

UNI Wilson College of Business – Ethics Case Competition – Information Sheet –

April 1, 2024

- Registration Deadline – March 8, 2024 at 5:00pm
 - To register, you must send the following to Dr. Russell Guay via email (russell.guay@uni.edu):
 - Team Name and Names of Individual Team Members (5 current undergraduate UNI students in the Wilson College of Business or in the Ethics minor)
 - Student ID #s and Email address for each team member
 - Major(s) and year in school for each team member
 - While you are not required to choose team members of different majors, it is recommended that you consider diversity in your team (whether that be gender, race, majors, personality traits, work and life experiences, etc.) to better your chance of coming up with well-rounded recommendations
- Case Release – March 25, 2024 at 5:00pm via email
 - You will not be given a full set of case questions to answer but rather will be allowed to take your recommendations in whatever direction your team feels is best to meet both ethical and business stakeholder issues
- Preliminary Round – April 1, 2024 from 5:00-6:30pm (teams will be given a presentation time and room location in advance; presentations will take place at 5:00, 5:30, and 6:00; if you have a preferred time, please let me know; teams will be notified around 6:45 of who will advance to the final round later that evening and what time they will present
 - 15 minutes of presentation time
 - 10 minutes of Q&A with the judges
 - 5 minutes of scoring time for the judges
- Final Round – April 1, 2024 from 7:00-9:00pm (teams will again be given a presentation time and room location in advance; presentations will take place at 7:00, 7:30, 8:00, and 8:30 with winners announced after scoring is finalized)
 - 15 minutes of presentation time
 - 10 minutes of Q&A with the judges
 - 5 minutes of scoring time for the judges
- Judges will be considering the following areas when evaluating teams throughout the competition: Delivery, Depth and breadth of analysis of the ethical issues, Persuasiveness, Creativity, Recommendations that are both ethical and practical in a business context, as well as Responses to questions from judges
- First Prize: \$2500 (\$500 per person) *
- Second Prize: \$1500 (\$300 per person) *
- Third Prize: \$1000 (\$200 per person) *
- *Prize money will be awarded as a scholarship and credited to the student U-Bill.

The David W. Wilson Chair in Business Ethics has developed this case competition to challenge UNI undergraduate College of Business students to apply the ethical frameworks and business skills learned in our classes to challenging real-world cases. The ethical dilemmas explored in the competition include real challenges facing our society today, each dealing with a complex set of stakeholder needs and interests and asking students to propose creative solutions that are feasible from an operational and financial standpoint.