BUSINESS

PROGRAM GUIDE

Developed through the TRUIST Center for Ethical Business Leadership

UNC College of Business

Junior Achievement®

A business ethics high school simulation through partnership:

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TRUIST Center for Ethical Leadership

OUR FOCUS: Creating Value by Developing Ethical Leaders

Vision

Provide support for a North Georgia leadership community that understands and incorporates their values in daily ethical decisions and actions impacting the everyday lives of citizens.

Mission

Facilitate critical thinking, promote ethical decision-making and support education in ethical leadership through education, research and professional development programs at the community, university and K-12 levels.

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BEE-2 Program Structure

STEP 1: Determine the structural way you want to implement the BEE-2 program:

A. Within a school, hotel, or private facility
B. In a strip mall
C. On a downtown square

The structure you choose will determine your logistics and program details.

STEP 2: Secure scenario volunteers, station leaders and your business community expert panelists. For each scenario you will need 2 volunteers:

1. All six scenarios = 12 scenario volunteers
2. All six scenarios = 6 station leaders
3. Expert Panel = 3 to 6 business community leaders

STEP 3: Secure your space within the BEE-2 structure you chose. For example:

A. Within a school, hotel, or private facility
   Space: you will need a large room to gather all the students; you will nee a room or station for each scenario; you will need an expert panel conference room
B. In a strip mall or C. On a downtown square
   Space: you will need a large space to gather all your students; you will n to confirm scenarios/space within each participating business; you will need an expert panel area

STEP 4: You will need to secure any needed sponsors (i.e. food, materials, et

STEP 5: Obtain student participant names from schools and print/provide BEE-2 Certificates back to each school who participated. These certificates will serve as the documentation to satisfy GeorgiaBEST certification standards.

BEE-2 Program Schedule Template

Business Ethics: Experience (BEE-2)

{DATE}

{LOCATION/DETAILS}

NOTE: Schools will be given their rotation schedule upon arrival at {location}. Students are asked to wear business professional attire, however please remind students they will be walking/on their feet.

8-8:15 AM **Arrival to {location}**

Student Groups: {# of students}
[Create 6 subgroups categorized into 1A&B; 2A&B; 3A&B; 4A&B; 5A&B; 6A&B]

8:30 AM **Welcoming Remarks** (NOTE: Facilitators & volunteers should arrive at this time}
{name of individual providing remarks}

8:45 AM **High School Students Disperse to businesses** (NOTE: Hold a facilitators/volunteers meeting for details)

9:00 AM **SIMULATION STARTS: {see full rotation schedule}**

There will be 10 minutes allotted at each business scenario station. Both groups will be given the scenario and up to 10 minutes for discussion; fostering critical thinking about ethical scenarios and solutions in business. There will be 5 minutes for session switch time.

10:30 AM Groups deliberation and response preparation period
(Note: Expert Panelists should arrive)

11:00-12:00 PM **RESPONSES TO THE PANEL**
Panel Members: {Names}

11:00 AM

Lunch (Groups go in throughout lunch and present to the Panel)
Laurel/Red Room DOOR PRIZES

12:00 PM **Guest Speakers/Sponsors/Etc…** **(Expert Panel deliberates over lunch)**

{good time to do any door prizes-if different schools represented make sure at least 1 p/school}

12:30 PM **Expert Panel presents feedback to all students**

1:15 PM 11.50.na

BEE-2 – Rotation Schedule Example

BEE-2: Panel Response Rotation Schedule Example

Time	The BEE-2 Panel	Response Description
11	1A	

Time	The BEE-2 Panel	Response Description
11:30	4A	4A Group Pick
11:32	4A	4A Panel Pick
11:34	SWITCH	
11:35	4B	4B Group Pick
11:37	4B	4B Panel Pick
11:39	SWITCH	
11:40	5A	5A Group Pick
11:42	5A	5A Panel Pick
11:44	SWITCH	
11:45	5B	5B Group Pick
11:47	5B	5B Panel Pick
11:49	SWITCH	
11:50	6A	6A Group Pick
11:52	6A	6A Panel Pick
11:54	SWITCH	
11:55	6B	6B Group Pick
11:57	6B	6B Panel Pick
11:59	SWITCH	

BEE-2: Ethical Scenarios

The Bistro Scenario

Jack is a new employee at the Bistro and is new to the area. He has become "working friends" with Roge who has been working here for 3 years. They've gone out a few times outside of work and he really en his company. Jack was trained on how to properly ring up customers at the register, customer service company policy and procedures. We see Jack and Roger having a conversation this morning…

Roger: "Jack, I have some friends coming this afternoon to eat here. I always give them our company discount since they are my friends. You just press the DISCOUNT button at the register and enter 15% does the restDon't mention the discount to our owner, Mary. She gives it to her friends, so I'm sure it's fine for us to do the same.

Jack: "Well, uhhhhh, I'm not sure. Mary trained me on policy/procedures. Maybe they'll come in when you are here, Roger."

Roger: "Jack, just take care of this for me alright. Thanks"

Roger leaves. Jack turns around and sees Roger's friends come walking in the door…

Response questions:

1. Was there or was there not an ethical dilemma? If so, what was it?

2. How would you have handled it?

BEE-2: Ethical Scenarios

The Café Scenario

Molly is a new waitress at the Café. She has just finished helping her first customers, which includes a family with 3 small kids. She enjoys helping people; she has always known that about herself. She puts order in with the kitchen and goes onto help other customers. As she walks into the kitchen to place an order she sees the cook drop all the chicken on the floor. She thinks, aw man that sucks!

She goes out to fill a few drinks and is on her way to her first customers table to tell them it will be a bit their chicken sandwiches because there was an accident when Phil, the cook, brings her the customers orders, including the two chicken sandwiches for the kids. You hear their conversation…

Phil: "Here are the orders for Table 3."

Molly: "Wow, did you have more chicken?"

Phil: "No, we don't have time to do that, just give this to them."

Molly: "Is this the chicken that dropped on the floor Phil?"

Phil: "Yea, but who cares, it's no biggie – I am not redoing all of this."

Molly: "Phil, this is going to kids…"

Phil: "Molly, just give it to them, okay?"

Response questions:

BEE-2: Ethical Scenarios

Marketing & Design Scenario

Sam is one of the most popular guys at school and his favorite band is Imagine Dragons. He found a s
their website that he really likes but its $35 and he doesn't want to have to pay that. A friend of his at s
told him that Craig, who works at a marketing and design store, might be able to help. Sam visits the s

Sam: "Hi, I need to get a shirt printed and I was told that you could do that for me."

Craig: "Sure, what do you want printed?"

Sam: "Well, there's this shirt on the Imagine Dragons site that I really like, but it's too expensive. Can y
just take the design and print the shirt for me?"

Craig: "I don't think I'm supposed to do that. I think that probably is illegal."

Sam: "C'mon Craig, I know you can do it. I'll tell you what, if you'll do this for me, I'll make sure you're
on the list for our next party."

Craig isn't one of the more popular kids in his class and he thinks that this could be a good opportunity
him to fit in. Anyone who goes to Sam's parties becomes very popular.

Response questions:

5. Was there or was there not an ethical dilemma? If so, what was it?

6. How would you have handled it?

Author: Mr. Nick Kastner
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BEE-2: Ethical Scenarios

The Gift Store Scenario

Sarah has just graduated high school and landed her first real job at a gift store as a front desk associa is really enjoying the job! Her new boss, Katie, is really showing her how everything works and giving h great work experience. Sarah was top of her class and is very good with Excel. One day, Sarah is up fr just straightening things in the store, as there are no customers. Katie asks to speak with her, you hear conversation…

Katie: "Hey Sarah thanks for taking a minute to speak with me."

Sarah: "Of course, any time, what's up?"

Katie: "If any customers come in, we will continue this conversation later on, but I wanted to tell you wh a great job you are doing. It has been so helpful to have you here and I was wondering if you were up f more responsibility. I could really use some more help?"

Sarah: "Sure! Would this be part of my current job for you?"

Katie: "No. I was thinking of hiring in another front desk associate part-time. So that would free up half your time. While it was slow like today, you could work in Excel on the store budget for me. I would increase your pay because of this higher responsibility task. I am not that great at Excel, but hear you a amazing."

Sarah: "I am really good at Excel. Sure! I would love to take on additional duties here. Thank you."

Katie: "No, Sarah, thank you. This is going to allow me to free up a lot of my time, as it takes me foreve do the budget because I am not good in Excel. Now I can focus on marketing the store more and gettin more customers to know about us. Thank you Sarah, I will get the paperwork to you with the new pay a job description for you to look over and think about."

Response questions:

7. Was there or was there not an ethical dilemma? If so, what was it?

8. How would you have handled it?

Author: Dr