



**CAREER CLUSTER**  
Business Management and  
Administration

**INSTRUCTIONAL AREA**  
Communication Skills

## **BUSINESS LAW AND ETHICS TEAM DECISION MAKING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, 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 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

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- Describe the nature of ethics.
- Explain reasons for ethical dilemmas.
- Recognize and respond to ethical dilemmas.
- Explain the nature of effective communications.
- Reinforce service orientation through communication.
- Identify company's brand promise.
- Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.).

## CASE STUDY SITUATION

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You are to assume the roles of the vice president and the director of human resources at INITIATIVE MARKETING, a marketing and public relations firm with over 200 employees. The president of the company (judge) has brought a concerning social media post to your attention and needs you to respond to the ethical dilemma.

INITIATIVE MARKETING addresses its employees' personal social media posts in its employee handbook. The handbook states,  
*"Employees shall not make derogatory, accusatory or malicious posts about the company, employees or former employees on social media accounts."*

Recently an employee was promoted to a managerial position with his department. The employee was one of three INITIATIVE MARKETING employees that interviewed for the position. The night after it was announced that the employee was promoted, the employee posted a picture on his Instagram account of himself with his new supervisor at a club. The caption read, "It's not what you know, it's who you know. #promotion"

Several INITIATIVE MARKETING employees follow the employee's Instagram account and were appalled at the implication that the promotion was due to the employee's friendship with the supervisor. Upon further review, there are multiple pictures posted of the employee and the supervisor out together during the last year, demonstrating a friendship and not simply a professional relationship.

The president of the company (judge) has asked you to analyze the situation and determine if and how the situation negatively impacts the company, how to respond to the employee and to the entire staff and determine what changes need to be made to the employee handbook regarding social media practices.

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

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization

Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.

4. Judge Evaluation Instructions and Judge Evaluation Form

Please use a critical and consistent eye in rating each participant team.

### JUDGE CHARACTERIZATION

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You are to assume the role of the president of INITIATIVE MARKETING, a marketing and public relations firm with over 200 employees. You have brought a concerning social media post to the vice president's and the director of human resources' (participant team's) attention and need them to respond to the ethical dilemma.

INITIATIVE MARKETING addresses its employees' personal social media posts in its employee handbook. The handbook states,

*"Employees shall not make derogatory, accusatory or malicious posts about the company, employees or former employees on social media accounts."*

Recently an employee was promoted to a managerial position with his department. The employee was one of three INITIATIVE MARKETING employees that interviewed for the position. The night after it was announced that the employee was promoted, the employee posted a picture on his Instagram account of himself with his new supervisor at a club. The caption read, "It's not what you know, it's who you know #promotion"

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You have asked the vice president and the director of human resources (participant team) to analyze the situation and determine if and how the situation negatively impacts the company, how to respond to the employee and to the entire staff and determine what changes need to be made to the employee handbook regarding social media practices.

The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about their ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. Can an employer enforce workplace rules when employees are not at work?
2. Would the posted picture been acceptable without the caption?

Once the vice president and the director of human resources (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the vice president and the director of human resources (participant team) for the work.

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

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participants demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participants demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participants demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## BUSINESS LAW AND ETHICS TEAM DECISION MAKING 2022

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

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

**INSTRUCTIONAL AREA:**  
Communication Skills

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

ID Number: \_\_\_\_\_

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe the nature of ethics?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain reasons for ethical dilemmas?	0-1-2-3	4-5-6	7-8	9-10	
3.	Recognize and respond to ethical dilemmas?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of effective communications?	0-1-2-3	4-5-6	7-8	9-10	
5.	Reinforce service orientation through communication?	0-1-2-3	4-5-6	7-8	9-10	
6.	Identify company's brand promise?	0-1-2-3	4-5-6	7-8	9-10	
7.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						