

# Daniels Fund Ethics Initiative: High School Event

Category: Objective Test, Prejudged Report, and  
Presentation without Equipment

Type: Individual or Team

## Overview for District and State

**Three (3) parts: an objective test, a prejudged report, and a presentation.** A 60-minute, 50-item objective test will be administered online during the testing window for district and state. Team competitors will take individual tests, and the individual scores will be averaged to determine the team score. Reports are one (1) page executive summaries of findings and recommendations plus additional pages for documentation of resources and interviews. Competitors must complete all three parts for award eligibility.

The top four teams from state will advance to NLC. Students can use their research as the basis for their presentation at NLC. The teams must follow all rules designated for the national Business Ethics event.

**Objective Test Competencies:** Emotional Intelligence and Professional Development. Two-hundred sample test questions are provided in the yearlong *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 case about social media companies, their collection of customer data, and considerations in anti-trust law is provided; [access it here](#). Competitors research the case to identify the ethical principles and issues involved and discuss why those issues happened, how they should be resolved, and what could have prevented them.

**Awards:** Digital badges for competitors at district and state who score above 70% on the objective test

## Eligibility

- ✓ Competitors must be registered for DLC & SLC and pay registration fee.
- ✓ Competitors must pay dues by December 1.

## Finals

- DLC: Contact District Adviser about the process
- SLC: Fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

## Timeline

**Equipment Setup:** N/A  
**Performance:** 7 min  
**Warning:** 6 min  
**Time Up:** 7 min  
**Penalty Over Time:** 5 pts  
**Q & A:** 3 min

## Scoring

**Presentation:** 100 points  
**Test:** 50 points (averaged)  
**Written Summary:** 50 points



## Guidelines

### Specific Guidelines

- Competitors must research the case and prepare a one-page summary prior to conference, identifying the ethical principles and dilemmas involved, why the dilemmas occurred, how they should be resolved, and what could have prevented them. They must be prepared to present their findings and solutions during district and state competition, explaining which ethical principles are involved, why the dilemmas occurred, how the dilemmas should be resolved, and what could have prevented them.
- Competitors must interview three local business people as part of their research, and explain how the interview findings factored into their recommendations. This information should 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.).
- Competitors are permitted to bring prepared notes of any type for the presentation.
- No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.
- The same case study will be used in district and state competition. Improvements can be made between district and state competition.

### Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The front cover and resource documentation, including information about interviews with business people are not counted against page limit.
- Competitors should include the name of school, state, name of the event, and year (20XX–XX) on the cover. The cover should also include the names of participants.
- Pages must be numbered and formatted to fit on 8-½"x11" paper.
- Reports should have a two-inch top margin, one-inch side margins, and double-spaced body.
- Follow the rating sheet sequence when writing the report. If information is not available for the particular criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.
- Reports must be original and current.

### Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- All team members must participate in the presentation.

### 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 presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines



## General Performance Guidelines

### Performance Guidelines

- DLC: Contact District Adviser about the process.
- SLC: Fifteen (15) 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 competitors are expected to actively participate in the performance.
- Competitors cannot be replaced or substituted for prejudged events.
- All competitors must comply with the FBLA-PBL dress code.
- Prejudged materials will not be returned.

### Performance Competencies

- Demonstrate excellent verbal communication.
- 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).

## General Guidelines

The general event guidelines below are applicable to all 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.

### Eligibility

- Dues: Competitors must have paid FBLA national and state dues by December 1 of the current school year.
- DLC & SLC Registration: Participants must be registered for the DLC & SLC and pay the conference registration fee to participate in competitive events.
- Each competitor must compete in all parts of an event for award eligibility.

### Repeat Competitors

Competitors are **not** permitted to compete in an event more than once at the DLC unless one of the following circumstances applies:

- Team Events: One (1) competitor of the team may have competed in the same event at one (1) previous NLC; however, they may not compete more than twice in the event at the national level.
- Individual Entry: A competitor who competed as an individual entry in a team event at the national level may compete in the same event a second time as part of a team, but not a second time as an individual.

### Breaking Ties

- The averaged test score will break ties.



## State Deadlines

- Membership dues must be paid (received) by National FBLA by December 1.
- The chapter adviser must register all participants for the Business Ethics event by the published deadline.
- The report must be received by the published pre-judge deadline.
- The online test must be taken during the published online testing window.
- All prejudged projects and reports must be submitted electronically.
- All Statements of Assurance must be submitted online.

## State Awards

The top entries will be announced at the State Leadership Conference.

## Americans with Disabilities Act (ADA)

FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who submit a special needs form through DLC & SLC registration.

## 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.

## District and State Event Sponsor

The Daniels Fund, a private charitable foundation located in Denver, Colorado, is the sponsor for this year's district and state Business Ethics competitive event. The Daniels Fund Ethics Initiative: High School Program provides principles-based ethics education to high school students active in business courses and student organizations across the country. Extending beyond philosophy and theory, the Daniels Fund Ethics Initiative: High School Program focuses on practical, real-world application of ethical principles as a basis for decision-making. The following ethical principles, developed by the Daniels Fund and its partners, are central to the initiative:

- **Integrity:** Act with honesty in all situations.
- **Trust:** Build trust in all stakeholder relationships.
- **Accountability:** Accept responsibility for all decisions.
- **Transparency:** Maintain open and truthful communications.
- **Fairness:** Engage in fair competition and create equitable and just relationships.
- **Respect:** Honor the rights, freedoms, views, and property of others.
- **Rule of Law:** Comply with the spirit and intent of laws and regulations.
- **Viability:** Create long-term value for all relevant stakeholders.

Learn more [here](#) about the Daniels Fund Ethics Initiative: High School Program and these important ethical principles.

## Preparation for District and State

The content of the 50-item multiple-choice tests is based on the competencies in the MBA Research *Ethical Leadership* course guide and corresponding instructional modules (also known as Learning Activity Packages or LAPs) that are provided at no charge courtesy of the Daniels Fund in MBA Research's online store at <https://www.mbaresearch.org/>.



## Competencies

### Competency

#### Emotional Intelligence

### Tasks

1. Describe the nature of emotional intelligence (LAP-EI-001)
2. Recognize and overcome personal biases and stereotypes (LAP-EI-139)
3. Assess personal strengths and weaknesses (LAP-EI-017)
4. Assess personal behavior and values (LAP-EI-126)
5. Demonstrate honesty and integrity (LAP-EI-138)
6. Demonstrate responsible behavior (LAP-EI-021)
7. Demonstrate fairness (LAP-EI-127)
8. Assess risks of personal decisions (LAP-EI-091)
9. Take responsibility for decisions and actions (LAP-EI-075)
10. Build trust in relationships (LAP-EI-128)
11. Describe the nature of ethics (LAP-EI-123)
12. Explain reasons for ethical dilemmas (LAP-EI-124)
13. Recognize and respond to ethical dilemmas (LAP-EI-125)
14. Explain the use of feedback for personal growth (LAP-EI-015)
15. Show empathy for others (LAP-EI-030)
16. Exhibit cultural sensitivity (LAP-EI-033)
17. Explain the nature of effective communications (LAP-EI-140)
18. Foster open, honest communication (LAP-EI-129)
19. Participate as a team member (LAP-EI-045)
20. Explain the concept of leadership (LAP-EI-016)
21. Explain the nature of ethical leadership (LAP-EI-131)
22. Model ethical behavior (LAP-EI-132)
23. Determine personal vision (LAP-EI-063)
24. Inspire others (LAP-EI-133)
25. Develop an achievement orientation (LAP-EI-027)
26. Enlist others in working toward a shared vision (LAP-EI-060)
27. Treat others with dignity and respect (LAP-EI-036)
28. Foster positive working relationships (LAP-EI-037)
29. Assess long-term value and impact of actions on others (LAP-EI-137)

#### Professional Development

1. Set personal goals (LAP-PD-016)
2. Follow rules of conduct (LAP-PD-251)
3. Make decisions (LAP-PD-017)
4. Demonstrate problem-solving skills (LAP-PD-077)

## Performance Rating Sheets

[CO FBLA Business Ethics Rating Sheet 2021.docx](#) Note: This rating sheet was modified on September 30, 2020, and is for use at 2021 district and state competition. **NOTE:** This rating sheet is modified from the one to be used at NLC to incorporate reference to ethical principles and interviews of business people. Point values were modified to accommodate these additions.

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## Format Guide



[Format Guide PDF](#)

## Alignment

### NBEA Standards

- Business Law
- Communication

### Career Clusters

- Agriculture
- Arts, A/V Technology, & Communication
- Business Management & Administration
- Finance
- Government & Public Administration
- Human Services
- Information Technology
- Law & Public Safety
- Marketing, Sales, & Service
- S.T.E.M.