CFA Societies Canada



Stronger Ethics. Brighter Futures.

CFA Societies Canada Ethics Challenge – Team Competition

Partner with CFA Societies Canada to Prepare the Next Generation of Finance Professionals.

Why Support the Challenge?

- **Enhance learning**
  Extend classroom instruction with applied, case-based ethical decision-making
- **Showcase your university**
  Gain recognition on a national stage through CFA Societies Canada's network and media exposure
- **Mentorship opportunity**
  Faculty advisors guide teams, helping students connect theory to practice
- **Career readiness**
  Give students the critical skills employers and CFA charterholders value most - integrity, judgment, and teamwork

The Ethics Challenge complements your teaching by giving students hands-on experience with real-world ethical dilemmas, aligned with CFA Institute's Code of Ethics and Standards of Professional Conduct.

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How does it work?

1. Recruit a Team (3–5 students) and register by November 30, 2026
2. Students Pre-Reading (mid-Dec 2026 to mid-Jan 2027): Complete the interactive Ethical Decision Making Program in the **CFA Institute Ethics Learning Lab**
3. Local Round (Jan-Feb 2027): Teams analyze & present ethics case study
4. National Round (early May 2027): Teams prepare a new case in 23 hours and represent their university on a national stage
5. One team is designated the ultimate CFA Societies Canada Ethics Challenge winner

See the Official Rules for complete competition details and criteria.



Awards & recognition

- National visibility: Winning university featured in press releases and CFA Societies Canada communications
- CFA Program scholarships or cash prizes for students
- Certificates + national recognition

How can I register a team?

Contact your local CFA society to nominate your students and organize a team today.

For more information

CFA Societies Canada
info@cfacanada.org

or visit the CFA Societies Canada Ethics Challenge webpage.

Why Ethics Matter for Your Students

- Ethics are central to the CFA charter and to the finance profession's reputation.
- Employers consistently rank ethical judgment among the most sought-after qualities in graduates.
- Strong ethics can be the difference between passing or failing the CFA exam – and between securing or losing a career opportunity.