Launch211 Competitive Events Guidelines
Business Ethics

The **Business Ethics Role Play** invites you to step into the role of expert **ethics** consultants who must rapidly address a critical, real-world ethical dilemma. Participants are tasked with analyzing complex situations, such as navigating stakeholder conflicts, responding to corporate misconduct, or balancing profit with social responsibility, and applying their knowledge of core ethical frameworks and principles to develop a viable and comprehensive resolution.

You will be able to articulate and present your reasoned recommendations to a business executive (the judge), and you must demonstrate professional judgment, organized thinking, and outstanding communication skills while defending your ethical analysis in a high-pressure environment. This event is designed to test your ability to connect ethical principles with business decisions and develop responsible strategies for complex moral challenges.

Event Overview

Event Type	Role Play
Team Size	1- 3 members
Event Elements	Role Play Presentation

Knowledge Areas

- Ethical Frameworks & Decision-Making Models
- Stakeholder Analysis & Management
- Corporate Social Responsibility (CSR)
- Compliance & Regulatory Standards
- Corporate Governance & Accountability
- Workplace Ethics & Employee Rights
- Environmental & Sustainability Ethics
- Consumer Protection & Fair Practices
- Transparency & Financial Integrity

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Required Competition Items

	Items Competitors Must Provide	**Items We Provide**
Role Play		● Two notecards per competitor ● Pencil ● Secret role play/scenario

Event Administration

This event consists of a single role play presentation.

Role Play Details

Timing Structure

Phase	Duration	Specific Procedure and Requirements
Preparation Time	**20 minutes**	Participants review the secret role play scenario/case study provided on-site. A single copy of the scenario is provided and must be shared among team members. A one-minute warning will be provided.
Presentation	**7 minutes**	The team delivers their analysis, recommendations, and rationale to the judge. The timekeeper provides a 1-minute warning and then indicates when time is up. At that point, participants **must stop immediately.**
Question & Answer (Q&A)	**3 minutes**	The judge asks standard questions plus any team-specific questions to determine understanding. Every team member must participate by responding to at least one question during this session.

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Role Play Prompt

- Secret role-play prompt/scenario provided on-site in allotted time.
- Refer to the [Official Launch 211 Site](#) for preparation material and sample prompts
- Competitors will be provided with a single copy of a management-related scenario or problem at the beginning of their assigned preparation time.
- This copy must be shared among team members
- Copy may only be accessed within the designated preparation area.

Notecard Use

- Each competitor will receive two notecards for use during preparation and the presentation.
- Information may be written on both sides. Notecards will be collected after the role play.

Materials

- No technology, reference materials, visuals, or props may be used.

Confidentiality

- To maintain fairness, competitors must not discuss or share the role play prompt until the event concludes.

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Scoring and Evaluation

The total score for the event is **100 points**. The evaluation is split into two weighted categories: Response Criteria (20%), Performance Indicators (50%) and Presentation Criteria (30%).

I. Response Criteria - 20 Points

- The Response Criteria evaluate the participant's ability to analyze the business situation and develop strategic recommendations.
- The judges evaluate 2 specific criteria:
  - Demonstrates understanding of the role play and defines the business objectives
  - Identifies logical solution and develops implementation plan
- Each of the 2 criteria is worth a maximum of 10 points.

II. Performance Indicators – 50 Points

- Performance Indicators are the technical evaluation criteria, reflecting how well participants apply the core concepts of ethics underlined in the knowledge areas (e.g., Ethical Foundations, Data Privacy, Sustainability, etc.).
- The judge evaluates 5 specific Performance Indicators relevant to the scenario.
- Each of the 5 Performance Indicators is worth a maximum of 10 points.

III. Presentation Criteria – 30 Points

- The Presentation Criteria evaluate the professional quality of the delivery and critical thinking demonstrated by the team.
- The judges evaluate 3 specific criteria:
  - Statements are well-organized and clearly stated; demonstrates preparedness?
  - Consistently display confidence, poised body language, engaging eye contact, and effective voice projection?
  - Demonstrates the ability to effectively answer the judges' questions?
- Each of the 3 criteria is worth a maximum of 10 points.

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Study Guide: Knowledge Areas and Objectives for Performance Indicators

A. Ethical Foundations in Business

1. Explain the need for professional and ethical standards in business

2. Identify ethical issues in business operations and decision-making

3. Describe the relationship between legal compliance and ethical behavior

B. Data Privacy and Customer Trust

1. Identify ethical issues related to customer data collection and monetization

2. Explain the tension between data monetization and customer privacy rights

3. Describe the risks of re-identification in "anonymized" data

C. Environmental Responsibility and Sustainability

1. Identify the ethical implications of manufacturing practices on environmental sustainability

2. Explain the concept of greenwashing and its impact on stakeholder trust

3. Analyze the conflict between cost reduction strategies and environmental responsibility

4. Describe the importance of aligning marketing claims with actual practices

D. Workplace Culture and Leadership Accountability

1. Identify ethical failures in workplace culture and leadership accountability

2. Explain how organizational success can mask underlying cultural problems

3. Analyze the responsibility of leadership to address misconduct among high performers

4. Describe the risks of prioritizing performance over ethical conduct

E. Technology Ethics and Algorithmic Bias

1. Identify the ethical issues present in AI-driven business practices

2. Explain how algorithmic bias conflicts with company values and ethical standards

3. Describe how historical data can perpetuate discrimination in automated systems

F. Stakeholder Analysis and Management

1. Identify all stakeholders affected by business ethical decisions

2. Analyze competing interests among different stakeholder groups

3. Evaluate stakeholder trust and the long-term consequences of unethical practices

4. Explain the impact of ethical violations on employee morale and retention

G. Ethical Decision-Making Frameworks

1. Develop ethical policies that balance business needs with stakeholder protection

2. Identify logical solutions to complex ethical dilemmas

3. Explain how to evaluate competing ethical obligations

H. Transparency and Communication

1. Recommend transparent communication strategies for addressing ethical failures

2. Explain the importance of clear disclosure in maintaining stakeholder trust

3. Describe strategies for rebuilding trust after ethical violations

I. Balancing Financial Viability and Ethics

1. Develop solutions that address ethical concerns while maintaining business viability

2. Explain strategies for balancing profit generation with ethical responsibility

3. Analyze the financial implications of ethical versus unethical business practices

4. Describe methods for maintaining competitiveness without compromising ethics

J. Cultural Reform and Accountability Systems

1. Recommend cultural reform strategies that rebuild trust and establish accountability

2. Develop policies that prioritize ethical conduct over individual performance metrics

3. Explain methods for creating effective ethics training and awareness programs

4. Describe systems for reporting and addressing ethical violations