

Philosophy 318
Business Ethics
Fall IA 2019

Course Description: The course has four main goals. First, it will provide a general introduction to ethical theory and, more importantly, the tools of ethical decision-making and problem-solving. Second, the course will acquaint students with the generally-accepted ethical standards in the business world. Third, it will give students a chance to think through various positions on several controversial ethical, political, and public policy issues related to the business world. Finally, the course will encourage students to develop an ethical perspective on business activities—a perspective which emphasizes the balancing of economic goals with other important values, including moral values.

Professor: Dr. Fritz Allhoff
(269) 387-4503 (w)

Website: blackboard.cmich.edu

Text: Fritz Allhoff, Alexander Sager, and Anand J. Vaidya (eds.), *Business in Ethical Focus*, 2nd ed. (Calgary: Broadview Press, 2017).

Grading:

Multiple Choice Quizzes	20 pts/module * 15 modules	300 pts
Short Answer Questions	30 pts/module * 15 modules	450 pts
Discussion Forums	20 pts/module * 15 modules	300 pts
Final Paper		450 pts
	Total:	<u>1,500 pts</u>

Grading Scale: This course uses a standard scale: >92% = A; 90-92% = A-; 88%-90% = B+; 82%-88% = B; 80%-82% = B-; 78%-80% = C+; 72%-78% = C; 70%-72% = C-; 68%-70% = D+; 62%-68% = D; 60%-62% = D-; <60% = E. In unusual cases, there will be a (small) curve, but that will not be known until calculation of final grades. There are no extra credit opportunities.

Readings: For each module, complete the assigned video and readings (see below). Reading in philosophy is *very* difficult, both because philosophers often write technically and because the questions they seek to answer are not always ones with which we are familiar. It is therefore of critical importance that you invest heavily in the reading, both by going slowly and, sometimes, by going through it more than once. Understanding the reading is the key to success in this course.

Quizzes: For each module, you will complete a multiple choice quiz and short essay questions. The multiple choice quiz comprises ten questions—each worth two points—and has an allowance of thirty minutes. There are three short essay questions—each worth ten points—that have a combined allowance of ninety minutes. Short essay questions should be answered in two to three paragraphs each; that said, use your judgment on what sort of detail is required. You may use the assigned materials for both the multiple choice quiz and the short essay questions, but, because of the time limits, should prepare before you begin.

Quizzes open at 12:00 a.m. on Monday and close at 11:59 p.m. on Sunday. Note that they must be *completed* (i.e., not just started) by the expiration times. Also note that the correct answers do not display until after the quiz *closes* (i.e., not when you complete it).

Discussion Forums: For each module, you should make a post reacting to either the theme of that module or to particular readings within it. These posts should be *no fewer than 100 words*. You should also *respond* to at least two different posts from your classmates; you should generally reply to the original post, but may engage themes emergent in the discussion thread as well. These responses should be *no fewer than 50 words*. Your original post is worth 10 points and your reply posts are worth 5 points each.

The original posts must be submitted no later than Thursday at 11:59 p.m. during the module's release period; the response posts must be submitted by the close of the module on Sunday at 11:59 p.m.

Note: on "short weeks"—like Fall Break, Thanksgiving, or the week preceding Spring Break—you may complete two first posts and skip the reply posts. Or you may treat it like a normal week and do the reply posts; it is your choice. This allowance is meant to allow you to fully complete the modules before breaks. The same structure is available for make-up modules (see below) because fewer students might choose to do them and reply posts might therefore be more difficult.

Journal Entries: Quizzes *cannot be re-opened for any reason*, nor can they be made available beyond the release dates provided below. However, with the understanding that personal exigencies or technical difficulties sometimes arise, a missed module—comprising the multiple choice quiz and short answer questions—can be replaced with a *journal entry of 1,000 words ($\pm 10\%$)*, worth seventy (70) points. Journal entries can also be used to *replace* modules *after* the quizzes (or some part thereof) are attempted. These journal entries should engage the reading assignment for the module and be *half exegetical* and *half analytical*. They are due within a week of the close of the module that it services, and late submissions will not be accepted. Journal entries should be submitted through Blackboard under the "Paper and Journals" link and not sent by email.

No more than two journal entries are allowed; any more misses will result in a zero for the module. No module for which a journal entry is submitted can serve as the basis for the final paper (see below). Blackboard cannot automatically replace modules with journal entries—I have to do this manually at the end of the semester—so do not worry if it still looks like you have a zero for a missed module.

Final Paper: By the end of the course, you will write a final paper on some module of your choosing. It should be *2,500 words ($\pm 10\%$)*; deviations from this range will be penalized. You should spend approximately half of the paper *summarizing* the key ideas from the module, and the other half *evaluating* those ideas. Do not discuss *all* of the ideas in the module, but rather choose *some* ideas and develop a coherent and integrated essay around them.

In addition to the assigned readings, you must have *at least five external sources* that you incorporate into your paper, and *at least ten footnotes*.¹ Try to use authoritative, peer-reviewed sources as opposed to only websites. Wikipedia is not an acceptable source, though you may use it to get suggestions for other sources.

Use whatever footnote (i.e., not endnotes, not parentheticals) format you are most comfortable with and include a bibliography at the end of the paper. Also use double spacing, fully justified margins (for both text and footnotes), and a seriffed font. Beyond that, there are no other formatting requirements. If you want an example of how to format a paper, [you may use this one as a guide](#).² (You don't have to follow it and yours won't be as long, but it might be a useful example for students newer to academic writing.)

Because final grades are due immediately following the end of the course, *late papers will not be accepted*. Papers must be submitted through e-learning, not email.

¹ If you don't know what a footnote is, this is a footnote! At least one student asks every semester, so I just added it to the syllabus. Footnotes can be "explanatory"—like this one—or "references" to sources. You may use both kinds in your papers if you like, but the requirement mentioned above is for referential footnotes. See the link for examples of referential footnotes.

² If the hyperlink doesn't work—and it doesn't on some .pdf conversions—here's the full version: http://files.allhoff.org/research/Blackstone's_Ratio.pdf.

COURSE SCHEDULE

MODULE	TOPIC	OPENS	CLOSES	READINGS
1	Foundational Issues	9/16	9/22	<p>Video: "What Is Ethics? What Is Business Ethics?" (link)</p> <p>Sen (§ 2)</p> <p>Trevino & Brown (§ 3)</p> <p>Sager (BB)³</p>
2	Corporate Social Responsibility	9/16	9/22	<p>Video: "Controversy after Nestlé Given New Permit to Bottle More Michigan Water" (link)</p> <p>Friedman (§ 10)</p> <p>Stout (§ 11)</p> <p>Case Study: Meeler & Seshadri (§ 16)</p>
3	Corporate Social Responsibility II	9/23	9/29	<p>Video: "How Juul Made Nicotine Go Viral" (link)</p> <p>Freeman (§ 13)</p> <p>Heath (§ 14)</p> <p>Case Study: Berman (§ 18)</p>

³ This reading is in Blackboard.

4	Global Perspectives	9/23	9/29	<p>Video: “Cultural Differences in Business” (link)</p> <p>Rice (§ 19)</p> <p>Chan (§ 20)</p> <p>Zsolnai (§ 21)</p> <p>Case Study: Bauer (§ 32)</p>
5	Globalization	9/30	10/6	<p>Video: “Undercover In A Bangladesh Clothing Factory” (link)</p> <p>Velasquez (§ 26)</p> <p>Donaldson (§ 27)</p> <p>Case Study: Wisor (§ 31)</p>
6	Environmental Responsibility	9/30	10/6	<p>Video: “There’s Still Oil on This Beach 26 Years after the Exxon-Valdez Spill” (link)</p> <p>Hawken (§ 36)</p> <p>Poff (§ 38)</p> <p>Case Study: Classen & McNamara (§ 40)</p>
7	Entrepreneurship & Not-For-Profit	10/7	10/13	<p>Video: “Post Report Finds Fraud, Embezzlement at Non-Profits” (link)</p> <p>Dees (§ 22)</p> <p>Rhode and Packel (§ 23)</p> <p>Case Study: Hall (§ 25)</p>

8	Employment at Will	10/7	10/13	<p>Video: "Employment at Will" (link)</p> <p>Werhane & Radin (§ 41)</p> <p>Epstein (§ 42)</p> <p>Case Study: Meeler & Seshadri (§ 44)</p>
9	Whistleblowing	10/14	10/20	<p>Video: "Funeral Embalmer Discovers Multi-Million Dollar Fraud Scheme" (link)</p> <p>DeGeorge (§ 45)</p> <p>Elegido (§ 46)</p> <p>Case Study: Collins (§ 48)</p>
10	Drug Testing	10/14	10/20	<p>Video: "Drug Tests Present Major Hurdles for Employers" (link)</p> <p>DesJardins & Duska (§ 49)</p> <p>Cranford (§ 50)</p> <p>Case Study: Wilson (BB)⁴</p>

⁴ This reading is in Blackboard.

11	Affirmative Action	10/21	10/27	<p>Video: “What We Get Wrong About Affirmative Action” (link)</p> <p>Hettinger (§ 58)</p> <p>Pojman (§ 59)</p> <p>Case Study: Wessinger (§ 60)</p>
12	Sexual Harassment	10/21	10/27	<p>Video: “Why Women May Fear Speaking out about Workplace Sexual Harassment” (link)</p> <p>Superson (§ 61)</p> <p>Griffith (§ 62)</p> <p>Case Study: Doll (§ 65)</p>
13	Bluffing	10/28	11/3	<p>Video: “In Poker, Bluff. In Business, Hide.” (link)</p> <p>Carr (§ 66)</p> <p>Carson (§ 67)</p> <p>Case Study: Lin (§ 69)</p>
14	Truth & Deception in Advertising	10/28	11/3	<p>Video: “Photoshopping Real Women into Cover Models” (link)</p> <p>Machan (§ 70)</p> <p>Arrington (§ 71)</p> <p>Case Study: De Vido (§ 77)</p>

15	Advertising & Targeting	11/4	11/10	Video: "Marketing Food to Children" (link) Crisp (\$ 72) Paine (\$ 74) Case Study: Jacoby (\$ 78)
N/A	Final Paper due 11/10 by 11:59 p.m.			