



BUSINESS LAW AND ETHICS TEAM DECISION MAKING EVENT

CAREER CLUSTER
Business Management and
Administration

INSTRUCTIONAL AREA
Emotional Intelligence

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Case Study Situation.

You have up to 30 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Describe the nature of ethics.
- Explain reasons for ethical dilemmas.
- Recognize and respond to ethical dilemmas.
- Build trust in relationships.
- Explain factors that influence customer/client/business buying behavior.

CASE STUDY SITUATION

You are to assume the roles of the general manager and the marketing specialist for HOLIDAY HOUSE, a business that provides installation of outdoor holiday lights and decorations. The owner (judge) wants your team to analyze the use of artificial intelligence (AI) images in marketing materials and recommend how to proceed.

HOLIDAY HOUSE started business two years ago. The business specializes in decorating residential houses with holiday lights and décor during the winter months. Customers can choose from a variety of light styles and colors along with other décor for outdoor use.

HOLIDAY HOUSE uses both Facebook and Instagram for social media marketing. It is imperative that customers can see the products and services that the business provides so use of images is crucial. When the HOLIDAY HOUSE crews have completed decorating a house, the marketing team will ask the customer if images of their house can be used on the business's social media accounts. While most customers allow HOLIDAY HOUSE to use images of their decorated homes for use in marketing, some do not.

The business is excited to begin offering additional holiday décor. HOLIDAY HOUSE now has inventory to include decorations and lighting for all seasons and holidays. Your team is excited to begin promoting the new inventory, but there are no images available yet to showcase the products.

It was decided that AI images would be used in marketing the new inventory of décor and lights for the seasons and holidays throughout the year. In addition, it was decided that AI images would also be used in marketing the traditional winter holiday products available. The AI images would be mixed in with the actual customer images of HOLIDAY HOUSE completed projects.

The owner (judge) is questioning the ethics of using AI images to promote the business. The owner (judge) wants your team to analyze the use of using AI images to promote HOLIDAY HOUSE, explain why it could be considered unethical, determine how it could positively or negatively influence customers and ultimately if AI images should be used.

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the owner of HOLIDAY HOUSE, a business that provides installation of outdoor holiday lights and decorations. You want the general manager and the marketing specialist (participant team) to analyze the use of artificial intelligence (AI) images in marketing materials and recommend how to proceed.

HOLIDAY HOUSE started business two years ago. The business specializes in decorating residential houses with holiday lights and décor during the winter months. Customers can choose from a variety of light styles and colors along with other décor for outdoor use.

HOLIDAY HOUSE uses both Facebook and Instagram for social media marketing. It is imperative that customers can see the products and services that the business provides so use of images is crucial. When the HOLIDAY HOUSE crews have completed decorating a house, the marketing team will ask the customer if images of their house can be used on the business's social media accounts. While most customers allow HOLIDAY HOUSE to use images of their decorated homes for use in marketing, some do not.

The business is excited to begin offering additional holiday décor. HOLIDAY HOUSE now has inventory to include decorations and lighting for all seasons and holidays. The general manager and the marketing specialist (participant team) are excited to begin promoting the new inventory, but there are no images available yet to showcase the products.

It was decided that AI images would be used in marketing the new inventory of décor and lights for the seasons and holidays throughout the year. In addition, it was decided that AI images would also be used in marketing the traditional winter holiday products available. The AI images would be mixed in with the actual customer images of HOLIDAY HOUSE completed projects.

You are questioning the ethics of using AI images to promote the business. You want the general manager and the marketing specialist (participant team) to analyze the use of using AI images to promote HOLIDAY HOUSE, explain why it could be considered unethical, determine how it could positively or negatively influence customers and ultimately if AI images should be used.

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 team:

1. If I decide not to use AI images at all, how can we market the new inventory?
2. How can we encourage customers to allow us to use images of their house in marketing?

Once the general manager and the marketing specialist (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the general manager and the marketing specialist (participant team) for the work.

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

EVALUATION INSTRUCTIONS

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam scores.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



BUSINESS LAW AND ETHICS TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

INSTRUCTIONAL AREA: Emotional Intelligenc

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
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.	Build trust in relationships.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain factors that influence customer/client/business buying behavior.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						