



CAREER CLUSTER
Business Management and
Administration

CAREER PATHWAY
General Management

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 60 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

- Explain reasons for ethical dilemmas.
- Recognize and respond to ethical dilemmas.
- Assess long-term value and impact on others.
- Explain the nature of effective communications.
- Identify ways to use crowdsourcing in business.

CASE STUDY SITUATION

You are the creative director and the marketing director for **STYLE DESIGN**, a popular chain of clothing stores for teenagers and young adults. **STYLE DESIGN** has been in business for over 30-years and is proud of its ability to be consistently on trend with current styles. **STYLE DESIGN's** marketing focus is on 14-22-year-olds and features casual apparel, shoes and accessories.

The chief marketing officer of **STYLE DESIGN** wants to boost social media engagement, build community and receive input from 14-22 year olds about new designs. To do this, the chief marketing officer has proposed a new crowdsourcing campaign called *My Design*.

My Design invites customers to submit sketches and design ideas for a **STYLE DESIGN** product line, promising exposure and the chance to have their work featured in the new product line. *My Design* will be promoted on all **STYLE DESIGN** social media accounts and will have participants upload design submissions on the **STYLE DESIGN** website.

STYLE DESIGN will select ten finalists and then allow customers to vote on social media which designs should be produced. The winning designer will receive a \$2,000 **STYLE DESIGN** gift card and features on **STYLE DESIGN** social media with public credit. The creation will be sold in the next season's product line.

YOUR CHALLENGE

The president of **STYLE DESIGN** has concerns about the crowdsourcing campaign. When submitting designs, all participants must agree to a lengthy list of terms and conditions that gives **STYLE DESIGN** the rights to all submissions, even those not chosen. In addition, the president feels there may be other ethical concerns in the *My Design* crowdsourcing campaign.

The president wants your team to identify all possible ethical concerns in *My Design* and determine how to best respond or remove any risks. The president wants you to identify if there is a way to use the *My Design* crowdsourcing campaign without ethical complications or if the benefit of innovative community engagement outweighs the risks.

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.

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 ETHICS – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA: Emotional Intelligence

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain reasons for ethical dilemmas.	0-1-2-3	4-5-6	7-8-9	10	
2.	Recognize and respond to ethical dilemmas.	0-1-2-3	4-5-6	7-8-9	10	
3.	Assess long-term value and impact on others.	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.	Identify ways to use crowdsourcing in business.	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						