

# 2023-24 Competitive Events Guidelines

## Business Ethics (Collegiate)



Business Ethics recognizes members who demonstrate the ability to present solutions to ethical situations encountered in the business world and the workplace. This competitive event consists of a presentation component.

### Event Overview

**Division:** Collegiate

**Event Type:** Team of 1, 2 or 3 members

**Event Category:** Presentation

**Event Elements:** Presentation (with a Topic)

**Presentation Time:** 3-minute set-up, 7-minute presentation, 3-minute Question & Answer

**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Equity & Inclusion, Leadership, Professionalism, Teamwork, Technology

**Equipment Provided by Competitors:** Technology and presentation items for preliminary & final round presentation

**Equipment Provided by FBLA:** Table for preliminary round presentation and final round presentation

*The Daniels Fund Ethics Initiative provides principles-based ethics education to 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.*

### 2023-2024 Topic: Ethical Implications of Chatbots in the Business World

Artificial intelligence (AI) is seen by many as the next technological advancement meant to revolutionize society, in the same vein as the printing press, the internal combustion engine, or the internet.

While some limited AI tools have been in use for years (e.g., search engines, manufacturing robots, voice recognition software), a far more complex AI technology has recently made enormous strides: deep learning generative AI. These widely available programs most commonly take the form of chatbots, such as ChatGPT, Google Bard, and Bing Chat, or content generators like DALL-E and Midjourney.

Using natural language processing (NLP), chatbots are now capable of understanding complicated requests and responding in an equally sophisticated manner. These systems are simply language models, meaning they are limited to generating text or images in response to user queries and are not capable of independent actions or thoughts. However, even a brief exploration of ChatGPT or DALL-E's capabilities will reveal just how complex and adaptive these systems truly are.

Generative AI is already being leveraged by businesses and organizations to automate tasks, collect information, and improve the customer experience. Chatbots can provide customer support, conduct market research, and even offer real-time translation services. They can also be used to generate more creative content for marketing and product development purposes, such as social media posts, original images and videos, and technical documentation.

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However, the increased capabilities of generative AI pose various ethical dilemmas for the organizations who choose to employ them.

Identify a potential ethical problem from the invention of Artificial Intelligence applications. Discuss its impact on the world of business and provide a solution.

### State

Check with your State Leader for state-specific competition information.

### National

#### *Policy and Procedures Manual*

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on [www.fbla.org](http://www.fbla.org).

#### *Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on April 15<sup>th</sup> of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Some competitive events start prior to the Opening Session of the NLC.

#### *Recognition*

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

#### *Event Administration*

- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will go directly to the final presentation round.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes

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- **Presentation Time:** 7 minutes (one-minute warning)
- **Question & Answer Time:** 3 minutes
- **Internet Access:** Not provided
- The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
- Competitors/teams are randomly assigned to sections.
- Competitors can present with and bring any of the following technology into the presentation 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
- Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
- Materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - An equal number of competitors/teams from each section in the preliminary round will advance to the final round.
  - The presentation is judged at the NLC. The presentation will take place in a large, open area and is not open to audience members.
  - Competitors can present with and bring any of the following technology into the presentation 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

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### *Scoring*

- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties. All judges' decisions are final.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Recording of Presentations*

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

### *Penalty Points*

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their assigned presentation time.

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### Business Ethics Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Identifies and defines ethical issues presented in the topic	<i>No identification of ethical issues as it relates to the event guidelines</i>	<i>Identifies OR defines the ethical issues</i>	<i>Identifies and defines the ethical issues</i>	<i>Identifies and defines the ethical issues using industry terminology</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Ethical dimensions of the problem are clearly defined	<i>No reasons cited for the ethical issues</i>	<i>Reasons for the ethical issues identified but were not on target</i>	<i>Several, but not all, reasons accurately identified</i>	<i>All reasons addressed and analyzed</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Provides logical recommendations as to how the ethical issues should be resolved	<i>No recommendations are given</i>	<i>Recommendations given, but they are not analyzed</i>	<i>Recommendations are given and analyzed with supporting evidence</i>	<i>Recommendations are given and analyzed with multiple pieces of supporting evidence analyzed</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Effective ethical solution is offered	<i>No ethical solution to prevent issues identified</i>	<i>One ethical solution to prevent issues provided with no plan</i>	<i>Ethical solution to prevent issues provided with supporting evidence and a plan developed</i>	<i>One feasible ethical solution to prevent issues recommended with a plan and necessary resources identified</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Research shows quality and related information to the ethical issues	<i>No research done with 3 or more inaccurate statements</i>	<i>Research is unrelated to the ethical topic and 1-2 inaccurate statements</i>	<i>All research is accurate with no reference made to supporting evidence</i>	<i>Research is accurate with supporting evidence provided; incorporates input of businesspeople interviewed as part of presentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources &amp; resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources &amp; resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Presentation Delivery</b>					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
<b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>					
<b>Presentation Total (100 points)</b>					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

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