

2025–2026 Competitive Events Guidelines

Business Ethics



Business Ethics recognizes members who can analyze and present solutions to ethical dilemmas commonly faced in the business world. This event includes an individual objective test, a written report, and a presentation, allowing members to explore ethical decision-making, integrity, and corporate responsibility.

Event Overview

Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Objective Test, Pre-judged Asset, Presentation with a Topic

Educational Alignments

Career Cluster Framework Connection	Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

FBLA's Business Ethics events are supported by the not-for-profit MBA Research and Curriculum Center. MBA Research offers a wide range of instructional materials focused on principles-based ethical decision-making. For more information, visit www.mbaresearch.org/ethics/.

2025-2026 Topic Synopsis for Report & Presentation

How Can Businesses Help the Environment?

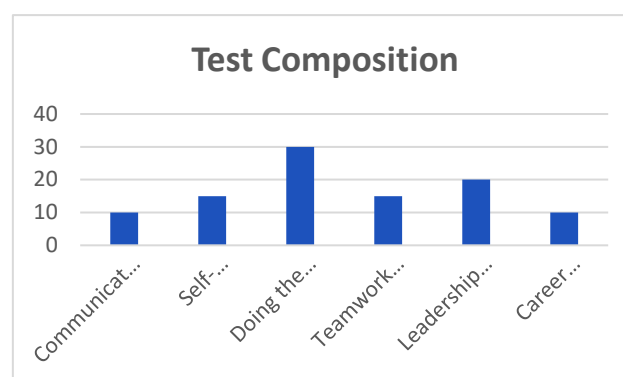
Businesses can affect the planet in both good and bad ways. From the packaging used to the energy needed, choices matter.

See pages 9-10 for the full background and topic for use in the executive summary and presentation.

Knowledge Areas

- Communication Skills
- Self-Awareness
- Doing the Right Thing
- Teamwork Skills
- Leadership Skills
- Career Readiness

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



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District

Testing will take place prior to the District Leadership Conference. Testing must occur at school under the supervision of an adult proctor. Check the Call to Conference for your District for specific instructions and deadlines.

State

See below for list of required competition items; Colorado FBLA requires the same items set by National FBLA at our State Leadership Conference. Colorado FBLA will also provide the items listed below, excepting power, a projector, or a screen in the finals round. Presentation events will have a 1-minute set-up time. Most presentations will happen in a large ballroom, and all competitors will present to the judges in a preliminary round.

Any event with a test will have an online testing component on-site at the State Leadership Conference. Team members must complete their tests individually and scores will be averaged for a team score. The team-averaged test scores and preliminary presentation scores will be calculated to determine the list of finalists to present to judges in the final round. During the final round, only the presentation scores will be used to determine winners.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	<ul style="list-style-type: none"> Sharpened pencil Fully powered device for online testing Conference-provided nametag Photo identification Attire that meets the FBLA Dress Code 	<ul style="list-style-type: none"> One piece of scratch paper per competitor Internet access Test login information (link & password provided at test check-in)
Preliminary Presentation	<ul style="list-style-type: none"> Conference-provided nametag Photo identification Attire that meets the FBLA Dress Code Technology and presentation items 	<ul style="list-style-type: none"> Table
Final Presentation	<ul style="list-style-type: none"> Conference-provided nametag Photo identification Attire that meets the FBLA Dress Code Technology and presentation items, including any adapter or cord needed beyond an HDMI connection 	<ul style="list-style-type: none"> Table Power Projector with HDMI cord Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

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Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors:** Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - One individual or team event, and
 - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition:** All members of a team must be from the same local chapter.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes:**
 - Some events may begin before the Opening Session.
 - All schedules are posted in local time for the NLC host city.
 - Schedule changes are not permitted.

Event Administration

This event consists of four phases: a pre-judged asset, an objective test, preliminary presentation, and a final presentation.

Pre-judged Asset Details: Executive Summary

Submission Deadline

- A PDF of the executive summary must be uploaded through the conference registration system by the state-specified deadline.

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Asset Requirements

- Number of Pages: The report will be no more than three (3) pages
- Assets must be formatted to fit standard 8.5" x 11" paper.
- Links and QR codes are not permitted.
- Advisers or others may not assist in preparing the asset. It must be created entirely by the competitor(s).
- All content must be original and created specifically for this competition.

Judging & Ownership

- Assets will be judged prior to the National Leadership Conference (NLC).
- Pre-judged assets will not be returned. All submitted projects become the property of FBLA and may be published or reproduced for promotional purposes.

Asset Specific Information

- Competitors must research the topic and prepare a one-page executive summary prior to 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 report and the presentation.
- The first page of the report must include only the title (Business Ethics Summary) on the first line, names of all competitors on the second line, the name of the school on the third line, the state on the fourth line and the year (2025-2026) on the fifth line.
- The second page of the report is a one-page summary of the topic and findings, with the following headings: Why the Ethical Issue Happened, How the Ethical Issue Should be Resolved, What Could Have Prevented the Ethical Issue. The one-page summary can be single spaced.
- The third page is a works cited page.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 minutes

Format

- This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).

Materials

- Reference or study materials are not permitted at the testing site.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

Calculators

- Personal calculators are not allowed; an online calculator will be available within the testing platform.

Question Review

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- Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic

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- **Define the Ethical Issue:** Identify and clearly define the ethical dilemma using appropriate industry terminology.
- **Analyze Contributing Factors:** Explain at least two key reasons behind the issue. Provide thoughtful analysis to demonstrate understanding of how these factors impact the situation.
- **Offer Ethical Recommendations:** Present two or more well-supported solutions to address the ethical dilemma, using credible evidence to justify each recommendation.
- **Recommend Safeguards:** Suggest at least two safeguards or preventative measures with strong supporting rationale to help avoid similar issues in the future.
- **Incorporate Research and Real-World Input:** Use accurate, well-sourced research and include insights from business professionals gathered through interviews or outreach to strengthen your analysis.

Final Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
 - 2 sections: Top 6 from each section advance
 - 3 sections: Top 4 from each section advance
 - 4 sections: Top 3 from each section advance
 - 5 sections: Top 3 from each section advance
 - More than 5 sections: Top 2 from each section advance

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.

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- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
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- Information must be supported by credible, well-documented sources.
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Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic

- **Define the Ethical Issue:** Identify and clearly define the ethical dilemma using appropriate industry terminology.
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- **Offer Ethical Recommendations:** Present two or more well-supported solutions to address the ethical dilemma, using credible evidence to justify each recommendation.
- **Recommend Safeguards:** Suggest at least two safeguards or preventative measures with strong supporting rationale to help avoid similar issues in the future.
- **Incorporate Research and Real-World Input:** Use accurate, well-sourced research and include insights from business professionals gathered through interviews or outreach to strengthen your analysis.

Scoring

- The pre-judged asset score, team-averaged objective test score, and preliminary presentation round scores will be added together to determine which competitors advance to the final round from each section.
- The final presentation score determines the top winners.
- Pre-judged asset score will be used to break a tie.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.

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- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

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Business Ethics Background and Topic: How Can Businesses Help the Environment?

Background Information: *This section provides competitors with context on how businesses can positively impact the environment through sustainable practices. Competitors should review this information before completing the Business Ethics competition using the provided scenario on the following page.*

Environmental issues like climate change and energy use have long been contentious and divisive topics in American society. In fact, there seems to be only one thing we can all agree on: No one can agree on anything!

However, a recent climate and energy survey from Pew Research Center found there is actually something most Americans seem to agree on. Roughly 70% of Americans believe that businesses are not doing enough to help the environment and reduce the effects of climate change.

This public sentiment comes at a time when many businesses may feel disincentivized to invest in eco-friendly practices. Economic uncertainty permeates throughout the global economy, regulatory agencies and policies are being curtailed in the United States, and powerful interest groups continue to influence public policy and opinion.

In the face of all these obstacles, is it beneficial—or even possible—for businesses to embrace sustainability?

This decision will ultimately fall to the current (and future) business leaders of America. And while public opinion may be cynical and the economic and political environment may be formidable, professionals can still adopt frameworks to help them incorporate responsible and sustainable decision-making.

A good place to start is with ethics. Ethics are the basic principles (such as integrity, transparency, and trust) that govern your behavior. In the business world, ethics are essential to navigating issues ranging from employee conflicts to corporate sustainability practices. The framework or set of standards professionals use to handle these bigger-picture issues is sometimes referred to as Environmental, Social, and Governance (ESG).

Businesses don't have to be market leaders in renewable energy or major power players in Washington to make a positive impact on the environment. A positive impact might be as small as switching to cloud storage or double-sided printing. If professionals incorporate ethical principles (like accountability and viability) and frameworks (like ESG) into their organizations' vision and processes, every business can play a role in making our planet a more harmonious, hopeful, and healthier place.

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High School Topic

Car company Geo Motors is known for being at the forefront of developing clean energy technologies for the automotive industry. After a string of moderately successful hybrid models, the company has just unveiled its most ambitious product yet: The Geo Pulse.

The Pulse boasts top-of-the-line features like 360-degree cameras, voice command technology, and self-driving capabilities. But the feature most prominently advertised is its low environmental impact. The Pulse is a fully electric vehicle (EV) with a staggering battery capacity of over 700 miles. Geo Motors proudly describes the Pulse as the highest-performing “zero-emissions vehicle” on the market. Virtually all marketing content for the car features this label, as well the model’s slogan, “Feel the most eco-friendly car in the world. Feel the Pulse.”

However, shortly after the car is announced, a prominent news outlet releases an investigative report stating the Pulse—while still an impressive vehicle—is not nearly as eco-friendly as Geo Motors claims.

The report explains that several key components of the car—such as its carbon fiber body and, most notably, its high-capacity lithium battery—are manufactured in a very energy-consuming and carbon-intensive process at Geo Motors’ factories. Furthermore, the mining methods necessary to extract the minerals for the large battery resulted in widespread deforestation and habitat destruction in central Africa and southern Asia. And lastly, the report found that certain mechanics of the Pulse, such as the artificial intelligence program necessary for the voice command and autopilot technologies, greatly increase the car’s energy consumption and lower its max mileage.

In the wake of these allegations, Geo Motors faces criticism for branding the Pulse as a “zero emissions vehicle” that is “the most eco-friendly car in the world.” Company executives admit they are still working on more efficient methods to produce and power their EVs. But in the meantime, they say, they are standing by their marketing campaign because the Geo Pulse is still technically “zero emissions,” as the car itself does not directly emit carbon dioxide.

But what do *you* think the company should do? Should Geo Motors change how it markets the Pulse? Should it make changes to its manufacturing process? Should it make changes to the car itself? How should a business balance innovation with environmental sustainability? How can businesses responsibly market products purporting to be eco-friendly?

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Objective Test Study Guide: Knowledge Areas and Objectives

This study guide shows the skills and knowledge you'll be tested on for this event. Objectives followed by a two-letter, three-digit code in parentheses are based on the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives also reference MBA Research's Learning Activity Packages (LAPs)—resources with readings, activities, and assessments to help you learn. For more information, visit MBAResearch.org/FBLA.

Communication Skills (10 test items)

1. Demonstrate active listening skills (CO:017, LAP-CO-017) (PQ)
2. Explain the nature of effective communications (EI:007, LAP-EI-140) (PQ)
3. Foster open, honest communication (EI:129, LAP-EI-129) (SP)

Self-Awareness (15 test items)

1. Describe the nature of emotional intelligence (EI:001, LAP-EI-001) (PQ)
2. Recognize and overcome personal biases and stereotypes (EI:017, LAP-EI-917) (PQ)
3. Assess personal strengths and weaknesses (EI:002, LAP-EI-902) (PQ)
4. Assess personal behavior and values (EI:126, LAP-EI-126) (PQ)
5. Assess risks of personal decisions (EI:091, LAP-EI-091) (PQ)

Doing the Right Thing (30 test items)

1. Demonstrate honesty and integrity (EI:022, LAP-EI-138) (PQ)
2. Demonstrate responsible behavior (EI:021, LAP-EI-021) (PQ)
3. Demonstrate fairness (EI:127, LAP-EI-127) (PQ)
4. Take responsibility for decisions and actions (EI:075, LAP-EI-075) (PQ)
5. Build trust in relationships (EI:128, LAP-EI-128) (CS)
6. Describe the nature of ethics (EI:123, LAP-EI-123) (CS)
7. Explain reasons for ethical dilemmas (EI:124, LAP-EI-124) (CS)
8. Recognize and respond to ethical dilemmas (EI:125, LAP-EI-125) (CS)
9. Explain the use of feedback for personal growth (EI:003, LAP-EI-903) (PQ)
10. Show empathy for others (EI:030, LAP-EI-030) (PQ)
11. Comply with the spirit and intent of laws and regulations (BL:163, LAP-BL-163) (CS)

Teamwork Skills (15 test items)

1. Participate as a team member (EI:045, LAP-EI-045) (CS)
2. Treat others with dignity and respect (EI:036, LAP-EI-036) (PQ)
3. Foster positive working relationships (EI:037, LAP-EI-037) (CS)
4. Assess long-term value and impact of actions on others (EI:137, LAP-EI-137) (SP)

Leadership Skills (20 test items)

1. Explain the concept of leadership (EI:009, LAP-EI-909) (CS)
2. Explain the nature of ethical leadership (EI:131, LAP-EI-131) (CS)
3. Model ethical behavior (EI:132, LAP-EI-132) (CS)
4. Determine personal vision (EI:063, LAP-EI-063) (CS)
5. Inspire others (EI:133, LAP-EI-133) (CS)
6. Develop an achievement orientation (EI:027, LAP-EI-027) (CS)

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7. Enlist others in working toward a shared vision (EI:060, LAP-EI-060) (CS)

Career Readiness (10 test items)

1. Set personal goals (PD:018, LAP-PD-918) (CS)
2. Follow rules of conduct (PD:251, LAP-PD-251) (CS)
3. Make decisions (PD:017, LAP-PD-017) (CS)
4. Demonstrate problem-solving skills (PD:077, LAP-PD-077) (CS)

References for Knowledge Areas & Objectives

Daniels Fund. *Daniels Fund Ethics Initiative*. <https://www.danielsfund.org/ethics/overview>

MBA Research and Curriculum Center. *National Business Administration Standards*.
<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Ethics Unwrapped. <https://ethicsunwrapped.utexas.edu>

Harvard Business School Online. *What are business ethics & why are they important?*
<https://online.hbs.edu/blog/post/business-ethics>

Markkula Center for Applied Ethics. <https://www.scu.edu/ethics/>

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Business Ethics Pre-Judged Asset (Report) Rating Sheet

Business Ethics 101 Graded Asset (Report) Rating Sheet					
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Identifies and defines ethical issues presented in the topic	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 points	1-2 points	3-4 points	5 points	
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 points	1-6 points	7-8 points	9-10 points	
Provides logical solutions as to how the ethical issues should be resolved	No solutions are presented, or solutions are unrelated to the identified ethical issue.	One solution is presented, but it lacks clarity, relevance, or logical support.	One or two logical solutions are provided, showing understanding of the ethical issue and supported with some reasoning.	Two or more well-reasoned, clearly explained solutions are provided, demonstrating strong understanding of the ethical issue and supported with credible evidence or analysis.	
	0 points	1-6 points	7-8 points	9-10 points	
Recommends safeguards that should have been in place to prevent the ethical issues	No safeguards are identified or proposed.	One general safeguard is mentioned, but it lacks detail, relevance, or explanation of how it would prevent the issue.	One or two relevant safeguards are recommended, with a basic explanation of how they could have prevented the ethical issue.	Two or more clearly defined, realistic safeguards are recommended and thoroughly explained, showing strong understanding of how each could have proactively addressed or prevented the ethical dilemma	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
Business Interviews & Integration of Insights	No business interviews are included, or interviews are mentioned without any explanation or relevance to the recommendations.	Fewer than three businesspeople are interviewed, or the explanation of their input is unclear or only loosely connected to the recommendations.	Three interviews are completed, and findings are summarized with a basic explanation of how insights influenced the recommendations.	Three or more interviews are clearly summarized, and insights are thoughtfully analyzed and directly connected to the recommendations, demonstrating a strong integration of real-world perspectives.	
	0 points	1-6 points	7-8 points	9-10 points	
Report Format					
Includes correct grammar, punctuation, and spelling	5 or more grammar, punctuation, or spelling errors	3-4 grammar, punctuation, or spelling errors	No more than 2 grammar, punctuation, or spelling errors	No more than 1 grammar, punctuation, or spelling error	

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	0 points	1-2 points	3-4 points	5 points	
Guideline Protocols					
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Executive Summary was submitted as PDF ✓ Links or QR codes were not used (unless in citations) ✓ Executive Summary was no more than 3 pages: Page 1 title, Page 2 summary, Page 3 works cited ✓ Executive Summary was formatted for 8 ½" x 11" paper			
	0 points	10 points			
Pre-Judged Asset Total (70 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					

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Business Ethics Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Identifies and defines ethical issues presented in the topic	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 points	1-6 points	7-8 points	9-10 points	
Explains why the ethical issues happened	No reasons cited for the ethical issues	One reason for the ethical issue(s) identified but were not on target	One reason identified for the ethical issue(s) identified and on target	Two or more reasons identified, on target, and analyzed	
	0 points	1-6 points	7-8 points	9-10 points	
Provides logical recommendations as to how the ethical issues should be resolved	No solutions are presented, or solutions are unrelated to the identified ethical issue.	One solution is presented, but it lacks clarity, relevance, or logical support.	One or two logical solutions are provided, showing understanding of the ethical issue and supported with some reasoning.	Two or more well-reasoned, clearly explained solutions are provided, demonstrating strong understanding of the ethical issue and supported with credible evidence or analysis.	
	0 points	1-6 points	7-8 points	9-10 points	
Recommends safeguards that should have been in place to prevent the ethical issues	No safeguards are identified or proposed.	One general safeguard is mentioned, but it lacks detail, relevance, or explanation of how it would prevent the issue.	One or two relevant safeguards are recommended, with a basic explanation of how they could have prevented the ethical issue.	Two or more clearly defined, realistic safeguards are recommended and thoroughly explained, showing strong understanding of how each could have proactively addressed or prevented the ethical dilemma	
	0 points	1-8 points	9-12 points	13-15 points	
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 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	Did not demonstrate any of the listed skills	Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated all skills, enhancing the overall presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Does not respond to questions or responses are completely off-topic.	Provides incomplete or unclear answers that show limited understanding.	Responds accurately and clearly to most questions, showing adequate understanding.	Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.	
	0 points	1-6 points	7-8 points	9-10 points	

2025–2026 Competitive Events Guidelines

Business Ethics



Presentation Protocols			
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	<p>Execution Aligned with Guidelines: (All criteria must be met)</p> <ul style="list-style-type: none"> ✓ Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time) ✓ Presentation aligned with the assigned topic ✓ Maintained professional boundaries during set-up time (no interaction with judges) ✓ Did not leave materials behind after the presentation ✓ Links or QR codes were displayed appropriately (not clicked or scanned by judges) ✓ Audio was presented without external speakers (preliminary round) ✓ Avoided use of food or live animals 	
	0 points	10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)			
Presentation Total (110 points)			
Name(s):			
School:			
Judge Signature:			Date:
Comments:			