**EMERGING BUSINESS ISSUES**

**TOPIC**

In the last several years, the entertainment industry has undergone a substantial number of changes. In the original days of television, there was nothing more than antenna. This was followed by cable, satellite, digital cable, digital antennas, and now, online streaming. Unlocked and jailbroken devices have become increasingly available and popular. It is your responsibility to research the following:

* **Legal implications of unlocked or jailbroken devices**
* **Ethical implications of unlocked or jailbroken**
* **Potential penalties for using unlocked or jailbroken devices**
* **Availability of software/hardware/services to unlock or jailbreak a device**
* Competitors should be ready to argue both the pro (there is nothing wrong with using unlocked or jailbroken devices) and the con (legally and ethically, unlocked or jailbroken devices are wrong) and present the arguments for both sides of the scenario to a panel of judges.
* Competitors should be ready to answer questions.

**RUBRIC**

Content

* Understanding Issue of the Topic (0-5)

Affirmative Argument

* Flow and Logic of Content (0-5)
* Quality of Evidence (0-10)
* Persuasiveness (0-10)
* Relevance of Argument (0-10)

Negative Argument

* Flow and Logic of Content (0-5)
* Quality of Evidence (0-10)
* Persuasiveness (0-10)
* Relevance of Argument (0-10)

Delivery

* Statements are well-organized and clearly stated; appropriate business language is used (0-5)
* Demonstrates self-confidence, poise, and good voice projections (0-5)
* Demonstrates the ability to effectively answer questions (0-5)
* All team members actively participate in the presentation (0-5)

Subtotal: \_\_\_\_\_/100 max.

Time Penalty: Deduct five (5) points for presentation over seven (7) minutes.

Penalty: Deduct five (5) points for failure to follow guidelines.

Dress Code Penalty: Deduct five (5) points when dress code is not followed.

Final Score : \_\_\_\_\_/100 max.