Overview, Rules, & Guidelines

Failure to comply with these guidelines may result in penalties or disqualification from this and/or future competitions.

PURPOSE

The VCU School of Business Ethics Competition will be held Friday, November 16, 2018 in Snead Hall. The purpose of the competition is to encourage robust discussion and critical thought concerning ethical issues. The competition provides students an opportunity to showcase their talents and creativity, while interacting with their peers and business leaders.

Teams of business students will be given an ethical dilemma. As a team, they will analyze and present their position to a panel of judges. The first round of presentations will take place between 12:30 p.m. - 2:30 p.m. on November 16th. Finalists from the first round will be announced and compete at 3:00 p.m. in front of a new judging panel.

PRIZES

- First place team will split $5,000.
- Second place team will split $3,000.
- Third place team will split $2,000.

TEAMS

- **Applications are due by Friday, October 5, 2018 at midnight EST.** Submit all application online. Application materials consist of
  - Application form
  - Resumes for each team member
- All team members must be undergraduate VCU students enrolled in the School of Business (major or Business Foundations). Teams may consist of either four (4) or five (5) students.
- Students may register as a full team, a partial team, or as an individual. Students who register as an individual will be placed in teams.
- Students who register as individuals or as a partial team (2-3 students), will be placed into full teams by the Ethics Competition Committee. Students will meet their fellow team members at the Kickoff Lunch & Celebration.
- Teams shall be interdisciplinary (consisting of students from different majors).
- It is REQUIRED that teams have no more than 2 students from the same major.
KICKOFF LUNCH & CELEBRATION

- The case will be distributed at a kickoff celebration Friday, October 12, 2018 from noon – 3:00 pm in B3189 Snead Hall. Lunch will be provided.
- All members of the team are expected to attend the kickoff.
- The Kickoff includes a casual lunch, ethics conversation with a Fortune 500 CFO, a brief tutorial with tips on how to approach and analyze an ethical case, and distribution of the case.
- Judging criteria will be shared with all teams at the Kickoff.
- By the end of the Kickoff Celebration each team should identify a team captain who will be responsible for communicating with ethics competition officials and be responsible for ensuring all deadlines are met by the team.

MENTORING & PREPARATION

- Teams will have two opportunities to seek advice from alumni and community members.
- Teams are STRONGLY ENCOURAGED to utilize free resources at the School of Business, especially Studio BE in Snead Hall.
- Teams may access public data via the internet or Cabel Library to complete the case. Use of fee-based subscription services is not Permitted.
- The case is to be completed by the team members only, with no outside advisement of any other stakeholders. The sole exception is guidance from Ethics Competition mentors during predetermined mentoring sessions advertised to all teams.
- Mentors are welcomed and encouraged to attend the competition, but are not required to do so.
- Questions regarding the specifics of the case should be submitted by email to BusEthics@vcu.edu. If the question is deemed critical, the question and the answer will be distributed to all teams. All questions must be submitted by 9:00 a.m. Monday, November 12 for consideration.
- Please note, logistical questions should be submitted to BusEthics@vcu.edu at any time.
- Business dress is required for the presentation day, November 16th.
- Teams may utilize Janet Reid, Business Research Librarian. Snead Office hours: Mon. 11 a.m. – 1 p.m.; Tues. 5:30 p.m. – 7 p.m.; Wed. 11 a.m. – 1 p.m., & 5:30 – 7 p.m.

FIRST ROUND PRESENTATIONS

- First round presentation times and practice rooms will be assigned at random and emailed to team captains by November 14, 2018.
- An electronic copy of each team’s presentation slide deck and a one-page summary will be due by noon on Wednesday, November 14th to BusEthics@vcu.edu. An email confirming receipt of the presentation will be sent to the submitter. Materials may not be modified in any way after the November 14th deadline. Late submissions will not be accepted except in the case of documentable commercial travel delays.
• Each team is required to report to their practice room at least 30 minutes prior to their presentation start time.
• All members must have a speaking part in the presentation.
• Team presentations in each round will not exceed 15 minutes. A time keeper will be present, and presentations will be stopped at the 15-minute mark. Each team will be given a visual 2-minute and 30 second warning. The presentation will be followed by ten minutes of judges’ questions. If the presentation is less than 15 minutes, the judges’ questions may fill the remainder of the 25-minute total time allowed for each presentation.
• Teams are not allowed in the presentation room prior to or after their presentation.
• Lunch will be provided for team members on the presentation day.
• After the First Round, Ethics Competition judges will evaluate and grade the presentation of each team to determine the top finalists who will proceed to the Second round.
• All teams are expected to stay for the Second Round presentations.
• Judges critiques for each team will be distributed to that team’s captain.

Second Round Presentation

• The Second Round (final round) will take place at 3:00 p.m. on Friday, November 16th.
• The Second Round is open to all students, faculty, Business alumni and friends.
• Each Second Round team will be sequestered until its individual presentation time.
• Presentations will follow the same format as the First Round, including judges questions.
• Judges will be different than the First Round judges and will not have heard the presentations previously.
• Following the final presentation, judges will convene to determine the first, second, and third place teams.
• While judges deliberate, a networking reception will be held in Snead Hall.
• First, second, and third place teams will be announced at the reception.
• Prize money is taxable per IRS regulations. Winning team members will be required to complete modified W-9 so that prize money may be processed. Team members will receive a check within 30 days of completing the modified W-9.