

Mission & Vision

The National Ethics Case Competition challenges emerging leaders to apply principle-based ethics to navigate real-world dilemmas.

Envision a future where ethical and courageous leaders fuel a thriving American free market system.

About the Competition

The National Ethics Case Competition, led by Texas A&M University in founding partnership with the Daniels Fund, encourages, enables, and rewards deep engagement with ethics in business through complex, real-world cases. The recommendations that best represent ethics, excellence, teamwork, and appreciation for the U.S. free market economy will compete for substantial cash prizes in April in Washington, D.C.

Why Compete?

- Mastery of the application of principle-based ethics.
- Strengthen problem-solving and teamwork skills.
- Network with peers and business leaders.
- Compete for significant cash prizes.

"Competing in the National Ethics Case Competition pushed me to think critically about real business dilemmas, learning to defend my values under pressure. It forced me to reevaluate how I view morally grey situations. I learned to take a stand for principles, even when it's hard."
-Pearl Kapoor, NECC Competitor 2025

Learn More



@nationalethicscasecompetition



National Ethics Case Competition



nationalethicscasecompetition.org



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National Ethics Case Competition



**NATIONAL
ETHICS CASE
COMPETITION**

**Think Boldly.
Lead Ethically.
Win Big.**

"Ethics is the ultimate business advantage."

-Bill Daniels, Daniels Fund Founder

Format

Round 1: Written Case Essay Response (Virtual Submission)

Teams will submit a written response to an ethics case prompt. The highest scored submissions will be selected to advance to the next round.

Round 2: Case Expansion (Virtual Submission)

Advancing teams will build a case of their own and analyze it using their guide from round one and more in-depth prompts. Responses will be submitted virtually and evaluated by a panel of judges.

Round 3: Semi-Finals (In-Person Washington, D.C.)

Advancing teams will travel to Washington, D.C., *with expenses paid*, to present a prepared case analysis before a panel of senior executive judges. Presentations will be followed by Q&A.

Round 4: Finals (In-Person Washington, D.C.)

Finalist teams will have two hours to analyze a new case and present their response to senior executive judges, followed by Q&A.

Who Can Compete?

- Open to degree-seeking undergraduate and graduate students from an accredited nonprofit college or university located in the United States or its territories.
- Teams must consist of four students from the same university. Students can be all undergraduate, all graduate, or a mix.
- All members of a team must be 18 years of age or older by competition date.
- All degree programs are welcome.
- Students may compete multiple years.
- Any students or family members of competition staff involved in the planning, executing, or administering the National Ethics Case Competition are not eligible to compete.



Hanna Skander, CEO, Daniels Fund, and 2025 Winning Team from Notre Dame

Big Work Big Rewards

\$250K Prize Pool

1st Place Prize Package: \$120,000
(Student team: \$60k; College/University: \$50k; Advisor: \$10k)

2nd Place Prize Package: \$80,000
(Student team: \$40k; College/University: \$35k; Advisor: \$5k)

3rd Place Prize Package: \$50,000
(Student team: \$25k; College/University: \$20k; Advisor: \$5k)

Timeline

Round 1 : Case Release & Essay Submission

Registration Opens: October 1, 2025
Prompt Released: October 15, 2025
Due: January 15, 2026

Round 2: Case Expansion

Prompt Released: February 15, 2026
Due: March 1, 2026

Round 3: In-Person Semi-Finals

Prompt Released: March 17, 2026
Presented: April 17, 2026

Round 4: In-Person Finals

April 17, 2026
