



# The 26<sup>th</sup> Annual International Business Ethics Case Competition

A unique source of exceptional talent, risk management, and insight for corporate strategy, IBECC is actively seeking to expand our roster of corporate partners.



**HELP US HELP YOU FIND  
YOUR NEXT EXCEPTIONAL  
NEW HIRES**

**April 19-21, 2023  
Le Méridien  
Cambridge, Massachusetts**



## EXCEPTIONAL TALENT

IBECC teams are comprised of ambitious students going above and beyond their required academic work to learn as much as they can for a successful start to their business careers. Teams spend an average of two to three months choosing and researching their cases, then preparing and fine-tuning their presentations. Because students aren't using a prepared case, they need to find all relevant information themselves—just like it is on the job. This requires excellent research skills, persistence, and imagination. Success in the competition requires demonstrating to a panel of executive judges that the team can thoroughly research a topic, argue persuasively for their conclusions, provide critical analysis to support their recommendations—and do so in a way that is consistent with the expectations of senior managers.



# THE IBECC COMPETITIONS

Designed with the assistance of Fortune 100 senior executives, IBECC consists of a series of competitions that challenges students to demonstrate a variety of practical skills new hires lack: working on a team; analyzing ethical issues; managing a company's competing demands (financial, legal and ethical); thinking critically; writing concisely; delivering effective presentations to a business audience; handling questions and feedback from experienced executives; working under different time constraints.

The event also educates judges about the most current ethical issues in business. Teams regularly choose topics that don't appear in the business press until months later.

THURSDAY

## 25-MINUTE PRESENTATION 20-MINUTE Q&A

Legal, financial and ethical issues

FRIDAY

## 10-MINUTE PRESENTATION

Ethical issues

## 90-SECOND PRESENTATION

Ethical issues

**THROUGHOUT THE ENTIRE CONFERENCE:**

## CHARITY FUNDRAISER (OPTIONAL)

## “WORLD’S MOST INTELLECTUALLY DAUNTING BIATHLON”

25-minute presentation/3-mile time trial (run/walk division),  
total distance (“tourist” division)

## EARLY WARNING SYSTEM AND ENHANCED RISK ANALYSIS

Unlike most case competitions, IBECC requires teams to choose their own topics. As a result, students regularly identify issues that are “just over the horizon”—problems that don’t catch the attention of most corporations or the business press for months. Examples include:

- 2002 Dangerous nutritional supplements
- 2004 Subprime lending
- 2005 Fannie Mae
- 2006 General Motors’ risk of bankruptcy
- 2010 Social media policies and employee free speech
- 2011 Triclosan in toothpaste
- 2014 In vitro (lab synthesized) meat
- 2018 Artificial intelligence
- 2015 Self-driving cars
- 2018 Cryptocurrencies
- 2021 Child gambling

As good as predictive algorithms may be, they need to be supplemented by distinctly human, “soft” skills to generate a more complete picture. IBECC teams use perception, imagination, and insight to identify future risks, opportunities, and trends. Recent teams have shown they are particularly perceptive at identifying issues of concern to Millennials and Gen Z.

## INSIGHT REGARDING CHALLENGES & OPPORTUNITIES RELATED TO MILLENNIALS AND GEN Z

Every business acknowledges their future depends on the 20-40 age group. This key demographic is where their most recent employees come from and represents the largest customer segment. As one commentator puts it, “The oldest millennial and the oldest Gen Zer are in charge right now—of spending, influence and the economy.” However, this demographic poses special challenges to corporations in a host of areas: working in an office versus working remotely; work-life balance; strong allegiance to certain social values with the expectation that the companies they work for and buy from will support them; use of social media.

IBECC 2023 will ask teams to pay special attention in their analyses to challenges and opportunities related to this demographic. How is the team’s “problem” seen when viewed from a Millennial/Gen Z perspective as opposed to a traditional business perspective? How does their “solution” leverage this demographic’s distinctive concerns and abilities so that it ensures the company’s long-term success and the interests of all stakeholders?

# RECENT PARTNERS

***NORTHROP GRUMMAN***



ABIGAIL ADAMS  
— INSTITUTE —



**NAVEX** GLOBAL<sup>®</sup>



**The Rowena Yarak Schaber  
Scholarship Foundation**

**UMassAmherst**  
Isenberg School  
of Management



## IBECC'S BUSINESS PARTNER BENEFITS

### ACCESS TO TALENT AND INSIGHT

- IBECC 2023 will encourage students looking for jobs or internships to be part of a data base to which IBECC's business partners will have exclusive access.
- At the competition itself, we will facilitate contact between corporate representatives and interested students. We will also be happy to distribute literature about our partners' companies-- particularly their DEI and ESG initiatives.
- We will provide real-time access to all presentations via Zoom (resources permitting).
- After the competition, partners will receive copies of all teams' executive summaries and slide decks, as well as videos of all presentations.

### BRAND ENHANCEMENT AND ESG PROFILE

Partnering with IBECC sends a clear message to all employees, customers, and investors about a company's commitment to ethics. This partnership is especially important as investors look for evidence of commitment to ESG principles.

# TESTIMONIALS

“IBECC students are attractive as potential employees in several ways. They demonstrate initiative and adaptability. They have the ability to perform technical analyses of contemporary problems and then communicate critical observations and recommendations in a pragmatic and straightforward fashion. They collaborate effectively on their team, engage with an audience in a novel environment, and deploy concepts and critical thought for resolving the issues. They listen to feedback from the judges, and then revise their presentations accordingly as they proceed in the competition. Finally, their presentation skills cannot be over-emphasized. This is how Corporate America communicates, comes together, and engages leadership with recommendations and proposals to deploy the company’s resources—a critical element of how ‘business works’ today.”

— Kevin Harrington, Director, R&D, BD: Becton, Dickinson, and Company

“Many people in business, even those with many years of experience, don’t understand the basics of business ethics as it relates to day-to-day work. IBECC participants make excellent employees because the competition gives them an actionable understanding of business ethics. They learn how to integrate ethics into everyday business situations. Their skills in research, analysis, and critical thinking far surpass those whose default strategy for dealing with an unknown topic is simply to use Google. Aware of how many different opinions there will be about the ethical issues a company faces, IBECC students learn how to engage in respectful, constructive dialogue with others focused on achieving consensus for an organization. IBECC participants are immediate and valuable assets to an organization.”

— Tim C. Mazur, Integrity & Compliance Global Investigator, Indivior Inc.

We are actively seeking to expand our roster of corporate partners, and we offer a wide variety of partnership opportunities. Help us ensure that the next generation of business leaders will have the ethical expertise needed to face the coming challenges.



**FOR INFORMATION, PLEASE CONTACT:**

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