

**Philosophy 318**  
**Business Ethics**  
**Fall II 2015**

**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  
[fritz.allhoff@wmich.edu](mailto:fritz.allhoff@wmich.edu)

**Website:** [blackboard.cmich.edu](http://blackboard.cmich.edu)

**Text:** Fritz Allhoff and Anand Vaidya (eds.), *Business in Ethical Focus* (Calgary: Broadview Press, 2008). ISBN# 978-1-55-1116-61-7.

**Grading:**

Multiple Choice Quizzes	20 pts/module * 15 modules	300 pts
Short Answer Questions	30 pts/module * 15 modules	450 pts
Final Paper		250 pts
	<b>Total:</b>	<b>1,000 pts</b>

**Readings:** For each module, complete the assigned readings (see below) and review the slides. The slides are meant to supplement the reading, but surely do not replace it; there is material for which you are responsible in the text that may not appear on the slides. 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 answer questions. The multiple choice quiz comprises ten questions—each worth two points—and has an allowance of thirty minutes. There are three short answer questions—each worth ten points—that have a combined allowance of ninety minutes. Short answer 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 text for both the multiple choice quiz and the short answer 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 Saturday. 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).

**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 fifty 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 *2,000 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 textbook, you must have *at least five external sources* that you incorporate into your paper, and *at least ten footnotes*. Use whatever footnote format you are most comfortable with, and include a bibliography at the end of the paper. 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.

Because final grades are due immediately following the end of the course, *late papers will not be accepted*. Papers should be submitted through Blackboard under the “Paper and Journals” link and not sent by email.

The paper will be graded according to the following rubric:

Content	100 pts
Organization & Coherence	50 pts
Citations & Bibliography	50 pts
Style & Mechanics	50 pts
<b>Total:</b>	<b>250 pts</b>

## COURSE SCHEDULE

MODULE	TOPIC	OPENS	CLOSES	READINGS <sup>1</sup>
1	Foundational Issues	10/26	10/31	Sen (20-28); Trevino & Brown (BB)
2	Corporate Social Responsibility	10/26	10/31	Friedman (65-69); Stout (BB)
3	Corporate Social Responsibility II	11/2	11/7	Boatright (BB); Heath (110-130)
4	Global Perspectives	11/2	11/7	Rice (BB); Chan (BB); Zsolnai (BB)
5	Globalization	11/9	11/14	Velasquez (143-154); Donaldson (170-180)
6	Environmental Responsibility	11/9	11/14	Elkington (BB); Hawken (BB)
7	Entrepreneurship & Not-For-Profit	11/16	11/21	Harris et al. (BB) MacDonald et al. (BB)
8	Employment at Will	11/16	11/21	Werhane & Radin (255-259); Epstein (259-266)
9	Whistleblowing	11/23	11/28	DeGeorge (267-274); Larmer (274-278)
10	Drug Testing	11/23	11/28	DesJardins & Duska (279-291); Cranford (291-302)
11	Affirmative Action	11/30	12/5	Hettinger (326-337); Pojman (337-355)
12	Sexual Harassment	11/30	12/5	Superson (366-380); Griffith (380-400)

<sup>1</sup> Pages refer to *Business in Ethical Focus*. (BB) indicates that the reading has been uploaded to Blackboard. The editors of *Business in Ethical Focus* are working on a second edition; (BB)'s are likely to be included in that edition.

<b>13</b>	Bluffing	12/7	12/12	Carr (400-409); Carson (409-431); Allhoff (432-439)
<b>14</b>	Truth & Deception in Advertising	12/7	12/12	Machan (584-592); Waide (592-599)
<b>15</b>	Advertising & Targeting	12/14	12/19	Paine (615-626); Brenkert (626-640)
<b>N/A</b>	<b>Final Paper due 12/19 by 11:59 p.m.</b>			