

PHIL302: Business Ethics

(Las Cruces Campus, Class # 42800)

October 16, 2009 version

Mon., Wed. Fri.: 10:30-11:20 am, Guthrie Hall 103¹

New Mexico State University, Fall Semester, 2009

Instructor: Dr. William Michael Kallfelz

Visiting Assistant Professor

Office: (575)646-4616, Wilford Paul Philosophy Libray, 330 Breland Hall

Office Hours: MWF: 2:00-5:00 and by appt.

Primary email: kallfelz@nmsu.edu

Other emails (please use only if the primary email is down):

wkallfelz@gmail.com or wkallfel@yahoo.com

Home page : <http://www.glue.umd.edu/~wkallfel>

Note to the Student: Course contents will be made available on Blackboard (Beginning Aug. 21th). Such contents include ppt sildes, notes, announcements, and syllabus updates. I will be circulating the announcement via email. *It is therefore important to check your email address specified in the Safari System frequently!*

Course Overview & Statement of Purpose

This course will teach students to think critically about many contemporary and clearly contentious moral issues, in the arena of the business world. General moral theories and conceptual frameworks shall be introduced, insofar as they prove themselves to be relevant to the particular case-studies we will explore. In a general sense, business ethics presupposes *agency* (that each individual is a full moral person—capable of creating and following rules, or defying them, and assuming responsibility for the consequences of such decisions) vis-à-vis the interests and directives of organizations (whether small businesses or multinational corporations). In exploring such questions within such a framework, the student will be introduced to the basics of philosophical analysis focused upon questions of value in both concrete and in abstract sense, i.e. “applied ethics” and “metaethics.”

No philosophical expertise is assumed or expected from the student, other than an openness for rational reflection and inquiry. This would entail some critical thinking and analysis, i.e. a willingness to critically examine basic presuppositions and entertain others. Most important, the student must apply such skills to the points made in the selected readings and articles, which would require he or she successfully analyzing (redacting) and critically engaging the *essential* arguments in the articles. As in most philosophical activity, the goal is not so much arriving at fixed “answers”, but instead to develop a systematic framework for disciplined dialectic and critical inquiry; or to acquire methods for systematically *questioning* in a coherent and consistent way.

Student Learning Objectives

¹ Effective Friday, August 21, 2009 (permanent relocation)

In the light of the above Statement of Purpose and Course Overview, the student learning objectives include:

1. Acquiring the objective content of the assigned readings, which will be assessed through a short expository focus paper, an analytical focus paper, a group project, and in the final examination.
2. Based on point 1. above, acquiring the skills necessary for *informed* critical reflection on the reading assignments and on general discussion questions, exemplified and assessed through writing assignments: An analytical paper (assigned after the middle of the quarter) as well as essay questions in the final exam.
3. Based on points 1. and 2. above, acquiring the appropriate skills for philosophical inquiry particular to the nature and level of this course, assessed through *participation in the discussion periods* and attendance.

Course Assignments & Grading Policy:

You are expected to attend class regularly, to carefully study assigned readings, and to complete all assignments:

Focus Papers

- **Expository Focus paper 1 (~3-4 pages)**: assigned **Friday Oct 2, & due Friday Oct. 30, (20% of grade)**
- **Analytical Focus paper 2 (~4-6 pages)** assigned **Wednesday Nov. 4, & due Wednesday, Dec. 2 (20% of grade)**

Projects

- Group Projects (details TBA on Blackboard) **(25% of grade)**
- Final exam, **(25% of grade)**

Attendance & Participation

- Attendance **(5% of grade)**
- Participation **(5% of grade)**

N.B.: Quizzes, Attendance, and Participation

- **Attendance** will be taken at least 2 times per week. If you have missed a class, and you think your absence is excused, see ***Make Up Policy*** below. (You must furnish official University-approved documentation **in person**). **Emailed excuses and/or explanations will not be accepted--I will automatically delete them without response.**
- Your **participation** will be taken primarily into account during discussion days and activities. You are also welcome to ask questions during lecture/instruction days, however, please reserve longer discussion points for the discussion days.

Important Dates

- **Final Exam:** Location (unless otherwise announced): **Classroom (Guthrie 103)** & date and time:
Final Exam Date

MWF@ 8:30am-9:20am

Mon., Dec. 7th

10:30-12:30pm

(Check http://www.nmsu.edu/~registra/final_examination.html

for any possible updates or changes). Link for the Fall2009 Academic Calendar:

http://www.nmsu.edu/General/academic_calendar.html

- ***Last Day to Drop without penalty: Wednesday Oct. 14th***
- ***Labor Day Holiday: Mon., Sept. 7th.***
- ***Thanksgiving Recess: November 23-27***
- ***Last Day of Regularly Scheduled Class Meetings: Friday, Dec. 4th***

Final Grade Scale

Your final grade will depend on the percentage you earn of the total points possible in the class:

A: 89.5%-100.0%; **B:** 79.5.0% -89.4% ; **C:** 69.5% - 79.4%; **D:** 59.5%-69.4%; **F:**< 59.5%

Incomplete Grade and Late Policy

- An “I” grade shall only be awarded, based on the discretion of the instructor. Subject to this discretion, the student must have **satisfactorily** completed a **sufficient** portion of the course by the end of the term. For further details, see NMSU’s 2009-2010 catalog.
- Assignments submitted late will receive a penalty of one letter grade (10%) per school day late.

Make-Up Policy

If you will be (or have been) absent for an exam or a class in which an assignment is due, you will need to provide a university-approved justification for your absence in order to for the above late penalties to be waived.

Class Meeting Cancellation Policy

If under very usual extenuating circumstances (i.e., severe weather-related, etc.) I will be forced to cancel the class on such a particular day, in addition to following Department guidelines I will strive to my utmost to circulate via email and post on Blackboard the evening before to inform you in advance. The same goes in cases of sudden University closures or delays. Please bear in mind that in the event of a sudden class cancellation, unless I notify you otherwise you are still responsible for reading the material assigned for that day. Moreover, if any assignment is due on that particular day (in the event of a class cancellation), the assignment shall be due on the following business day (assuming class will resume), without late penalties in this (and only in this) particular case.

Proscribed Behavior & Classroom Courtesy

Disruptive behavior of any kind will not be tolerated. Such behavior includes, but is not limited to, overt and covert behavior violating NMSU’s policy on diversity, as well as meeting any item(s) constituting sexual harassment. Other forms of proscribed behavior would violate the norms of courtesy, as judged by the discretion of the instructor. Aside from obvious norms, such

as refraining from unruly behavior (whether in the form of verbal outbursts or other) such norms of courtesy would also include:

- Remember that oral participation in philosophy entails *well-thought out* questions posed in a rational framework. If necessary, write your question down and/or rehearse it silently before sharing it in class. Make an effort to be succinct, clear, and concise. (Note: If you prefer, you may also email questions for discussion section. More details concerning email policy shall be posted in the **Announcements** section of the Blackboard site for this course).
- Refraining from private conversation and/or other forms of communication among peers both inside and outside of class (i.e., texting, emailing, etc.) during lectures or discussion days.
- **Switching cell phones off during class.**
- Avoiding eating and drinking in class. If you *must*, do so noiselessly and with utmost discretion.

Plagiarism and Academic Dishonesty

There are four types of academic dishonesty: cheating, fabrication, facilitating academic dishonesty, and plagiarism. It is your responsibility to understand what constitutes dishonesty of these four types. For further information, please consult:

<http://lib.nmsu.edu/instruction/plagiarismforstudents.htm>. Incidents of academic dishonesty are taken very seriously, and will be forwarded to the office of judicial programs any cases of it that come to attention.

Non-Discrimination & Sexual Harassment Policies:

Students with Disabilities: Feel free to call Jerry Nevarez, Director of Institutional Equity, at 505-646-3635 with any questions you may have about NMSU's Non-Discrimination Policy and complaints of discrimination, including sexual harassment.

Please contact Michael Armendariz, Coordinator of Services for Students with Disabilities, at 575-646-6840 with any questions you may have on student issues related to the Americans with Disabilities Act (ADA) and/or Section 504 of the Rehabilitation Act of 1973. All medical information will be treated confidentially.

Course Textbook

- **(Required)** Kevin Gibson, *Business Ethics: People, Profits, and the Planet* ISBN:0-07-299872-5. Abbreviate: **KG**

In addition from selected readings from this textbook, other articles and sections from books will be made available in the form of photocopied handouts, (made available on Blackboard), in addition to URLs (updated accordingly on syllabus). Such selections will come from some or all of the following:

Joel Rudinow & Anthony Graybosch, eds., *Ethics and Values in the Information Age*, Wadsworth, 2002.

Detailed Class Schedule

- Below are the details for week 1. The reading & discussion schedule shall be updated on a weekly or biweekly basis and posted on Blackboard (as an updated syllabus) no later than the beginning of each week or two week period². The course is essentially structured around four lectures (Mon-Thu) followed by a discussion/review day (Fri).
- The Assigned Readings are for the topic covered in class on that day, as homework. I will take roughly 5-10 minutes to answer questions you may have on the readings in the following class period. If you have further questions, please see me during office hours, or bring them up on Discussion Days.

Topic	Date	Assigned Readings
<i>Course Introduction : Rights, Duties, Privacy</i>	08/21/09	<ul style="list-style-type: none"> • Course Introduction: Relativism, Subjectivism, Objectivism (KG: 1-7)
		<ul style="list-style-type: none"> • James Moor, "Toward a Theory of Privacy in the Information Age," in Rudinow & Graybosch (pp. 287-288), (BB)
<i>General Moral Theories and their relation to business</i>	8/24/09	<ul style="list-style-type: none"> • Utilitarianism, Duty Ethics, Character Ethics KG: 61-64, 76-79
	8/26/09	<ul style="list-style-type: none"> • Applications: Egalitarianism & Virtue in Business KG: 33-39, 91-96
	8/28/09	<ul style="list-style-type: none"> • Case Study & Discussion: Failures of Enron http://management.about.com/od/businessethics/Business_Ethics.htm
	8/31/09	<ul style="list-style-type: none"> • "The Idea of a Female Ethic," <i>Jean Grimshaw</i>, KG: 109-117 • "Feminist Morality and the Competitive Reality: A Role for an Ethic of Care?" <i>Jeanne M. Liedtka</i>, KG: 117-133
	9/02/09	<ul style="list-style-type: none"> • "Making Sense of Human Rights," <i>James W. Nickel</i> KG: 100-109 • "How Good a Person do I have to Be?" <i>Claudia Mills</i>, KG: 133-137 • "Ethics Without the Sermon," <i>Laura L. Nash</i>, KG: 137-145
	9/04/09	<ul style="list-style-type: none"> • Group Project # 1 requirements posted • Case Study & Discussion: Hooters Restaurant, KG, 639-640

² I.e., Monday morning. Generally, however, unless otherwise noted, you should expect the updates to occur Friday afternoon or during the weekend before. As stated in p.1 above, I will circulate via email any updates or new postings I make on Blackboard.

	9/09/09	<ul style="list-style-type: none"> • “How Do Managers Think about Market Economics and Morality?” <i>Peter Ulrich & Ulrich Thielemann.</i>, KG: 52-60. • “Thinking Ethically: A Framework for Moral Decision Making,” <i>Manuel Velasquez, et. al.</i>, KG: 64-66. • “Judging the Morality of Business Practices: The Influence of Personal Moral Philosophies,” <i>Donelson Forsyth</i> KG: 67-76.
	9/11/09	<ul style="list-style-type: none"> • “Ethical Leadership and the Psychology of Decision-Making,” <i>David Messnick & Max Bazerman</i>, KG: 158-172 • “Linking Groupthink to Unethical Behavior in Organizations,” <i>Ronald Sims</i>, KG: 172-184
	9/14/09	<ul style="list-style-type: none"> • “Moral Mazes: Bureaucracy and Managerial Work ,” <i>Robert Jackall</i>, KG: 184-193 • “Adapting Kohlberg to Enhance the Assessment of Managers’ Moral Reasoning,” <i>James Weber</i>, KG: 193-202.
	9/16/09	<ul style="list-style-type: none"> • “The Social Responsibility of Business it to Increase Its Profits,” <i>Milton Friedman</i>, KG: 206-211. • “A Stakeholder Theory of the Modern Corporation: Kantian Capitalism,” <i>R. E. Freeman</i>, KG: 211-221.
	9/18/09	<ul style="list-style-type: none"> • Group Project Presentations I
	9/21/09	<ul style="list-style-type: none"> • Group Project Presentations II
<i>Moral Frameworks of Corporate Responsibility</i>	9/23/09	<ul style="list-style-type: none"> • “Collective Responsibility,” <i>Joel Feinberg</i>, KG: 228-235.
	9/25/09	<ul style="list-style-type: none"> • “The Moral Responsibility of Corporate Executives for Disasters,” <i>John D. Bishop</i>, KG: 236-242 • “Workers as Agents and Corporate Responsibility ,” <i>Peter French</i>, KG: 243-249.
	9/28/09	<ul style="list-style-type: none"> • “Contrasting Role Morality and Professional Morality,” <i>Kevin Gibson</i>, KG: 250-259 • “My View on the Pinto Affair ,” <i>Lee Iacocca</i>, KG: 260-261.
<i>Employee Issues: Individual versus Organization</i>	9/30/09	<ul style="list-style-type: none"> • “Changing Unethical Organizational Behavior,” <i>Richard P. Nielsen</i>, KG: 264-276. • “Some Paradoxes of Whistleblowing,” <i>Michael Davis</i>, KG: 276-286
	10/2/09	<ul style="list-style-type: none"> • Case Study & Discussion: Exxon Valdez • Writing Assignment I Posted
	10/5/09	<ul style="list-style-type: none"> • “Persons of the Year 2002,” <i>Lacayo & Ripley</i>, KG: 287-289 • “Just Pucker and Blow? An Analysis of Corporate Whistleblowing...,” <i>Leonard Baynes</i>, KG: 290-302

Employee Issues: Rights and Responsibilities	10/7/09	<ul style="list-style-type: none"> • “Creating Ethical Corporate Structures,” <i>Patrick Murphy</i>, KG: 306-312 • “What Can We Learn From U.S. Federal Sentencing Guidelines...?” <i>Izraeli & Schwartz</i>, KG: 313-324
	10/9/09	<ul style="list-style-type: none"> • “Work and Family: Should Parents Feel Guilty?,” <i>Lynn Sharp Price</i>, KG: 338-348 • “Rights in the Workplace: A Nozickian Argument,” <i>Ian Maitland</i>, KG: 349-352
	10/12/09	<ul style="list-style-type: none"> • “Discrimination, Harassment and the Glass Ceiling...,” <i>Bell, et. al.</i>, KG: 353-366 • “Workplace Discrimination, Good Cause, and Color Blindness,” <i>D.W. Haslett</i>, KG: 367-377
	10/14/09	<ul style="list-style-type: none"> • “Diversity Dilemmas at Work” <i>Bond & Pyle</i> KG: 378-391 • “Drug Testing and the Right to Privacy,” <i>Michael Cranford</i>, KG: 392-402
	10/16/09	<ul style="list-style-type: none"> • Case Study & Discussion: “De-Motivation,” in E. L. Kersten’s <i>The Art of DeMotivation</i>, www.despair.com . Chapter 3 posted in BB • Group Project II Posted
	10/19/09	<ul style="list-style-type: none"> • “Risk Analysis and the Value of Life,” <i>Claudia Mills & Douglas McClain</i>, KG: 407-411 • “Paternalism in the Marketplace: Should a Salesman be His Buyer’s Keeper?” <i>James Ebejer & Michael Morden</i>, KG: 412-414
10/21/09	<ul style="list-style-type: none"> • “The Doctrine of Double Effect, Deadly Drugs, and Business Ethics,” <i>Lawrence Maesk</i>, KG: 424-430 • “Consumer Protection-or Overprotection?” <i>Metta Winter</i>, KG: 431-433 	
Consumers & Community	10/23	<ul style="list-style-type: none"> • Case Study and Discussion: Healthsouth
	10/26	<ul style="list-style-type: none"> • “Business on Trial: The Civil Jury and Corporate Responsibility,” <i>Valerie Hans</i>, KG: 434-442 • “Corporate Social Responsibility in the 21st Century: A View From the World’s Most Successful Firms” <i>Snider, et. al.</i>, KG: 445-452
	10/28	<ul style="list-style-type: none"> • “The Ethics of Corporate and Social Responsibility and Philanthropic Ventures,” <i>Myra Wulfson</i>, KG: 452-462 • “Toledo: Failing to Deliver” <i>David Buchholz</i>, KG: 463-466
	10/30	<ul style="list-style-type: none"> • Case Study and Discussion: The Bhopal Disaster • Paper I Due
The Global Perspective	11/02	<ul style="list-style-type: none"> • “What Can Eastern Philosophy Tell Us About Business Ethics?,” <i>Daryl Koehn</i>, KG: 471-479 • “Business Ethics in an Islamic Context,” <i>Tanri Abeng</i>, KG: 480-483

	11/04	<ul style="list-style-type: none"> • “The Guiding Principles of Jewish Business Ethics,” <i>Ronald M. Green</i>, KG: 484-492 • “The Price of International Business Morality: Twenty Years under the Foreign Corrupt Practices Act,” <i>Jack Kaikati, et. al.</i>, KG: 495-502 • Writing Assignment II Posted
	11/06	<ul style="list-style-type: none"> • Group Project Presentations I
	11/09	<ul style="list-style-type: none"> • Group Project Presentations II
	11/11	<ul style="list-style-type: none"> • “Ethical Dilemmas for a Multinational Enterprise,” <i>Richard T. De George</i>, KG: 513-517 • “The Moral Responsibility of Multinational Corporations to be Socially Responsible,” <i>Patricia Werhane</i>, KG: 518-523
	11/13	<ul style="list-style-type: none"> • “The Lexus and the Olive Tree,” <i>Thomas Friedman</i>, KG: 527-533 • “One World: One Economy,” <i>Peter Singer</i>, KG: 546-560
	11/16	<ul style="list-style-type: none"> • “People or Penguins: The Case for Optimal Pollution,” <i>William Baxter</i>, KG: 566-570 • “Cannibals with Forks: The Triple Bottom Line of the 21st Century,” <i>John Elkington</i>, KG: 571-582
	11/18	<ul style="list-style-type: none"> • “At the Monument to General Meade, or On the Difference Between Beliefs and Benefits,” <i>Mark Sagoff</i>, KG: 583-594 • “Sacrifice to Slaughter,” <i>Jeremy Rifkin</i>, KG: 595-598
<i>The Environment And Nature</i>	11/30	<ul style="list-style-type: none"> • “Defending the Use of Animals by Business...” <i>Eric Katz</i>, KG: 599-606 • “Shades of Green: Business, Ethics, and the Environment,” <i>R. Edward Freeman</i>, KG: 607-618
	12/02	<ul style="list-style-type: none"> • Course Review, Final Exam Review
	12/04	<ul style="list-style-type: none"> • Course Review, Final Exam Review (cont.) • Writing Assignment II Due

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- **Note: The Content of the Syllabus is liable to change, please check the Blackboard postings and other announcements for updates.**