BUSINESS ETHICS
Case Competition
Sponsored by ConocoPhillips

February 18th – 20th, 2010
(Thurs., Feb. 18th – Sat., Feb. 20th)

Manhattan, KS
KANSAS STATE UNIVERSITY
Dear Case Competitor Students and Advisors:

Kansas State University is pleased to invite you to the 2010 SIFE Business Ethics Case Competition sponsored by ConocoPhillips. The competition will be held from Thursday, February 18th through Saturday, February 20th, 2010. We certainly hope that you will share this experience with us and that you will find it to be beneficial both personally and professionally. The events planned for this competition present an opportunity for a spirited group of individuals to present their understanding of ethical leadership when faced with real-life circumstances.

The case will be introduced on Thursday night and from there your SIFE team will have approximately 36 hours to analyze the problem, develop potential solutions, and prepare a professional presentation to be presented to a panel of judges. Throughout that time, you will have lots of fun in addition to strengthening your networks, developing your personal and teamwork skills, and learning what it takes to be a creative and innovative ethical leader. In this packet you will find information about all of the exciting things we have planned for the case competition.

Now it’s your turn. We encourage you to send a team of four (4) SIFE individuals that will be ready to compete for cash prizes! To reserve your spot, a deposit of $100 must be received by Tuesday, January 19th, 2010. The deposit will be fully refunded once you arrive and check-in for the competition. We can only accommodate 6 teams, so please confirm your participation early. In addition, during the competition, we will cover hotel costs and meals for teams that are participating.

Additional information regarding travel, conference registration, hotel reservations, etc. is enclosed. Please read all the instructions carefully so that you can successfully plan your attendance at this event. If you should have any questions regarding this registration packet, please contact one of the SIFE Ethics Committee Members, Micaela Johnson (mej42@ksu.edu), Payson Burnett (pburnett@ksu.edu) or the SIFE Adviser, Dr. Donita Whitney-Bammerlin (785.532.4362).

Sincerely,

Micaela Johnson
SIFE Ethics Committee Member
Kansas State University
**Rationale**

Through participation in this event, students will have the opportunity to accomplish the following objectives:

1. Think more deeply about ethical issues likely to arise in one’s professional life
2. Improve teamwork, critical analysis, decision making, and presentation skills
3. Apply knowledge acquired in courses taken in college
4. Network with other students, advisors, and business advocates from other schools
5. Explore strategies for more successfully managing one’s career
6. Experience success in a competitive environment

**Competition Guidelines**

- Six teams of up to four members will be competing in the “SIFE Business Ethics Case Competition.”
- Each team will be presented with the case on Thursday evening and will have approximately 36 hours to prepare their recommendations regarding how to most effectively and ethically resolve the situation described in the case
- Each team will have access to research facilities on campus including computer labs with internet access and the library. However, teams may NOT use their Sam Walton Faculty Advisor, Business Advisory Board members or “at-home” SIFE team members.
- Each team will give a presentation to a panel of judges, which explains and documents their case study solution.
- Each presentation will last 30 minutes: 5 minutes for set-up; 19 minutes for presentation; 5 minutes for Q&A; and 1 minute for breakdown. Please note that these times will be strictly enforced.
- Each team will need to provide all materials needed for their presentation, such as a laptop computer for use during the presentation.
- Dress Code:
  - Thursday evening - team spirit (show your school colors)
  - Friday (all day) - casual
  - Saturday morning - business professional

**Awards**

1\textsuperscript{st} place team will be awarded $2000
2\textsuperscript{nd} place team will be awarded $1500
3\textsuperscript{rd} place team will be awarded $1000
4\textsuperscript{th} place team will be awarded $500
5\textsuperscript{th} place team will be awarded $500
6\textsuperscript{th} place team will be awarded $500
Judging

An independent panel of business leaders and university faculty will judge the presentation for the case study competition.

Rules

The maximum of 4 SIFE students will be allowed on each team. Kansas State University will provide two hotel rooms and food for those in the competition, plus one advisor per team.

Throughout the competition, teams are expected to maintain an exemplary level of conduct. Teams should follow the SIFE guidelines of conduct in the hotel and during the entire competition.

Each team will have approximately 36 hours to analyze the case, develop their recommendations, and prepare their presentation. Participants will have access to research facilities on campus including computer labs with internet access, libraries, and copy machines. Teams will be responsible for all copy and printing charges.

The identification of the key issue or issues as well as the analysis and recommendations developed by each team must be original work (i.e., not copied, transcribed or adapted from any pre-existing materials or sources).

Teams may NOT contact or receive help from their Sam Walton Fellow, advisor, business advisory board members, or any “at-home” SIFE team members. Violation of this rule will result in disqualification. Please note that if a team’s Sam Walton Fellow is attending the competition, they are to have no more contact with their team than that of an average spectator.

Each case problem and solution must be supported with relevant data derived from reliable sources obtained online, from the library or other community resources, or that team brought with them (i.e., textbooks, cds, or other resource material.) In each presentation, teams must cite or reference all the sources of information that have been used in preparing, solving, and presenting their case analysis.

Each presentation will be judged on its creativity and innovativeness, the thoroughness and depth of thought represented, overall professionalism in terms of presentation style, and quality and appropriateness of the analyses and recommendations.

Each presentation must include some type of oral communication. A PowerPoint presentation is suggested, but not required. Each presentation will last 30 minutes (5 minutes for set-up, a maximum of 19 minutes for presentation, 5 minutes for Q & A, and 1 minute for break-down). These times will be strictly enforced. Note that any time left over from the 19 minutes allocated for presentation will be added to the question and answer portion. If a team’s presentation equipment ceases to operate because of power
failure at the presentation site, the competition will be halted until the problem is corrected. If the electronic equipment the team brings into the competition fails or the problem is caused by another source (e.g., a problem with a website), then the time will continue to count down from the presentation time block.

If desired, each team may present to the judges a written executive summary of their case analysis. These reports are limited to three possible configurations:

1. Four single sheets of 8 ½ X 11” paper printed only on one side of each sheet.
2. Two single sheets of 8 ½ X 11” paper with print on both sides of each sheet.
3. One sheet of 11” X 17” paper with print on both sides and folded in half.

This executive summary will be handed out to the judges as the team enters the room. The judges may read it during the 5-minute set-up period and then use it as a reference throughout the presentation. Additional sheets with team bios are not allowed.

Competition rooms are not open to the public. Because the same case study will be presented by all teams, only the judges, presenting team members and the host SIFE team will be permitted in the room. Non-presenting teams and faculty advisors may not observe other competitors until their teams have presented. Teams are responsible for staying within the time limits of their presentation. A room monitor/timekeeper will be responsible for access to and from the competition room as well as announcing the competing teams starting and ending times. Other observers may not time-prompt competing teams.

The KSU SIFE team expects that all participants will treat one another with dignity and respect. All participants shall demonstrate honesty and integrity in their statements and actions. All participants are expected to adhere to honesty, fairness, and doing the right thing without compromise, even when circumstances make it difficult. It is the personal responsibility of each individual working in the competition to observe high standards of business and personal ethics.

If a SIFE team has a complaint reported against it by the lodging facility during the competition that results in a security violation, the offense will be valuated by a panel of judges and could result in the forfeiture of all prize money. Alleged violations of any of the case competition rules will be reviewed and investigated by the head judge who will determine the consequences for any team found to be in violation of the rules. The head judge’s decision is final in all such matters.

The host SIFE team reserves the right to publish, publicize, or otherwise utilize oral presentations for illustration, advertising, training, or any other lawful purpose. The official host photographer/videographer and members of the mass media, approved by the host school, shall have full access to all presentation rooms at any time. All teams should be prepared for the possibility of members of the mass media filming or taking pictures of their presentation.

Good Luck and Have Fun!
Hotel Accommodations

The Holiday Inn Hotel
1641 Anderson Avenue
Manhattan, KS 66502
785. 539.7531 or 800.465.4329
www.holidayinn.com

Reservations:

Kansas State University has taken care of the hotel accommodations. We will provide two rooms for each SIFE team for Thursday and Friday evening (Feb. 18th and 19th). This will allow each team to allocate a male and female room for their competitors and advisor.

Note: On February 20th there are also be rooms available. However, teams will be financially responsible for those rooms if they choose to stay the extra night.

Hotel Amenities:

- Health & Fitness Center
- Newsstand
- Business Services
  - Copying, E-mail, Printer, High Speed Internet Access
- Houlihan’s (connected to the hotel)

Event Locations:
Landon Room - Thursday Evening Dinner and Presentation
President's Room - Pick up boxed lunches (within a 2 hour time frame) on Friday
President’s Room - SIFE Ethics Case Competition from 8:00am to 12:30pm on Saturday, with lunch served in the pre-convene area following the final presentation

Check-In and Check-Out:
Check-in time is 3 pm and check-out time is 12 pm. A charge may be applied for a late departure.
**Driving Directions:**

**From the east**
Take I-70 West.
Turn right at exit 313 (K-177 North) and drive approximately 9 miles.
After you go over the Kansas River Bridge, take the Fort Riley Boulevard exit. You will see the Town Center Mall in front of you.
Turn right at the stoplight onto Fort Riley Boulevard.
Turn right onto 17th Street at the 17th Street stoplight.
Travel 11 blocks to the Anderson Avenue stoplight. You will see the campus in front of you and the Holiday Inn on your immediate right.

**From the west**
Take I-70 East.
Take exit 303 (K-18 North) and turn left onto K-18.
Drive about 10 minutes on K-18 (it changes into Fort Riley Boulevard on the edge of Manhattan).
Turn left onto 17th Street at the 17th Street stoplight.
Travel 11 blocks to the Anderson Avenue stoplight. You will see the campus in front of you and the Holiday Inn on your immediate right.

**From the north**
Take Highway 13 South to Highway 113.
Turn left onto Highway 113 (which turns into Seth Child Road) and travel south to Anderson Avenue.
Turn left on Anderson Avenue and travel east to 17th Street.
The Holiday Inn will be at the intersection of 17th and Anderson.

**From the south**
Take K-177 North to Manhattan.
After you go over the Kansas River Bridge, take the Fort Riley Boulevard exit. You will see the Town Center Mall in front of you.
Turn right at the stoplight onto Fort Riley Boulevard.
Turn right onto 17th Street at the 17th Street stoplight.
Travel 11 blocks to the Anderson Avenue stoplight. You will see the campus in front of you and the Holiday Inn will be on your immediate right.

**Note:** Visit www.ci.manhattan.ks.us and www.ksu.edu for additional information and maps.
**Fees and Confirmations**

To reserve your spot in the competition, a $100 per team deposit is required. This deposit will be refunded at the start of the competition. However, if your team does not attend the competition, your deposit will be forfeited. No registration will be processed without payment. A Participant Registration Form is enclosed in this packet. Each team must return a registration to the address shown on the form and all forms must be received by January 19, 2010. A $10 fee will be assessed for each late registration! Confirmations will be emailed to you as soon as they are received. If you do not receive a confirmation, please contact Micaela Johnson or by email at mej42@ksu.edu.

**Food and Entertainment**  
*(provided at no cost to participants)*

**Thursday:**

- **Dinner:** Pizza & Ice Cream

**Case Competition Presented**

**Friday:**

- **Breakfast:** Voucher for Holiday Inn Restaurant
- **Lunch:** Box lunch available in Landon Room (Holiday Inn)
- **Dinner:** Meal provided in the Banquet Room
- **Entertainment:** Movie at the KSU Student Union at 8pm (Movie TBD)

**Saturday:**

- **Breakfast:** Voucher for Holiday Inn Restaurant

**Ethics Case Competition from 8:00am-12:30pm**

**Awards Luncheon:** Winners announced and plated meal served at the hotel.
**Competition Itinerary**

**Thursday, February 18th**

3:00-5:00---Teams Arrive/Check-Inn (Holiday Inn)

5:00-6:00---Icebreaker Session (Holiday Inn)

6:00-8:00---Dinner (Holiday Inn)

8:00-9:00---Presentation of Case & Selection of Presentation Times (Holiday Inn)

**Friday, February 19th**

7:00-9:00---Breakfast/Hotel Restaurant (Holiday Inn)

11:00-1:00---Lunch/Landon Room (Holiday Inn)

6:00-8:00---Dinner/Banquet Room (Holiday Inn)

8:00---Movie (optional) (KSU Student Union)

**Saturday, February 20th**

7:00-8:00---Judges Check-in and Orientation (Holiday Inn)

7:00-9:00---Breakfast/Hotel Restaurant (Holiday Inn)

***PRESENTATIONS WILL BE IN THE PRESIDENT’S ROOM***

8:00---School 1 Presentation

8:35---School 2 Presentation

9:10---School 3 Presentation

9:45-10:00---Judges BREAK

10:05---School 4 Presentation

10:40---School 5 Presentation

11:15---School 6 Presentation

12:15---Awards Luncheon/Winners Announced
Participant Registration Form

Registration Form must be received by January 19th, 2010. **A Deposit of $100 per team is required.** A $10 late fee will be assessed for all registrations received after the deadline. The $100 deposit will be refunded upon arrival. Please make checks payable to KSU SIFE.

Registration Form and payment must be mailed to the address below. Registration forms will not be processed until payment arrives.

Address: Department of Management
101 Calvin Hall
Kansas State University
Manhattan, KS 66506
Attn: KSU SIFE

______________________________________________________________

Sam Walton Fellow’s Name:

______________________________________________________________

Street Address:

______________________________________________________________

City, State, and Zip:

______________________________________________________________

Phone Number: __________________________ Email: __________________________

Please list any special needs that you or any of your team members may have (dietary, accessibility, etc.):

________________________________________________________________________

________________________________________________________________________

T-Shirt Size______________________________________________________________

Deposit ($100) $_______
Late fee ($10, if applicable) $_______
Total $_______

Note: Deposit is refundable at check-in. No refunds will be issued for teams that fail to attend the competition.
PARTICIPANT’S INFORMATION

Please list the following information about each of your team members.

1. Name: ________________________________________________________________
   Phone Number: ________________________ T-Shirt Size ______________________
   Email: __________________________________________________________________

2. Name: ________________________________________________________________
   Phone Number: ________________________ T-Shirt Size ______________________
   Email: __________________________________________________________________

3. Name: ________________________________________________________________
   Phone Number: ________________________ T-Shirt Size ______________________
   Email: __________________________________________________________________

4. Name: ________________________________________________________________
   Phone Number: ________________________ T-Shirt Size ______________________
   Email: __________________________________________________________________