

## APPLICATION FOR NEW COURSE

1. Submitted by the College of Arts and Sciences Date: Aug. 27, 2008

Department/Division proposing course: Philosophy Department

2. Proposed designation and Bulletin description of this course:

a. Prefix and Number PHI 334

b. Title Business Ethics

If title is longer than 24 characters, offer a sensible title of 24 characters or less: \_\_\_\_\_

c. Courses must be described by at least one of the categories below. Include number of actual contact hours per week.

( ) CLINICAL    ( ) COLLOQUIUM    ( ) DISCUSSION    ( ) LABORATORY    (3) LECTURE  
( ) INDEPEND. STUDY    ( ) PRACTICUM    ( ) RECITATION    ( ) RESEARCH    ( ) RESIDENCY  
( ) SEMINAR    ( ) STUDIO    ( ) OTHER – Please explain: \_\_\_\_\_

d. Please choose a grading system:  Letter (A, B, C, etc.)     Pass/Fail

e. Number of credit hours: 3

f. Is this course repeatable?    YES     NO     If YES, maximum number of credit hours: \_\_\_\_\_

g. Course description:

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.

h. Prerequisite(s), if any:

None

i. Will this course also be offered through Distance Learning?    YES     NO

If YES, please check one of the methods below that reflects how the majority of the course content will be delivered:

Internet/Web-based     Interactive video     Extended campus

3. Supplementary teaching component:  N/A or  Community-Based Experience     Service Learning     Both

4. To be cross-listed as: N/A / \_\_\_\_\_  
Prefix and Number    printed name    Cross-listing Department Chair    signature

5. Requested effective date (term/year): Spring / 2010

## APPLICATION FOR NEW COURSE

6. Course to be offered (please check all that apply):     Fall     Spring     Summer
7. Will the course be offered every year?     YES     NO  
If NO, please explain: \_\_\_\_\_
8. Why is this course needed?  
There is considerable student interest in Business Ethics, and no other course at UK which addresses this interest among the general student population.  
\_\_\_\_\_
9. a. By whom will the course be taught?      Prof. Bradshaw and Zurn
- b. Are facilities for teaching the course now available?     YES     NO  
If NO, what plans have been made for providing them?  
\_\_\_\_\_
10. What yearly enrollment may be reasonably anticipated?  
  90-100 students
11. a. Will this course serve students primarily within the department?     Yes     No
- b. Will it be of interest to a significant number of students outside the department?     YES     NO  
If YES, please explain.  
  PHI 300-level courses in applied ethics tend to be popular among students of many majors, especially Communications majors (for whom they satisfy an area requirement).
12. Will the course serve as a University Studies Program course<sup>†</sup>?     YES     NO  
If YES, under what Area? \_\_\_\_\_  
<sup>†</sup>AS OF SPRING 2007, THERE IS A MORATORIUM ON APPROVAL OF NEW COURSES FOR USP.
13. Check the category most applicable to this course:
- traditional – offered in corresponding departments at universities elsewhere
  - relatively new – now being widely established
  - not yet to be found in many (or any) other universities
14. Is this course applicable to the requirements for at least one degree or certificate at UK?     Yes     No
15. Is this course part of a proposed new program?     YES     NO  
If YES, please name: \_\_\_\_\_
16. Will adding this course change the degree requirements for ANY program on campus?     YES     NO  
If YES<sup>‡</sup>, list below the programs that will require this course:  
\_\_\_\_\_

APPLICATION FOR NEW COURSE

In order to change the program(s), a program change form(s) must also be submitted.

17. [X] The major teaching objectives of the proposed course, syllabus and/or reference list to be used are attached.

18. [ ] Check box if course is 400G or 500. If the course is 400G- or 500-level, you must include a syllabus showing differentiation for undergraduate and graduate students by (i) requiring additional assignments by the graduate students; and/or (ii) the establishment of different grading criteria in the course for graduate students. (See SR 3.1.4)

19. Within the department, who should be contacted for further information about the proposed new course?

Name: Alan Perreiah Phone: 7-7108 Email: pera@uky.edu

20. Signatures to report approvals:

8/27/08
DATE of Approval by Department Faculty

Daniel Breazeale, Paul Breazel
Reported by Department Chair

9/19/08
DATE of Approval by College Faculty

Leonides Beehos, [Signature]
Reported by College Dean

1-20-09
\* DATE of Approval by Undergraduate Council

S Gill, [Signature]
Reported by Undergraduate Council Chair

\* DATE of Approval by Graduate Council

/
Reported by Graduate Council Chair

\* DATE of Approval by Health Care Colleges Council (HCCC)

/
Reported by Health Care Colleges Council Chair

\* DATE of Approval by Senate Council

Reported by Office of the Senate Council

\* DATE of Approval by University Senate

Reported by Office of the Senate Council

\*If applicable, as provided by the University Senate Rules. (http://www.uky.edu/USC/New/RulesandRegulationsMain.htm)

7 330 320

ARTS AND SCIENCES  
EDUCATIONAL POLICY COMMITTEE  
INVESTIGATOR REPORT

<http://www.as.uky.edu/working/collegiate-governance/education-policy-committee/proposals/default.aspx>

INVESTIGATING AREA: Humanities COURSE/MAJOR, DEGREE or PROGRAM: PHI 334

DATE FOR EPC REVIEW: 4/19/08 CATEGORY: NEW, CHANGE, DROP

INSTRUCTIONS: This completed form will accompany the course application to the Graduate/Undergraduate Council(s) in order to avoid needless repetition of investigation. The following questions are included as an outline only. Be as specific and as brief as possible. If the investigation was routine, please indicate this. The term "course" is used to indicate one course, a series of courses or a program, whichever is in order. Return the form to Leonidas Bachas Associate Dean, 275 Patterson Office Tower for forwarding to the Council(s). ATTACH SUPPLEMENT IF NEEDED.

1. List any modifications made in the course proposal as submitted originally and why.

No modifications were made to this course proposal. The subcommittee recommends its approval without further changes.

2. If no modifications were made, review considerations that arose during the investigation and the resolutions.

3. List contacts with program units on the proposal and the considerations discussed therein.

4. Additional information as needed.

5. A&S Area Coordinator Recommendation:

APPROVE, APPROVE WITH RESERVATION, OR DISAPPROVE

6. A&S Education Policy Committee Recommendation:

APPROVE, APPROVE WITH RESERVATION, OR DISAPPROVE

- 7.

  
A&S Educational Policy Committee, Humanities Area Coordinator  
Anibal Biglieri, [biglieri@email.uky.edu](mailto:biglieri@email.uky.edu) 257-4640

Date: 9/29/2008

## *PHI 334: Business Ethics*

Prof. David Bradshaw  
Dept. of Philosophy  
Spring 2008  
TR 11:00-12:15  
CB 217

Office: Patterson 1405  
Phone: 257-7107 (office)  
E-mail: dbradsh@uky.edu  
Office hours: TR 1:00-2:30  
or by appointment

### *Course Description and Aims*

This course is an introduction to the ethical issues that arise in business practice. It will combine discussion of real-world case studies with analysis of different ethical frameworks and rationales for addressing ethical issues. Classes will combine lecture with discussion of the reading assigned for that day. For this reason, it is imperative that you **come to class having read the assignment**. There will be regular writing assignments to help ensure that you keep up with the readings, and there will also be a component of the grade determined by class participation, as described below.

Upon successfully completing this course, a student should be able to:

- **Identify** the ethical issues raised by common business practices such as marketing, employee management, corporate expansion, and interaction with other businesses, government, society, and the environment.
- **Describe** different stances that can be taken with regard to these issues based on different forms of ethical theory such as deontology, utilitarianism, and virtue ethics.
- **Discuss** with others, in an informed and respectful way, the advantages and disadvantages of these various ethical stances.
- **Justify**, in an informed and well-reasoned way, his or her own beliefs regarding these issues.

### *Text*

Our textbook will be Thomas Donaldson and Patricia H. Werhane, *Ethical Issues in Business: A Philosophical Approach*, Eighth edition (Prentice Hall).

### *Grading and Assignments*

Every other class you will be required to turn in a 1 page **reflection paper** based on the reading for that class. These assignments will be staggered so that half the class turns in a paper at each class meeting. In the reflection paper you will identify and briefly discuss what you see as the most important issues raised by the reading. Further instructions for these papers will be given in class. The other written work for the course will consist in: (1) a mid-term exam, (2) a final exam, and (3) an 8-10 page paper defending your own position regarding one of the ethical issues discussed in class. Finally, you will also receive a **participation grade** based on the frequency and cogency of your comments in class (including answers to questions addressed to you by the instructor). I will give you a status report on your participation grade around mid-term, but if you are concerned that your grade may not be as you wish, it is your responsibility to ask me how you are doing and to seek to improve.

Final grades will be calculated as follows:

Average of reflection papers	20%
Mid-term exam	20%
Final exam	20%
Term paper	20%
Participation grade	20%

All grades will be on a normal 10-point scale (A = 90-100, B = 80-89, etc.).

### ***Administrative Issues***

No operating electronic communication devices are allowed in class at any time unless required for some documented need. If you have a documented disability which requires academic accommodations, please contact me as soon as possible. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center. If you have not already done so, please register with the Disability Resource Center (Room 2 Alumni Gym, 257-2754, [jkarnes@uky.edu](mailto:jkarnes@uky.edu)) for coordination of campus disability services available to students with disabilities.

If you have accumulated 3 unexcused absences in a row or a total of 5 unexcused absences, you will receive an F in this class. Attendance is mandatory and will be taken every class meeting. Excessive tardiness may be construed as an absence. You are responsible to notify me within one week following the period of an excused absence and to make up any missed assignments or tests in a timely manner. See §5.2.4.2 of the Student Rights and Responsibilities for the policy on excused absences. It is the student's responsibility to arrange a convenient time to make up the work. There will be no make-ups for graded material missed due to an unexcused absence, and a grade of zero will be awarded for all such assignments.

Students are expected to maintain a professional level of conduct in this class. Cheating or plagiarism will not be tolerated. Of course, students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. See §6.3.1 & 6.3.2 of Student Rights and Responsibilities, rev. May 5, 1998; see also §6.4.1. See also the [plagiarism information sheet](#) or visit the Ombud's web site (<http://www.uky.edu/Ombud/>). *Please be aware that any evidence of plagiarism from any source or cheating in any aspect of this class will result in a zero for the assignment and may result in a permanent mark on your student transcripts.*

## Schedule

January 10	Introduction
January 15	“Introduction to Ethical Reasoning,” pp. 1-12
January 17	“Case Study: Street Children and Substance Abuse,” “The Social Responsibility of Business,” pp. 21-39
January 22	“Case Study: Italian Tax Mores,” “A Kantian Approach to Business Ethics,” pp. 54-66
January 24	“Corporate Roles, Personal Virtues,” “Utilitarianism and Business Ethics,” pp. 66-88
January 29	“Case Study: Cynthia Cooper and WorldCom,” “Ethical Duties Toward Others,” pp. 101-115
January 31	“Trust, Morality, and International Business,” pp. 115-128
February 5	“Whistleblowing and Professional Responsibility,” “Is Business Bluffing Ethical?” pp. 128-142
February 7	“Case Study: Drug’s Rebirth as Treatment for Cancer Fueled Gas Prices,” “Case Study: Plasma International,” “The Justification of Private Property,” “Benefits of the Profit Motive,” pp. 151-167
February 12	“Alienated Labor,” “Wealth,” pp. 167-176
February 14	“Case Study: W.R. Grace and the Neemix Patient,” “Needed: A New System of Intellectual Property Rights,” pp. 177-196
February 19	“Privacy,” pp. 196-220
February 21	“Case Study: Merck & Co.,” “Does Business Ethics Make Economic Sense?,” “Can Socially Responsible Firms Survive in a Competitive Environment?” pp. 250-274
February 26	“Managing for Organizational Integrity,” pp. 274-287
February 28	<b>mid-term exam</b>
March 4	“Case Study: The Enron Collapse,” pp. 294-317
March 6	“Moral Mazes: Bureaucracy and Managerial Work,” pp. 317-334
March 10-14	<b>Spring Break</b>
March 18	“Legislative Summary of the Sarbanes-Oxley Act,” “Limited Options,” pp. 348-362
March 20	“Case Study: United Wins Approval to Dump Pension Plans,” “Case Study: Unkept Promises Hit Retirees,” “Case Study: Working at Walmart,” pp. 363-378

March 25	“In Defense of the Contract at Will,” “Employability Security,” “People, Profits, and Perspective,” pp. 388-408
March 27	“Case Study: Foreign Assignment,” “Ways Women Lead,” pp. 409-419
April 1	“Case Study: Fingerhut’s Price Strategy,” “Persuasive Advertising, Autonomy, and the Creation of Desire,” pp. 491-512
April 3	“Case Study: Exxonmobile and the Chad/Cameroon Pipeline,” pp. 513-532
April 8	“Scarcity or Abundance?,” “Cost-Benefit Analysis: An Ethical Critique,” pp. 532-548
April 10	<b>term paper due</b> (no readings)
April 15	“A Boat for Thoreau,” pp. 548-564
April 17	“Case Study: Global Profits, Global Headaches,” pp. 565-584
April 22	“The Great Non-Debate over International Sweatshops,” pp. 584-597
April 24	Review (no readings)
Tuesday, April 29 10:30-11:30	<b>Final Exam</b>