The Daniels Fund Ethics Consortium is pleased to host its ninth annual case competition. The event will be held April 16-17, 2020, at the Westin Denver Downtown, and we look forward to welcoming the participating students and faculty advisors. We have planned a stimulating competition that reinforces the importance of principle-based ethical decision-making in business and in life.

**Purpose**

The Daniels Fund Ethics Initiative Collegiate Program Case Competition exposes students to a thought-provoking business ethics case, similar to a situation that they might face in their professional careers. This competition will help build on the solid principle-based ethical framework central to decision-making in a complex business environment. Ethics demonstrated in the competition will need to convey that principles are a constant foundation — not relative to a specific situation — and that doing what’s right should prevail over self-interest, even when the two appear to conflict.

Student teams will collaboratively analyze, present, and respond to questions posed by a panel of judges. Students will compete with teams from other Daniels Fund Ethics Initiative Collegiate Program schools. The experience promises to challenge students’ ethical reasoning, provide a significant networking opportunity, and in the end, raise students’ awareness of the importance of principle-based ethics.

**Goals**

- Expose participating students to real-world experiences that prepare them to better address ethical challenges in the business environment
- Demonstrate that students understand the impact of ethics in business
- Challenge students to apply skills and creativity in a competition environment
- Provide an opportunity for students to demonstrate knowledge of a principle-based ethical framework by presenting to a panel of judges
- Build relationships among participants through the shared experience of developing ethical decision making skills

**Participants**

**Undergraduate Track**

One team from each of the Collegiate Program business schools is invited to compete. The undergraduate team will be comprised of four to six full-time undergraduate business students (business major/minor, pre-business, or enrolled in a business class) with at least two males and two females.

**Graduate Track**

One team from each of the Collegiate Program business schools is invited to compete. The graduate team will be comprised of four to six students with at least two males and two females. Students must be pursuing a graduate degree offered by their affiliated business school.

All student team members must be enrolled at the school they represent. Up to two faculty advisors may attend to support each team. Select students from the University of Colorado Law School will serve as legal advisors to undergraduate and graduate teams.
**Competition Structure**
The Daniels Fund Ethics Initiative Collegiate Program Case Competition blends a traditional case competition with a crisis management simulation.

On February 24, student teams will receive Part A of the ethics case and instructions on how to proceed. Teams will be required to submit an executive summary no later than 5:00 PM on March 25.

**Competition Day**
On April 16, during on-site registration, each team will receive a team number and a presentation time slot for Part A and for Part B.

*Part A*
On April 17, each team will present their analysis and recommendations to their judging panel. The presentation is not to exceed 10 minutes. Each team will then be required to answer questions posed by the judges.

*Part B*
Following each team’s Part A presentation, they will be provided additional information relevant to the case and will be required to reassess their recommendations. Each team will have approximately four hours to evaluate and prepare a second presentation that takes into account the updated information. Teams may consult with their legal advisor for up to 30 minutes during this time. Each team will return to present to their judging panel. The presentation is not to exceed 10 minutes. Each team will then be required to answer questions posed by the judges.

Written team presentation feedback will be forwarded soon after the day of competition.

**Travel**
Daniels Fund Ethics Initiative Collegiate Program schools are responsible for the cost of any travel, hotel accommodations, and ground transportation associated with their participation.

**Hotel Information**
All participants should plan to stay at the Westin Denver Downtown (unless they reside in the Denver metropolitan area and prefer not to stay at the hotel). The Daniels Fund has secured a block of rooms at a discounted nightly rate.

*Hotel information:*
Westin Denver Downtown
1672 Lawrence Street  |  Denver, Colorado 80202
westindenverdowntown.com

**Meals**
With the exception of breakfast on April 17, all meals will be provided by the Daniels Fund.

**Attire**
Business attire is required for the receptions and dinners on April 16 and 17, as well as during the competition.

Student team members may not wear items or colors that identify their school affiliation during competition.

*Men:* Business professional pants, long-sleeved collared shirt, and tie. A suit jacket or sport jacket should also be worn.

*Women:* Business professional skirt/pants, or pantsuit with blouse/sweater, or a business dress with sleeves. A jacket is optional. Cocktail/formal attire is not appropriate.

**Event Registration**
Participants must register by February 18. Faculty advisors are encouraged to review the registration process with students prior to submission to ensure accuracy. There is no registration fee.
Participating Schools
Schools participating in the Daniels Fund Ethics Initiative Collegiate Program Case Competition:
- Colorado Mesa University
- Colorado State University
- New Mexico State University
- University of Colorado Boulder
- University of Colorado Colorado Springs
- University of Colorado Denver
- University of Colorado Law School*
- University of Denver
- University of New Mexico
- University of Northern Colorado
- University of Utah
- University of Wyoming

* Select students will serve as legal advisors to all competing teams

Judging Panels
The Daniels Fund Ethics Consortium is honored to host a variety of high-level professionals to serve as judges. There will be two five-member judging panels (one for the undergraduate track and one for the graduate track). Each judge is known for promoting personal and professional principle-based ethics in their chosen field of expertise.

Agenda

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<th>TIME</th>
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<tr>
<td>4:00 PM – 6:00 PM</td>
<td>On-Site Team Registration</td>
<td>8:30 AM – 12:00 NOON</td>
<td>Team Competition Part A</td>
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<td>6:00 PM – 6:30 PM</td>
<td>Team Reception</td>
<td>12:00 NOON – 1:00 PM</td>
<td>Team Lunch Available</td>
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<td>6:30 PM – 8:30 PM</td>
<td>Team Dinner Team Photos</td>
<td>1:00 PM – 5:00 PM</td>
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<td>6:00 PM – 6:30 PM</td>
<td>Team Awards Reception</td>
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<td>6:30 PM – 8:30 PM</td>
<td>Team Awards Dinner Placing Team Photos</td>
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