

PHI 334 (002) – Business Ethics – Fall 2014

MWF 9:00 – 9:50 [CB 207](#)

Professor

KYLE BURCHETT

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Office Hours

W 10:00 – 12:00

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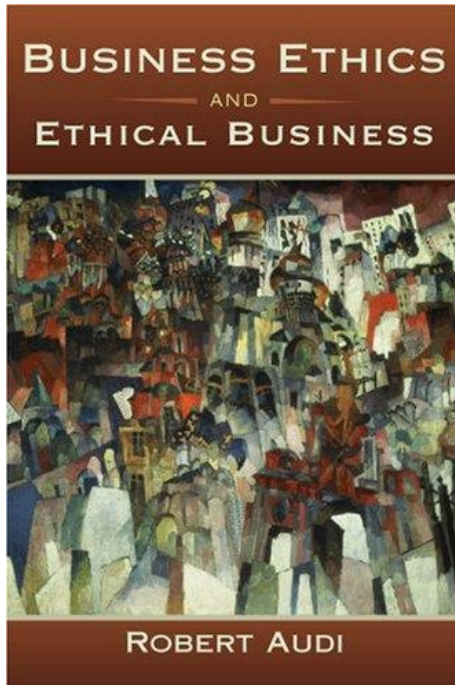
Overview

An introduction to moral problems that arise in contemporary business practice and the ethical frameworks proposed to resolve them. Topics will include areas such as truth-telling and integrity; social responsibility; property rights and their limitations; and justice in personnel and labor practices. Particular emphasis will be placed on environmental issues and the role of the consumer.

Because we live in a world that is increasingly interconnected through trade, many of our everyday activities utterly depend on the production, transportation, and consumption of goods and services from all over the globe. The practices of businesses and consumers are far-reaching and can be, in a manner of speaking, Earth-shattering. Corporations, although afforded the legal status of persons, are typically not held to the same ethical standards as actual persons. In a similar manner, consumers who are actual persons are not blamed for the human exploitation and environmental degradation associated with their purchases. In this course, we will attempt to correct such oversights as we consider the ethical responsibilities of both businesses and consumers.



Required Texts



Business Ethics and Ethical Business

Oxford University Press, 2009

Robert Audi

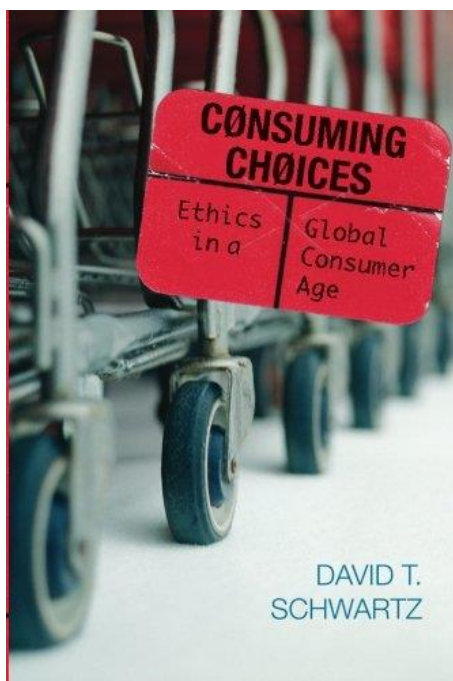
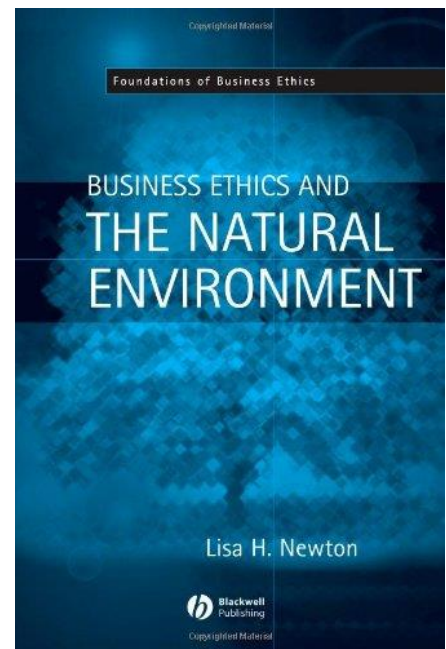
ISBN: 0195369106

Business Ethics and the Natural Environment

Blackwell Publishing, 2005

Lisa H. Newton

ISBN: 1405116633



Consuming Choices: Ethics in a Global Consumer Age

Rowman & Littlefield Publishers, 2010

David T. Schwartz

ISBN: 0742548147

Grading

Students will maximize the possibility of receiving a satisfactory grade in this course by completing all assignments and attending every class ready to discuss that day's material. **It is each student's responsibility to request make-up quizzes, exams, presentations, etc.; although there will be no make-ups without an excused absence.**

The grading scale is as follows: A = 90 – 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%, E = 0 – 59%.

1. **Quizzes: (30%)** There will be a number of quizzes administered throughout the semester. Quizzes will test students' comprehension of assigned material. The lowest quiz grade will be dropped. Missed quizzes cannot be made up without an excused absence.
2. **Papers: (50%)** There will be two papers, a midterm and a final, each worth 25%. Refer to handouts for details.

Students who struggle with spelling or grammar are advised to make use of the free services provided by UK's Writing Center, located in the W. T. Young Library:

<http://wrds.as.uky.edu/writing-center>.


3. **Presentation: (20%)** Each student will give a 20-minute PowerPoint presentation on an assigned reading. **(Presentations will be assigned at the beginning of the semester.)** Students are expected to demonstrate adequate understanding and critical evaluation of the readings by providing coherent summaries *and* by facilitating classroom discussion. **PowerPoint files must be e-mailed to the instructor and brought to class on a flash drive.**
4. **Attendance/Participation: Attendance is mandatory.** Students will be permitted two unexcused absences, although perfect attendance is highly recommended. **Each subsequent unexcused absence will result in a deduction of two percentage points from the final grade.** Please note that students will be counted absent if they are tardy, leave early without permission, fail to pay attention, or are otherwise disruptive. *If you are going to be absent and have a legitimate reason, it is in your best interest to let me know.*
5. **Extra Credit:** Students who maintain perfect attendance *and* consistently contribute to classroom discussions will be awarded up to five bonus percentage points at the end of the semester. Students may also have opportunities to receive points by participating in outside events announced by the instructor.

Letters of Accommodation

If you have a documented disability which requires academic accommodations, please contact me as soon as possible with a letter of accommodation from the Disability Resource Center:

<http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/current.html>.

Miscellaneous

- ❖ **Be Advised:**  **Text messaging or listening to headphones is strictly forbidden and will result in a deduction of two percentage points from the GPA for each offense.** Cell phones must be muted or turned off during class. **'Smart' devices are allowed only if used for taking notes or accessing assigned materials.**
- ❖ **Appointments are not necessary.** If you would prefer to privately discuss the materials or anything else, please do not hesitate to **visit me during my scheduled office hours** or contact me by e-mail.



Assignment Schedule*

Business Ethics and Ethical business = (BEEB)

Business Ethics and the Natural Environment = (BENE)

Hyperlinked or E-mailed PDF = (PDF)

Consuming Choices = (CC)

1. W 8.27
Greetings—What We Are Doing in This Class
2. F 8.29
What We Are Doing in This Class (Part II)
3. M 9.01
ACADEMIC HOLIDAY
4. W 9.03
Two Democratic Traditions (BEEB) Ch. 1, pp. 3—7
The Rights and Social Responsibilities of Business (BEEB) Ch. 2, pp. 7—22
5. F 9.05
The Constituencies of Ethical Business (BEEB) Ch. 3, pp. 23—29
A Framework for Making Ethical Decisions (BEEB) Ch. 4, pp. 30—42
6. M 9.08
Ethical Business, Environmental Responsibility, and Sustainability (BEEB) Ch. 5, pp. 43—47
Marketing: Product, Target, and Image (BEEB) Ch. 6, pp. 48—58
7. W 9.10
The Ethics of Financial Representation (BEEB) Ch. 7, pp. 59—66
Hiring Policies and Compensation Standards (BEEB) Ch. 8, pp. 69—81
8. F 9.12
Conditions of Employment and Codes of Ethics (BEEB) Ch. 9, pp. 82—90
Religion in the Workplace (BEEB) Ch. 10, pp. 91—97
9. M 9.15
Managerial Leadership and Corporate Culture (BEEB) Ch. 11, pp. 98—106
International Trade and Cross-Cultural Standards (BEEB) Ch. 12, pp. 109—115
10. W 9.17
Nationality, International Business Ethics, and Cosmopolitanism (BEEB) Ch. 13, pp. 116—128
Conclusion (BEEB) Ch. 14, pp. 129—132
11. F 9.19
DOCUMENTARY [How Many People Can Live on Planet Earth?](#) (2009) BBC [YouTube](#)
12. M 9.22
[Living on a Lifeboat \(PDF\)](#) Garrett Hardin pp. 36—47
[A Modest Proposal \(PDF\)](#) Jonathan Swift pp. 1—14
13. W 9.24
[Saving Nature, Feeding People and Ethics \(PDF\)](#) Robin Attfield pp. 291—304
14. F 9.26
[Beyond the Earth Charter: Taking Possible People Seriously \(PDF\)](#) Robin Attfield pp. 359—367
15. M 9.29
[Nero's Fiddle: On Hope, Despair, and the Ecological Crisis \(PDF\)](#) Andrew Fiala pp. 51—68
16. W 10.01
Preface & Introduction (BENE) pp. vii—9

* To be revised at the instructor's discretion.

17. F 10.03
Ethics: Terms and Forms of Reasoning (BENE) Ch. 1, pp. 10—24
18. M 10.06
Case 1: New England Fisheries (BENE) Ch. 1, pp. 25—29
Appendix: Decision Procedures for Ethics (BENE) Ch. 1, pp. 29—47
19. W 10.08
From Ethics to Business Ethics (BENE) Ch. 2, pp. 48—77
20. F 10.10
Case 2: Hooker Chemical & Love Canal (BENE) Ch. 2, pp. 77—80
21. M 10.13
From Ethics to Environmental Ethics (BENE) Ch. 3, pp. 81—103
22. W 10.15
Case 3: Great Apes as Bushmeat (BENE) Ch. 3, pp. 103—113
23. F 10.17
MOVIE Food, Inc. (2008)
24. M 10.20 **MIDTERM PAPER DUE (printout and via e-mail)**
MOVIE Food, Inc. (2008)
25. W 10.22
The Law and the Natural Environment (BENE) Ch. 4, pp. 114—134
26. F 10.24 *Midterm grades will be posted on [myUK](#) by midnight.*
Case 4: Pacific Lumber and the Law (BENE) Ch. 4, pp. 134—143
27. M 10.27
Green Strategies and New Opportunities (BENE) Ch. 5, pp. 144—163
28. W 10.29
Case 5: Ben & Jerry's (BENE) Ch. 5, pp. 163—169
29. F 10.31
Globalizing: Environmental Problems Abroad (BENE) Ch. 6, pp. 170—191
30. M 11.03
Case 6: Shell Oil in Nigeria (BENE) Ch. 6, pp. 191—198
31. W 11.05
The Role of Civil Society Organizations (BENE) Ch. 7, pp. 199—216
32. F 11.07 **☠ LAST DAY TO REDUCE COURSE LOAD ☠**
Case 7: Monsanto and the Genetically Modified Organisms (BENE) Ch. 7, pp. 216—219
33. M 11.10
Sustainability: The New Directions for Business (BENE) Ch. 8, pp. 220—228
34. W 11.12
Case 8: The Bronx Community Paper Company (BENE) Ch. 8, pp. 229—242
35. F 11.14
[Do Androids Pulverize Tiger Bones to Use as Aphrodisiacs? \(PDF\)](#) Simon A. Cole pp. 173—193
36. M 11.17
Ethical Consumerism (CC) Preface & Ch. 1, pp. vii—20
37. W 11.19
Caveat Emptor? (CC) Ch. 2, pp. 21—45
38. F 11.21
The Consumer as Causal Agent (CC) Ch. 3, pp. 47—67

39. M 11.24

ACADEMIC HOLIDAY

40. W 11.26

ACADEMIC HOLIDAY

41. F 11.28

ACADEMIC HOLIDAY

42. M 12.01

The Consumer as Complicit Participant (CC) Ch. 4, pp. 69—84

43. W 12.03

Toward a Practical Consumer Ethic (CC) Ch. 5, pp. 85—113

44. F 12.05

MOVIE Capitalism: A Love Story (2001)

45. M 12.08

MOVIE Capitalism: A Love Story (2001)

46. W 12.10

Two-Minute Overviews of Final Paper

47. F 12.12

Two-Minute Overviews of Final Paper

48. W 12.17

FINAL PAPER DUE (e-mail and printout delivered to mailbox in 1443 POT)

Final grades will be posted on [myUK](#) by midnight Monday, 12.22.

