social Media Strategy
  - Mobile Application Development
  - Public Service Announcement
  - Social Media Strategies
  - Website Design
- Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting laptops/devices on which to present.
- Please note that Internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case Internet connections go down.

## **Performance Competencies**

- Demonstrate excellent verbal communication skill.
- Display effective decision-making and problem-solving skills.
- Express self-confidence and poise.
- Work well as a team when applicable.
- Exhibit logic and systematic understanding.
- Conduct a professional business presentation.
- Answer questions effectively (when applicable).

## **Penalty Points Deducted by Judges**

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for each instance of not following guidelines.

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# General Performance Event Guidelines

## Audience

- Preliminary performances are not open to conference attendees.
- Final performances may be open to conference attendees, space permitting (except for interview and prep/case events). Finalists may not view other competitors' performances in their event.
- Recording performances is prohibited.
- All electronic devices must be turned off.
- All attendees must follow the dress code and wear their name badge; however, the badge may be removed when presenting.
- All attendees are asked to remain quiet while in competitive event areas.

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# General Competitive Events Guidelines

The general event guidelines below are applicable to all FBLA High School national competitive events. Please review and follow these guidelines when competing at the national level. When competing at the state level, check the state guidelines since they may differ.

**All members and advisers are responsible for reading and following competitive event guidelines.**

## Eligibility

- **Dues:** Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **NLC Registration:** Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Each state may submit four entries in all events.
- Each competitor can only compete in one individual/team event and one chapter event.
- Each competitor must compete in all parts of an event for award eligibility.
- A team shall consist of two or three members. The exception is Parliamentary Procedure, which must be a team of four or five members.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. **PLEASE NOTE** that competitive events start in the morning before the opening session of NLC.
- Competitors may be disqualified if they violate competitive event guidelines.
- Picture identification (drivers' license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.

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# General Competitive Events Guidelines

## Repeat Competitors

- **Members** may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event. This eliminates the exceptions for team events that were previously in place, as this change will now affect all events.
- **Modified Events:** A competitor may compete in the same event when the event is modified, regardless of placement at a National Leadership Conference. Note, if the only modification is a name change, competitors may not compete in the renamed event if they have previously placed in the top ten at the National Leadership Conference.
- **Chapter Events:** Competitors may compete in a chapter event as many times as they wish, regardless of placement at a previous National Leadership Conference (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project).
- **Pilot Event:** Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

## Breaking Ties

- **Objective Tests:** Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed to determine the winner.
- **Objective and Production Tests:** The production test scores will be used to break a tie.
- **Objective Tests and Performances:** The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.
- **Reports/Projects and Performances:** The report/project scores will be used to break a tie.
- **Performances:** Judges must break ties and all judges' decisions are final.

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# General Competitive Events Guidelines

## National Deadlines

- State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged components (reports and projects) must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged projects and reports must be submitted electronically.
- All production tests must be submitted by 11:59 p.m. Eastern Time on the third Tuesday in May.
- All production tests must be uploaded online on the required platform.
- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Tuesday in June. Competitor drops are the only changes allowed after this date and onsite.

## National Awards

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

## Americans With Disabilities Act (ADA)

- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who [submit an accommodation form](#).
- The form must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.

## Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware the national association reserves the right to record any performance for use in study or training materials.