



UNG Mike Cottrell
College of Business
UNIVERSITY of NORTH GEORGIA
BB&T CENTER FOR ETHICAL LEADERSHIP

OUR PARTNERS:



Dear Expert Panelist,

The BB&T Center for Ethical Business Leadership within the Mike Cottrell College of Business at the University of North Georgia (UNG) has a mission to facilitate critical-thinking and promote ethical decision-making to our future business leaders... and we couldn't do it without you! **We thank you for your service on the expert panel for the Business Ethics: Experience program.**

The BB&T Center for Ethical Business Leadership and our partners created the Business Ethics: Experience (BEE-2) program. Learning about values and ethics and having to act upon them are two very different things. We believe providing our high school students with immersion into business environments, "real-life" situational scenarios and requiring them to verbalize their decisions to you as an expert within the business community will provide them with an increased learning of how their ethics are applied in business; thus, giving them the ability to "voice their values."

BEE-2 Program Objectives

- Business environment immersion
- Critical thinking in ethical decision-making in business through situational scenarios
- Ethical defense through defending decisions to a live business community panel

We have provided you with more details in the attached Expert Panel Directions/Guidelines, but want you to understand that your role is to hear the responses from each of the groups and then to provide the students as a whole feedback from their responses. Your role simply is an advisor/mentor role on these types of everyday decisions our future leaders could face in their careers.

Again, we are thankful for your time and your commitment to our future leaders!

Sincerely,

Rose Procter

Rose Procter, Director
BB&T Center for Ethical Business Leadership



If you need this document in an alternate format for accessibility purposes (e.g. Braille, large print, audio, etc.) please contact Rose Procter, Director of the BB&T Center for Ethical Leadership, 706-867-2966, rose.procter@ung.edu.