



**CAREER CLUSTER**

Business Management and Administration

**INSTRUCTIONAL AREA**

Economics

**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 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.

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

- 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**

- Explain the nature of business ethics.
- Explain the concept of private enterprise.
- Determine factors affecting business risk.
- Identify factors affecting a business's profit.
- Explain reasons for ethical dilemmas.
- Recognize and respond to ethical dilemmas.
- Assess long-term value and impact of actions on others.

## CASE STUDY SITUATION

You are to assume the roles of president and director of operations for SICKRX, a new mobile app that helps users determine severity of symptoms and appropriate actions needed. The director of corporate development (judge) has asked your team to analyze an offer from a potential investor, weigh the pros and cons, and make a final recommendation.

The new mobile app, SICKRX, was created to help people assess their health symptoms, determine if medical attention is needed, uncover helpful common remedies and more. Users simply enter their name and email address, agree to the terms and conditions, and can begin entering health symptoms. Once the submit button is pressed, SICKRX displays the pertinent information.

The terms and conditions that users agree to state that SICKRX does not take the place of being seen and diagnosed by a medical professional, prescription medicines must be prescribed by a medical doctor, and user information acquired by SICKRX may be distributed to third parties.

SICKRX was funded, in part, by corporate sponsors that paid the company to have access to the user information. Currently, the third parties are made up of pharmaceutical companies, a national brand of personal care products and a drugstore chain. SICKRX provides these third parties with the name, email address and symptoms of each user.

Recently, the director of corporate development (judge) met with a potential investor. The investor represents a national law firm with fifteen offices across the country. The potential investor is willing to invest more money than any other company, but only if an addition is made to the mobile app. The investor wants each user to indicate whether the symptoms entered in the app are the result of a workplace injury or an accident. The user must provide that information with each entered symptom to successfully use SICKRX.

The director of corporate development (judge) understands that the investor will use the information about workplace injury and accidents as a method to solicit business from SICKRX users. While this is not ideal, the financial investment would benefit the company, employees, the mobile app and eventually users.

The director of corporate development (judge) wants you to analyze the situation, weigh the pros and cons of both accepting the large investment and making the necessary addition to the app OR not accepting the large investment and not making the addition to the app. The director (judge) wants you to explain why this potential investor is different than the third parties SICKRX already provides user information to. Your team must make a final recommendation.

You will present your analysis and recommendation to the director of corporate development (judge) in a meeting to take place in the director's (judge's) office. The director of corporate development (judge) will begin the meeting by greeting you and asking to hear your analysis. After you have presented your analysis and recommendation 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 corporate development for SICKRX, a new mobile app that helps users determine severity of symptoms and appropriate actions needed. You have asked the president and the director of operations (participant team) to analyze an offer from a potential investor, weigh the pros and cons, and make a final recommendation.

The new mobile app, SICKRX, was created to help people assess their health symptoms, determine if medical attention is needed, uncover helpful common remedies and more. Users simply enter their name and email address, agree to the terms and conditions, and can begin entering health symptoms. Once the submit button is pressed, SICKRX displays the pertinent information.

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Recently, you met with a potential investor. The investor represents a national law firm with fifteen offices across the country. The potential investor is willing to invest more money than any other company, but only if an addition is made to the mobile app. The investor wants each user to indicate whether the symptoms entered in the app are the result of a workplace injury or an accident. The user must provide that information with each entered symptom to successfully use SICKRX.

You understand that the investor will use the information about workplace injury and accidents as a method to solicit business from SICKRX users. While this is not ideal, the financial investment would benefit the company, employees, the mobile app and eventually users.

You want the president and the director of operations (participant team) to analyze the situation, weigh the pros and cons of both accepting the large investment and making the necessary addition to the app OR not accepting the large investment and not making the addition to the app. You want the president and the director of operations (participant team) to explain why this potential investor is different than the third parties SICKRX already provides user information to. the president and the director of operations (participant team) must make a final recommendation.

The president and the director of operations (participant team) will present an analysis and recommendation to you in a meeting to take place in your office. You will begin the meeting by greeting the president and the director of operations (participant team) and asking to hear about their analysis.

After the president and the director of operations (participant team) have presented the analysis you are to ask the following questions of each participant team:

1. How is providing customer information to a law firm different than providing email addresses and symptoms to a pharmaceutical company?
2. Do you think there are different ethical standards for healthcare apps and gaming apps? Why or why not?

Once the president and the director of operations (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, 2019**

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

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

**JUDGE'S EVALUATION FORM**  
SAMPLE

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Economics

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of business ethics?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the concept of private enterprise?	0-1-2-3	4-5-6	7-8	9-10	
3.	Determine factors affecting business risk?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify factors affecting a business's profit?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain reasons for ethical dilemmas?	0-1-2-3	4-5-6	7-8	9-10	
6.	Recognize and respond to ethical dilemmas?	0-1-2-3	4-5-6	7-8	9-10	
7.	Assess long-term value and impact of actions on others?	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>						