The Fleming Institute for Business Ethics Bowl Competition is the inaugural event from the Fleming Institute for Business Ethics at DeSales University. The debut event will be held Wednesday, April 21, 2010 from 9:30 am – 4:30 pm in the DeSales University Center. Student teams from Lehigh Valley colleges and universities will compete among their peers.

~ OBJECTIVE ~

Developing and promoting best practices for business ethics is critical for any competitive academic business program. Established in 2009 through the generosity of Dr. Richard Fleming, the goal of the Fleming Institute is to engage Lehigh Valley students throughout their intellectual and professional development to become ethical and socially responsible business contributors. We will also engage Lehigh Valley business executives and government officials to serve as consultants and judges to the event. Student participants will demonstrate their working knowledge of business ethics through a presentation to a panel of judges. The most distinguished teams will receive public recognition and cash prizes.

~ INVITED PARTICIPANTS ~

Traditional undergraduate, continuing adult education, and graduate students are invited to form teams of two to five participants. Applications are available from your faculty sponsor or through Mrs. Joyce Rhoads (Joyce.Rhoads@desales.edu). Applications must be submitted no later than Friday, February 26, 2010.

In mid-March, each team leader will receive case studies detailing ethical workplace scenarios and a focused set of ethical questions/challenges. Competing teams will prepare and present responses to these ethical questions during the competition. Judges will evaluate presentations on the day of the competition and determine winners. A total of up to $4500 will be awarded to winning teams.

~ FOR MORE INFORMATION ~

For more information, contact Dr. David Gilfoil, Planning Committee Chair, at (610) 282-1100 ext. 1828 or David.Gilfoil@desales.edu.