

**Business Ethics  
Philosophy 312  
Fall 2012**

**Instructor: Philip M. Mouch**  
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**Where: Online (Moodle)**  
**When: Whenever**  
**Office Hours: M: Noon-2, W: Noon-3**  
**T&H: Noon-2:30, and by appointment**

**Course Description:** This course explores the ethical challenges that arise in the business world. The course will begin with a discussion of different normative theories and then applies those theories to areas of concern within the business world. Case studies will be used to illustrate theoretical points with particular situations. This course will develop critical thinking and writing competencies.

**Reading Assignments and Texts:** The reading assignments are listed below. You should read assignments before coming to class. Be sure to bring the text to class. The required text for this class is:

Tom L. Beauchamp, Norman E. Bowie, Denis G. Arnold (eds.), Ethical Theory and Business (8th edition),  
Pearson Prentice Hall (2009)

**Learning Outcomes (General):**

1. Recognize and apply principal concepts and techniques of critical thinking.
2. Explain basic commitments of deontological normative ethics.
3. Explain basic commitments of consequentialist normative ethics.
4. Identify moral issues unique to contemporary business relationships.
5. Articulate and critique commitments of contemporary capitalism.
6. Articulate and critique commitments of contemporary consumerism.
7. Identify sources of labor/management conflict.
8. Defend personal decisions in complex business situations.
9. Distinguish factual from evaluative aspects of complex business situations.
10. Explain how competing normative assumptions generate competing solutions in business decision making.
11. Use a coherent writing process including invention, organization, drafting, revising, and editing to form an effective written product.
12. Create logical, engaging, effective written products appropriate for specific audiences and purposes.

**Learning Outcomes (MN Transfer Curriculum):**

Goal 9: Ethical and Civic Responsibility

- Examine, articulate, and apply their own ethical views.
- Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
- Analyze and reflect on the ethical dimensions of legal, social, and scientific issues
- Recognize the diversity of political motivations and interests of others.

**Evaluation:**

(1) This class is designated as a writing-intensive class. As such there will be three formal papers due in this class. The first paper will go through a drafting process. The total pages of all three papers must be equal to or greater than 16 pages in order to pass the class. (Each paper should be five to seven pages long, so this shouldn't be a problem.) The due dates are listed on the schedule below. Each will be worth 25% of your grade. Papers handed in late will be assessed a penalty.

(2) The final 25% of your grade consists in participating the weekly forums on Moodle, as well as other occasional informal writing assignments. Failure to participate in discussions will hinder your ability to master this material. Generally, informal assignments and discussions must be completed by Friday @ 5:00 pm of the week assigned in order for you to receive credit. (Exceptions will be noted. If there are none, assume that 5:00 pm Friday is the cut off.) There will be no late informal assignments accepted.

**Policies:**

(1) Plagiarism will not be tolerated. Any failure to properly cite a source your use in your paper will result in a failing grade for that paper, and possibly failing the course and/or reporting the incident to the Student Conduct Committee. If you are unsure what constitutes plagiarism, please talk to me.

(2) You are responsible for all assignments to be handed in. Late papers will be penalized. Informal writing assignments cannot be made up.

(3) Online courses require discipline on the part of the students. You are expected to login regularly (every day during the week is best) to check for updates or new information from me. You should check your student email regularly, as well. It is your job to get the textbook and keep up with the reading. If there is something you do not understand in the reading, ask. Chances are, you aren't the only one that doesn't understand. There are discussion boards for questions. And I will be available by email. If you leave everything until Friday, you will not succeed at this class. The material is too complex, and the assignments too lengthy to be finished in an hour or two. Try to set aside time each day to work on the class.

(4) My office hours are when I will be at my computer ready to answer email. Unless I'm helping another student, I will reply to emails during that time immediately. You are free to email me outside of those times, and I will reply as soon as I am able.

**Schedule:** These dates are tentative. I may have to make changes to these dates as the semester goes on. I will announce any changes on Moodle. Most of the readings are to be found in our textbook, *Ethical Theory and Business (ETaB)*. Other readings will be posted on Moodle. I've tried to be as thorough as I can below, but you should read everything posted on Moodle.

<b>Week</b>	<b>Reading Assignment</b>	<b>Paper Assignment</b>
#1: August 27	Introduction to the Course (on Moodle) Critical Thinking (on Moodle) Evaluating Arguments (on Moodle) Arguments by Analogy (on Moodle) Values (on Moodle) Identifying Personal Values (on Moodle)	
#2: September 3	Ethical Theory (on Moodle) Chapter 1 of <i>Ethical Theory and Business</i> Contextualism (on Moodle) Ethical Dilemma (on Moodle)	1st Case Study Assigned
#3: September 10	Distributive Justice (on Moodle) Chapter 10 of <i>ETaB</i> Introduction (pp. 665-673) "An Egalitarian Theory of Justice" - John Rawls (pp. 674-682) "The Entitlement Theory" - Robert Nozick (pp. 682-685) "Rich and Poor" - Peter Singer (pp. 686-691) "Do CEOs Get Paid Too Much?" - Jeffrey Moriarty (pp. 692-702) "Banks Set for Record Pay" (on Moodle)	Draft of 1st Case Study due on Monday, September 10th; Drafts returned by Friday, September 14th

- #4: September 17 The Purpose of the Corporation (on Moodle)  
 Chapter 2 of *ETaB* Introduction (pp. 45-50)  
 "The Social Responsibility of Business Is to Increase Its Profits - Milton Friedman (pp. 51-55)  
 "Managing for Stakeholders" - R. Edward Freeman (pp. 56-68)  
 "Decency Means More than 'Always Low Prices': A Comparison of Costco to Wal-Mart's Sam's Club" - Wayne F. Cascio (pp. 80-90)
- #5: September 24 Consumer Risk (on Moodle)  
 Introduction to Consumer Risk (on Moodle)  
 Strict Products Liability and Compensatory Justice (on Moodle)  
 Case: Hot Coffee at McDonald's (on Moodle)  
 The Ethics of Consumer Production (on Moodle)
- #6: October 1 Employment-at-Will and Employee Risk (on Moodle)  
 "Employment at Will and Due Process" - Werhane & Radin (pp. 113-121)  
 "In Defense of the Contract at Will" - Richard A. Epstein (pp. 121-129)  
 "The Right to Risk Information and the Right to Refuse Workplace Hazards" - Faden & Beauchamp (pp. 129-136)  
 Blow the Whistle or Breathe Insulation (on Moodle)
- #7: October 8 Whistleblowing (on Moodle)  
 "Some Paradoxes of Whistleblowing" - Michael Davis (pp. 147-155)  
 "Whistle-Blowing and Employee Loyalty" - Ronald Duska (pp. 155-159)  
 "Rojer Boisjoly and the Challenger Disaster: Disloyal Employee or Courageous Whistle-Blower?" (pp. 175-177)
- #8: October 15 Affirmative Action (on Moodle)  
 "Affirmative Action and the Demands of Justice" - N. Scott Arnold (pp. 202-212)  
 "Affirmative Action Goals in Hiring and Promotion" - Tom L. Beauchamp (pp. 194-202)  
 "Promotions at Uptown Bottling and Canning Company" (pp. 267-268)
- #9: October 22 Harassment (on Moodle)  
 "Sexual Harassment and Solidarity" - Larry May (pp. 227-236)  
 "Normative Issues in Defining Sexual Harassment" - Jaimie Leaser & William O'Donohue (pp. 236-244)  
 "Freedom of Expression in the Workplace" (pp. 268-269)
- #10: October 29 Information Disclosure and Marketing (on Moodle)  
 "Advertising and Behavior Control" - Robert L. Arrington (pp. 284-289)  
 "Information Disclosure in Sales" - David M. Holley (pp. 290-297)  
 "Marketing and the Vulnerable" (pp. 297-306)  
 "The Drug Pushers" (pp. 307-317)  
 "Hucksters in the Classroom" (pp. 336-338)
- Final Draft of  
 Case Study #1  
 Due by Friday,  
 September 21 @  
 5:00 pm**
- Case Study #2  
 Assigned
- Final Draft of  
 Case Study #2  
 Due by Friday,  
 November 2 @  
 5:00 pm**

#11: November 5 Privacy (on Moodle)

"Privacy" - Deborah Johnson (pp. 428-442)

"Internet Content Providers and Complicity in Human Rights Abuse" -  
Jeffery D. Smith (pp. 442-455)

#12: November 12 Intellectual Property (on Moodle)

"Intellectual Property and the Information Age" - DeGeorge (pp. 455-464)

"Intellectual Property and Pharmaceutical Drugs: Ethical Analysis" Richard  
T. DeGeorge (pp. 465-476)

"Intellectual Property rights, Moral Imagination, and Access to Life-  
Enhancing Drugs" -Patricia H. Werhane & Michael E. Gorman (pp.477-485)

November 19 Thanksgiving Holiday - No Assignments

#13: November 26 Environmental Risk (on Moodle)

"Morality, Money and Motor Cars" - Norman E. Bowie (pp. 516-523)

"Business, Ethics, and Global Climate Change" - Denis G. Arnold & Keith  
Bustos (pp. 523-533)

The Fordasaurus (on Moodle)

#14: December 3 Sweatshops (on Moodle)

Case Study #3

"The Human Rights Obligations of Multinational Corporations" - Denis G. Arnold (pp. 583-590)

Assigned

"The Great Non-Debate Over International Sweatshops" - Ian Maitland (pp.  
597-608)

"Sweatshops and Respect for Persons" - Arnold & Bowie (pp. 608-624)

"Adidas-Salomon: Application of Standards of Engagement to Child Labor  
Dilemma" (pp. 657-660)

#15: December 10 Wrap-Up

**Final Draft of  
Case Study #3  
Due by Friday,  
December 14 @  
5:00 pm**

*Students with disabilities who believe they may need an accommodation in this class are encouraged to contact Greg Toutges, Director of Disability Services at 477-4318 (Voice) or 1-800-627-3529 (MRS/TTY), Flora Frick 154 as soon as possible to ensure that accommodations are implemented in a timely fashion.*