

## **CFA Society Singapore University Ethics Challenge – A new approach to Ethics pedagogy**

CFA Society Singapore is ready to introduce a new approach to ethics pedagogy by educating young professional on ethics through experiential learning. The purpose is to bring the ethics curriculum out of the classroom. CFA Society Singapore wishes to expose the students to real world challenges and experience on ethical situation and dilemma. We believe such approach will result in students becoming more invested in the topic and more committed to successfully resolving ethical issues that confront them in the business environment.

The CFA Society Singapore University Ethics Challenge embodies the mission of CFA Institute by promoting "the highest standards of ethics, education, and professional excellence." In addition, it focuses on many of the elements of CFA Institute's [Future of Finance](#) initiative. Equally as important, it helps prepare those entering the investment profession for the ethical challenges that they will face in the workplace.

This will be the first Ethics Challenge to be organized in Singapore and in Asia.

The CFA Society Singapore University Ethics Challenge is designed to increase students' awareness of the ethical dilemmas and issues they may face when they enter the investment management industry. Teams consisting of students from finance or business programs are given an ethics case to analyze and evaluate. Each team then presents its analysis and recommendations, to a panel of judges, selected by the CFA Society Singapore. Following a question and answer period after each team's presentation, the judges then select a winner. To determine the winning team, the judges use a grading rubric that is based on the identification and understanding of the ethical issues in the case, the recommendations provided, the depth of the analysis, quality of the presentation, and responses to the judges' questions. This rubric is then used to provide feedback to each team at the end of the competition

### **The CFA Society Singapore University Ethics Challenge can:**

- Improve your professional presentation skills
- Help you gain ethical decision-making experience
- Expose you to real-world ethical dilemmas
- Train you to work with a team
- Extend your professional network

### **HOW IT WORKS**

A faculty advisor acts as the link between the CFA Society Singapore and the participating team(s) representing their university. The faculty advisor assembles the team(s) and guides them throughout the process.

The Ethics Challenge is designed for universities who are part of the [CFA Institute University Affiliation Program \(UAP\)](#). If the university is NOT an affiliated school, the school is recommended to have a strong focus on ethics in their curriculum. CFA Society Singapore has the discretion on the eligibility of universities.

Each team shall consist of between three and five members. In the Final National round, students will have 48hours to work on a new case and then presentations are given live to a judging panel of CFA Charterholders. The competition is 100% presentation based; which includes: a 10-minute presentation and then 10 additional

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minutes to respond to questions from the judges. Final Round teams must also prepare an executive summary to be submitted along with the presentation (maximum of 1,000 words) to be shared with the judges. This will be used for information purposes only. A reception will follow, where one team is designated the ultimate Singapore University Ethics Challenge winner!

Teams are judged based on their recommended course of action and their ability to identify the violations to the [CFA Institute Code of Ethics & Standards of Professional Conduct](#).

### **2018 UNIVERSITY ETHICS CHALLENGE TIMELINE**

<b>Date</b>	<b>Description</b>
22 September 2018	Kick-off Meeting - Introduction to Ethics Ethics workshop “Ethical Decision-making framework”
22 September to 24 October 2018	Familiarization of Standards of Professional Conduct Case Practice
24 October 2018 – 1700hours	Final National round case to be given to finalist teams
26 October 2018 – 1700hours	Teams to send in presentation materials
27 October 2018 – 0800hours	Final National Challenge presentation

### **PRIZES**

Champions and runner-up teams will receive trophy and cash prize reward. All participants will receive a certificate of participation from CFA Society Singapore.

### **Required Reading:**

#### **1. CFA Institute’s Code of Ethics and Standards of Professional Conduct**

(Link: <https://www.cfainstitute.org/ethics> )

#### **2. Online video series: CFA Institute: An Introduction to the Code and Standards (Video Series)**

(Link: <https://www.cfainstitute.org/en/ethics/codes/code-of-ethics-stds-of-professional-conduct-videos>)

The Code of Ethics and Standards of Professional Conduct video series is a 22-part primer to the CFA Institute Code of Ethics and Standards of Professional Conduct (Code and Standards), the ethical benchmark for investment professionals globally. Participating teams will find the content helpful to learn about the fundamental ethical principles applicable to the investment profession and identify common ethical dilemmas and possible ways to resolve them. Each video conveys the key concepts of the standard, recommended compliance practices, and provides case studies to allow users to practice application of the standard to real world scenarios.