

ETHICS CONTEST: JUNIOR DIVISION

CONTEST CHAIR

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CONTEST DETAILS

Case Study Scenario for individual Junior (Grades 9 and 10) entries.

REMINDER: MAXIMUM FIVE (5) ENTRIES PER SCHOOL

Ethics in Business:

Childhood obesity is increasing concern. Who is to blame? Are the corporations who offer unhealthy choices to blame? Or is it the fault of the consumer who makes purchasing decisions?

CONTEST FRAMEWORK

1. Your response to the Case Study scenario above must take one side only—either the corporation’s side or the consumer’s side.
2. Choose from either holding the corporations accountable (to their Corporate Social Responsibility), or choose to argue that the consumer is responsible through the five-step Consumer Buying Process. The five-step Consumer Buying Process includes: (i) Problem Recognition; (ii) Information Search; (iii) Alternative Evaluation; (iv) Purchase Decision; (v) Post-Purchase Evaluation.

An example of Consumer Buying Decision Process (taken from theconsumerfactor.com)

“Nothing like a real example to better understand the five stages of the Consumer Buying Decision Process. Maybe this situation sounds familiar to you.

Step 1 – Problem Recognition: It’s Sunday night. You’re hungry and there is nothing in the fridge. You will order food.

Step 2 – Information Search: You already have ordered from the Indian restaurant on your street last month. A friend recommended a pizzeria in your neighbourhood. This morning, you’ve found a flyer for a sushi restaurant in your mailbox.

Step 3 – Alternative Evaluation: You have a bad opinion of the Indian restaurant since you were sick the last time. The pizzeria is both recommended by your friend and also happens to be a well-known brand. As for the sushi restaurant, it got good reviews in your local newspaper.

Step 4 – Purchase Decision: After evaluating the possibilities, you’ve decided to choose the well-known pizza delivery chain. In addition, a new episode of your favourite TV show is broadcasted tonight on TV.

Step 5 – Post-Purchase Evaluation: The pizza was good, but you know there was too many calories and you regret a little bit. The next time you will choose the sushi restaurant. There is less fat in sushi than pizza.”

REQUIRED COMPONENTS:

- Title Page
- One Case Study: 500 word (one- to two-typed pages); double spaced; 12-size font.
- Proofreading for format, grammar, and spelling, and use of appropriate Business terminology.
- **NOTE: This entry must be sent electronically to the Contest Chair.**

TEACHERS: You are required to submit a CLEAR and COMPLETED Student entry information form (Scanned, pdf or Word Format form) and the complete student entry case study (Title Page, the case study, and Bibliography).

ANY MISSING INFORMATION WILL BE CONSIDERED AS AN INCOMPLETE SUBMISSION IN THE FINAL EVALUATION.

EVALUATION RUBRIC (ETHICS JUNIOR CONTEST)

Student's Name:		Scoring Scale: 1 – limited effectiveness (1 Mark) 2 – some effectiveness (2 Marks) 3 – considerable effectiveness (3 Marks) 4—high degree of effectiveness (4 Marks)			
	LEVEL 1 (50-59%)	LEVEL 2 (60-69%)	LEVEL 3 (70-79%)	LEVEL 4 (80-100%)	TOTAL
Uniqueness and appropriateness of the approach to the ethical issue analyzed.	Ethical dilemma unclear. Clashing values not differentiated.	The issue is ethical, but the incident is still ill- defined.	Good choice of single incident that illustrates an ethical issue.	Excellent choice of incident, relevant subject that illustrates larger clash of values.	/4
Research and explanation of the situation.	Confusing. Not sure what the facts really are in this situation.	Good research and explanation, but not enough depth or context.	Good use of facts, use of additional resources as background and for support.	Superior explanation; no unanswered questions. Good use of facts, research.	/4
Ethical Analysis	Superficial. Shows little understanding of ethical principles.	Use of appropriate principles, but cursory summary and analysis.	Appropriate principles discussed. Good analysis.	Excellent, in-depth analysis using appropriate principles and analysis.	/4
Writing, clarity, spelling, grammar	Confusing structure. Spelling errors, grammar issues, etc. Too short or long.	Adequately written, but content is sparse. Some grammar, spelling issues.	Well-written, within general length guidelines. Minimal grammar, spelling issues.	Excellent; brief, but comprehensive. No grammar, spelling issues.	/4
Formatting -Included a Title Page; -Kept to two-page, maximum limit; -Used double spacing and size 12 font; -Used the Case Study Format (For Sr. Contest only)	Not formatted properly. Used wrong spacing or font size. Too short or too long. Case Study Format was not followed.	Adequately formatted, but was either too short or too long. Case Study Format was adequate.	Well-written, within general length guidelines. Case Study Format was followed considerably with minor error(s).	Superb formatting. Case Study Format was followed and adhered to.	/4
Final Total					/20

OBEA CONTEST IDENTIFICATION FORM 2021-2022

Each Contest entry must include this completed, typed Identification Form, one per student, to be eligible. The form is completed using Microsoft Word. Save a filled form as a pdf file.

To be eligible, please ensure that:

- Your entry is received on time, following the instructions for the Contest you are entering.
- All information on this form is required and it must be typed for submission. Form is signed.
- For ongoing contests, a *maximum of 5 entries per Contest per school, unless otherwise indicated.*
- Accounting students are not required to submit this form unless requested by the contest chair.

CONTEST INFORMATION	
Select a Contest:	
For Website Contests: URL	
STUDENT INFORMATION	
Name	
Home Address	
City	Postal Code
Email	Home Phone
TEACHER AND SCHOOL INFORMATION	
Course Title	Course Code
Teacher Name	
Full School Name	
Full School Address	
City	Postal Code
Email	Pbone
OBEA Membership Number (if applicable)	
Name of School Board	
OBEA SPONSOR INFORMATION <small>Sponsor must be a current OBEA Member. Leave blank if the Teacher and Sponsor is the same person.</small>	
Sponsor Name	
Email	Phone
OBEA Membership Number	

RELEASE PERMISSION

This signature grants OBEA permission to publicly display the Contest entry and winner's name. Contest entries become the property of OBEA.

Signature of Student (18 or over)

Signature of Parent/Guardian (if student is under 18)