



The 28th Annual International Business Ethics Case Competition

April 9-11, 2025



**SHAPE THE FUTURE OF BUSINESS
AND DISCOVER EXCEPTIONAL TALENT**

**San Francisco State University
Financial District/160 Spear Street
San Francisco, California**



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

OPTIONAL COMPETITION

CHARITY FUNDRAISE R

“WORLD'S MOST INTELLECTUALLY DAUNTING BIATHLON”

25-minute presentation
3-mile time trial (run/jog/walk)

EARLY WARNING SYSTEM AND ENHANCED RISK ANALYSIS

Unlike most case competitions, IBEC 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
- 2013 Brain injuries in NFL
- 2013 Sustainability in motor sports
- 2014 Lab synthesized meat
- 2015 Self-driving cars
- 2018 Artificial intelligence
- 2018 Cryptocurrencies
- 2021 Child gambling
- 2022 Building codes and the climate crisis
- 2023 Yeast based collagen

As good as predictive algorithms may be, they need to be supplemented by distinctly human, “soft” skills to generate a more complete picture. IBEC 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 the 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.

Teams pay special attention in their analyses to challenges and opportunities related to this demographic. How is the team’s problem defined 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 promotes the interests of all stakeholders?

RECENT PARTNERS

NORTHROP GRUMMAN



THE ROWENA YARAK SCHABER SCHOLARSHIP FOUNDATION



ACCESS TO TALENT

- At the competition, 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 as well as videos of all presentations.

BRAND ENHANCEMENT AND ESG PROFILE

Partnering with IBEC 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, Alcon.*

"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, Ethics and Compliance Leader.*



We are actively seeking to expand our roster of 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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