

## **(540) Ethics and Professionalism**

### **Description**

Explore the application of ethical frameworks to various aspects used in business today.

### **Eligibility**

Any Secondary division student member may enter this event.

### **Member must supply**

Sharpened No. 2 pencils, pens

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- Utilize nonverbal gestures as needed
- Demonstrate problem solving abilities

### **Specifications**

- The member will be given a scenario dealing with ethics or professionalism. Please refer to the [\*Ethics and Professionalism Resources Manual\*](#) as a guide when preparing for the event.
- The member will be provided twenty (20) minutes to develop the presentation. Three (3) note cards will be provided by the event proctor. Notes can only be made on the note cards provided.
- No advisor contact will be allowed between the time of receiving the topic and the delivery.
- **Only the [\*Ethics and Professionalism Resources Manual\*](#), along with three (3) note cards for note taking, may be used in the preparation room.**
- Cell phones may *not* be used in the preparation room.
- **Only the three (3) note cards may be used in the presentation room. The [\*Ethics and Professionalism Resources Manual\*](#) may not be used during the presentation.**
- The member will speak before a panel of judges and a timekeeper.
- The length of the presentation should be between five (5) and seven (7) minutes. The member will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.
- **The presentation will be stopped at seven (7) minutes.**

### **Method of evaluation**

Judge's Scoring Rubric

### **Length of event**

No more than twenty (20) minutes preparation time

No less than five (5) minutes and no more than seven (7) minutes for oral presentation

No more than three (3) minutes judges' questions

Finals may be included at state and national levels

**Equipment/supplies provided**

Case scenario  
Three (3) note cards

**Entries**

Each state is allowed three (3) entries

**Members are expected to familiarize themselves with the *Ethics and Professionalism Resources Manual* prior to competition.**

**Judges' comments will be returned digitally through the online judging system at the national level.**

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Judge Number \_\_\_\_\_

Member ID \_\_\_\_\_

**Presentation Scoring Rubric**

<b>Items to Evaluate</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
<b>Opening:</b> Introduction of case study	1-5	6-10	11-15	16-20	
<b>Effectiveness of presentation:</b> Purpose achieved, logically organized, clearly understood	1-5	6-10	11-15	16-20	
<b>Mechanics:</b> Diction, grammar, pronunciation, gestures, poise, eye contact	1-5	6-10	11-15	16-20	
<b>Closing:</b> Summary and conclusion	1-5	6-10	11-15	16-20	
<b>Solution to case study:</b> Quality of solution Development of subject matter Depth of research	1-5	6-10	11-15	16-20	
<b>Problem solving skills</b>	1-5	6-10	11-15	16-20	
<b>Response to judges' questions</b>	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Presentation lasted no less than five (5) and no more than seven (7) minutes				10	
<b>TOTAL PRESENTATION POINTS (150 points maximum)</b>					

**TOTAL MAXIMUM POINTS = 150**

**PRESENTATION WILL BE STOPPED AT SEVEN (7) MINUTES**