

Distance Learning Form

This form must accompany every submission of a new/change course form that requests distance learning delivery. This form may be required when changing a course already approved for DL delivery. **All fields are required!**

Introduction/Definition: For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, *distance learning* is defined as a formal educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instructors are not in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer technologies.

A number of specific requirements are listed for DL courses. **The department proposing the change in delivery method is responsible for ensuring that the requirements below are satisfied at the individual course level.** It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equivalent experience for students utilizing DL (available at <http://www.uky.edu/USC/New/forms.htm>).

Course Number and Prefix: PHI 334	Date: September 9, 2011
Instructor Name: Jacob Affolter	Instructor Email: jacob.affolter.uky.edu
Check the method below that best reflects how the majority of course of the course content will be delivered.	
Internet/Web-based <input checked="" type="checkbox"/>	Interactive Video <input type="checkbox"/>
	Hybrid <input type="checkbox"/>

Curriculum and Instruction	
1.	<p>How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?</p> <p>All participants (the students and the instructor) must participate in two online discussions per week, with morning and evening offerings to accommodate various schedules. The students may also contact the instructor for one-on-one discussion, either during office hours or by appointment. This can be done through an online chat session, through Skype, through Adobe Connect, or in person.</p>
2.	<p>How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.</p> <p>The overall learning objectives, readings, and assignments will be the same as those that the instructor would offer during a summer course in a traditional classroom setting.</p> <p>In addition, comparable pre-recorded online video lectures will be interactive. That is, at certain points in the lecture, the student will not be allowed to continue until he has completed an online exercise. These activities will substitute for dialogue that the instructor would normally include in the lecture.</p>
3.	<p>How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.</p> <p>The course developers will work with the A&S technical team to use best practices for password-protected submission of student work and interactive monitoring of exams or quizzes. Password protection for Blackboard and Adobe Connect is provided through UKIT, and some of the exams will be proctored through an approved NCTA or KCTCS proctoring facility and/or by the instructors and TA's. In addition, the authentic problem-based assessment methods used in this course (e.g. essay tests) reduce the likelihood of cheating. The syllabus will specify the same rules and the same consequences for academic offenses as in the classroom-based version.</p>

Abbreviations: TASC = Teaching and Academic Support Center DL = distance learning DLP = Distance Learning Programs

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4.	<p>Will offering this course via DL result in at least 25% or at least 50%* (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?</p> <p>No</p> <p>If yes, which percentage, and which program(s)?</p> <p><small>*As a general rule, if approval of a course for DL delivery results in 50% or more of a program being delivered through DL, the effective date of the course's DL delivery will be six months from the date of approval.</small></p>
5.	<p>How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?</p> <p>The instructor will be available for regular online office hours, both at scheduled times and by appointment. He will also accept rough drafts by e-mail.</p> <p>Also, students will be advised of the range of services that can support their success in the course and that can provide information concerning the relation of the course to their academic program and to their career plans. Contact information for services available through the Distance Learning Library Service and Academic Accommodations managed by the Disability Resources Center are identified on the syllabus. Students have access to standard resources for resolving academic complaints and are encouraged to utilize the Office of the Ombud for these purposes.</p>
<i>Library and Learning Resources</i>	
6.	<p>How do course requirements ensure that students make appropriate use of learning resources?</p> <p>The required readings will involve some articles that are available through JSTOR and other online databases provided by the library.</p> <p>Since this course is mainly oriented towards analysis, there will not be a significant independent research component. Papers will mainly involve analysis and application of ideas from the required readings.</p>
7.	<p>Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.</p> <p>All necessary course materials will be available in the course reader or through Blackboard.</p>
<i>Student Services</i>	
8.	<p>How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Teaching and Academic Support Center (http://www.uky.edu/TASC/index.php) and the Information Technology Customer Service Center (http://www.uky.edu/UKIT/)?</p> <p>Students are provided the following statement in the syllabus: "If you experience technical difficulties contact the Customer Service Center at 859-218-HELP (4357) or by e-mail at helpdesk@uky.edu. Please also inform the course instructor when you are having technical difficulties."</p>
9.	<p>Will the course be delivered via services available through the Teaching and Academic Support Center?</p> <p>Yes <input checked="" type="checkbox"/></p> <p>No <input type="checkbox"/></p> <p>If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.</p>

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10.	<p>Does the syllabus contain all the required components, below? <input checked="" type="checkbox"/> Yes</p> <ul style="list-style-type: none"><input type="checkbox"/> Instructor's <i>virtual</i> office hours, if any.<input type="checkbox"/> The technological requirements for the course.<input type="checkbox"/> Contact information for TASC (http://www.uky.edu/TASC/; 859-257-8272) and Information Technology Customer Service Center (http://www.uky.edu/UKIT/; 859-257-1300).<input type="checkbox"/> Procedure for resolving technical complaints.<input type="checkbox"/> Preferred method for reaching instructor, e.g. email, phone, text message.<input type="checkbox"/> Maximum timeframe for responding to student communications.<input type="checkbox"/> Language pertaining academic accommodations:<ul style="list-style-type: none"><input type="radio"/> "If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Resource Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or jkarnes@email.uky.edu."<input type="checkbox"/> Information on Distance Learning Library Services (http://www.uky.edu/Libraries/DLLS)<ul style="list-style-type: none"><input type="radio"/> Carla Cantagallo, DL Librarian<input type="radio"/> Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)<input type="radio"/> Email: dllservice@email.uky.edu<input type="radio"/> DL Interlibrary Loan Service: http://www.uky.edu/Libraries/libpage.php?lweb_id=253&llib_id=16
11.	<p>I, the instructor of record, have read and understood all of the university-level statements regarding DL.</p> <p>Instructor Name: Jacob Affolter</p> <p>Instructor Signature:</p>

Business Ethics

PHIL 334

Summer 2012, (6-week) May 7-June 19

Instructor's Name: Dr. Jacob Affolter

Office Address: 1435 Patterson Office Tower, Lexington, KY (in person)
Blackboard and Skype (online)

Email: jacob.affolter@uky.edu

Office Phone: 859-257-5350

Skype Number: 859-257-5350

(The preferred way to contact the instructor is by e-mail, or online during office hours.)

Office Hours: Tuesdays, Noon-2PM, POT 1435 or online
Thursdays, 10AM-Noon, POT 1435 or online
(or by appointment)

(For technical requirements and contact numbers, see p. 14.)

Bulletin 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.

Course Description:

In this course, students will develop their ability to reflect on questions about whether particular actions taken by a company and its employees are morally acceptable. To achieve this goal, students will study a series of theoretical tools that will assist them in analyzing ethical arguments – both their own arguments and those of their colleagues. They will also read arguments on different sides of a series of issues and practice applying general ideas about moral behavior to specific cases.

The readings and assignments will cover three main topics:

First, students will study a series of techniques that will help them to analyze arguments about whether a proposed business transaction is morally acceptable. These tools include three moral theories (act utilitarianism, rule utilitarianism, and Kantianism), one economic theory (neo-classical economics), and two theories of corporate social responsibility (stakeholder theory and stockholder theory).

Second, students will use these tools to examine arguments on different sides of a series of ethical questions. The course will focus primarily on issues that are directly applicable to

students who are preparing for careers in marketing, advertising, account management, and finance. The issues covered will also be relevant to careers in other fields, such as accounting and business administration.

Third, students will consider ways that they can help motivate their fellow employees to behave morally. We will discuss ways that structural problems can encourage unethical behavior, and ways that companies can remove these obstacles. We will also examine ways that unethical behavior undermines companies, so that students can explain to their colleagues why unethical behavior is usually financially self-destructive, as well as morally wrong.

Finally, this course will place a strong emphasis on writing skills. When ethical issues come up, business professionals need to be able to explain their positions clearly and respond constructively to others' arguments. Students will learn a series of formal techniques that help writers clearly and effectively explain why they object to their colleagues' ethical arguments.

Student Learning Outcomes:

After completing this course, the students will be able to:

- Develop, articulate, and defend their own ethical views on questions related to business ethics.
- Apply ethical ideals to particular situations.
- Analyze their colleagues' ethical arguments and recommend improvements or corrections.
- Summarize the major positions on specific topics in business ethics.
- Recognize institutional structures that encourage or discourage ethical behavior.
- Provide unethical colleagues with principled and pragmatic reasons to avoid immoral behavior.

Course Goals:

In this course, students will achieve the learning outcomes by:

- Reading and analyzing articles related to business ethics.
- Analyzing case studies.
- Writing papers that respond to these articles.
- Engaging in regular discussion of ethical questions.

Required Textbooks:

- Marianne Jennings. *The Seven Signs of Ethical Collapse*, New York: St. Martin's Press, 2006.
- Course Packet.

Students can order the course packet from University Readers at www.universityreaders.com.

Marianne Jennings' book will be available through the following bookstores. (Used copies may be available for a lower price at Amazon, Barnes and Noble, or other online bookstores.)

- Kennedy Bookstore, 405 S. Limestone, (606) 252-0331 or 1-800-892-5165, or go to the website: <http://www.kennedys.com>
- Wildcat Text Books, 563 S. Limestone, (606) 225-7771, or go to the website: <http://www.wildcattext.com>
- UK Bookstore 106 Student Center Annex, phone (606) 257-6304 or 1-800-327-6141, or go to the website: <http://www.ukbookstore.com>

Description of Course Activities and Assignments

Online Lectures

The bulk of the material in this course will be presented through readings and online lectures.

For each Monday morning, Tuesday morning, Wednesday morning, Thursday morning, and Thursday evening, the instructor will post an online session. This session will consist of a set series of short online lectures and accompanying activities. Each session should take between 50 and 70 minutes to complete.

Students are expected to watch all of the lectures. The lectures must be watched sequentially. Students will not be allowed to view any lecture until they have watched all previous lectures.

Please note that many of the lectures will end with a short online activity designed to help the student process the material. These activities are mandatory. The student will not be allowed to proceed with the next lecture until he/she has completed the relevant activity. The next lecture will give a brief discussion of the activity.

The activities will *not* be graded. However, the instructor will sometimes check to make sure that the student made a good faith effort to complete the activity. If a student does not do so and is caught, he/she will be penalized 1/3 of a letter grade for the course.

Course Assignments

First Exam:	30 points
Second Exam:	50 points
Third Exam:	55 points
First Paper:	30 points
Second Paper:	60 points
Third Paper:	85 points
Third Paper Outline:	5 points
Final Exam:	75 points
Quizzes:	10 points
Total Points:	400 points

Summary/Description of Course Assignments

Exams: Each exam will consist of a combination of *difficult* multiple choice, short answer (3-4 sentences) and short essay (1.5-2.5 page) questions. The first three exams will cover the material from the preceding two weeks. The final exam will be cumulative.

All exams will be open-book, open-note. Consequently, the instructor will expect written answers to show a higher level of insight than he would require on a closed-book test. These exams are primarily designed to test whether or not the students are familiar with the ideas contained in the articles, and understand them well enough to recognize them and apply them in novel situations. The tests will place very little emphasis on memorization.

Each of the first three exams is scheduled on a Friday, from 10AM-11:15AM.

Students must take the first exam on May 11 at a designated proctoring facility. They must also take the final exam at a designated proctoring facility, at a time to be determined by the registrar. Students are responsible to select a proctoring site (from the list of NCTA or KCTCS locations if in the USA), inform the professor of the selected site (so the test information, password, etc. can be sent to the proctoring site in advance), and to pay the proctoring fee (usually \$25 per exam). Students should arrive early to make sure that they are able to complete all paperwork before the time that the exam is scheduled to begin.

The other two exams will be administered through Blackboard. Students should be online at least 15 minutes early in case that there are technical or administrative issues that need to be addressed.

Papers: The three papers are designed to teach the students how to clearly summarize an author's argument and provide constructive criticism. As the semester continues, the papers will increase in difficulty and length. Also, each paper will build on the skills employed in the previous paper.

The first paper will primarily require the student to summarize one of the author's arguments. The second paper will require the student to summarize and criticize another author's arguments. The third paper will require the student to provide a more complex response to the author's arguments.

Quizzes: There will be five pop quizzes on randomly chosen days. Each quiz will be administered at the beginning of one of the mandatory chat sessions.

Please Note: In the interest of preventing cheating and plagiarism, the students will be required to do the following:

- a) Take the first exam and the final exam at one of several proctoring facilities, located throughout the Commonwealth of Kentucky.

b) Submit each paper to Safe Assign through Blackboard.

Activities: As noted above, the activities associated with the lectures will not be graded. However, if the instructor discovers that a student has failed to make a good faith effort to complete the activity, he will penalize the student 1/3 of a letter grade on the *final grade for the course* each time that the student fails to make a good faith effort.

Course Grading

There are 400 possible points for this course. The instructor will assign grades as follows:
(exams 135/400 or 33.75%, papers 180/400 or 45%, final 75/400 or 18.75%, quizzes 10/400 or 2.5 %)

A:	91%-100%
B:	81%-90%
C:	71%-80%
D:	61%-70%
F:	0-60%

Final Exam Information

The final exam will be held on [a date to be determined by the registrar]. It will be similar in format to the previous exams, but it will be longer. Students must take the exam at a designated proctoring center. (See the instructions above.)

Mid-term Grade

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

Course Policies:

Submission of Assignments:

All papers and outlines must be submitted through Safe Assign. Prior to the day that the assignment each assignment is due, the instructor will provide a link in the Assignments folder on Blackboard. The students should upload their assignments through this link. Assignments must be submitted by 7PM on the date that they are due. If a paper is late, the instructor will reduce the grade by one letter grade for each day that it is late.

Please note: Safe Assign will not accept compressed files. In particular, it will not accept Microsoft Word 2007 or later. Students should be prepared to save their file in a Microsoft Word 97-2003 format (.doc) or Rich Text Format (.rtf). If you do not know how to do this, please contact the Customer Service Center. (See contact information under "minimum technical requirements").

Tests must be taken and submitted online at a proctoring center. (See instructions above.)

The activities associated with the online lecture should be completed on Blackboard.

The instructor will administer 5 pop quizzes, on Blackboard, on randomly chosen days. Each quiz will be given at the *beginning* of one of the required online chat sessions. If you are not online at the beginning of the chat session, then you may not make up the quiz. The policy on excuses for later arrival is the same as the policy for excused absences.

Attendance Policy:

Attendance: For the purposes of this course, attendance means attending an online chat session or attending an exam at a proctoring center.

Each student must attend two mandatory online chat sessions per week. Each student should log in through Blackboard, on a separate computer. The instructor will have a “roll call” and the beginning of the session, and will occasionally ask questions of specific students. Students who are absent at the beginning or when called upon will be counted as absent.

Before the course begins, students should sign up for one of two groups. Each group will have a maximum of 25 students.

One group will hold discussions online at the following times:

Tuesdays, 11AM-Noon

Thursdays, 11AM-Noon

The other group will hold discussions online at the following times:

Tuesdays, 7-8PM

Thursdays, 7-8PM

Before his/her group’s Tuesday session, each student will be expected to complete all readings, lectures, and assignments up to and including those assigned for Tuesday morning.

Before his/her group’s Thursday session, each student will be expected to complete all readings, lectures, and assignments up to and including those assigned for Thursday morning.

Penalties for Failure to Attend: The instructor will take attendance at the beginning of each online meeting. You may have up to 2 unexcused absences. If you arrive late, you must see the instructor immediately at the end of class to get on the sign-up sheet. If you are more than ten minutes late, you will not receive credit for attendance.

If a student has more than 2 unexcused absences, then he/she will be penalized one

letter grade on the final grade for the course for *each* additional absence.

Excused absences are generally limited to illness, weddings, funerals, university-sponsored trips, and major religious holidays. If you have another good reason to miss class, please try to contact the instructor in advance. Also, you must provide documentation, by e-mailing a copy to the instructor. If you have ongoing issues that will prevent you from attending tests or online meetings, please discuss these issues with the instructor before the end of the 1st week.

Excused Absences:

Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit “reasonable cause for nonattendance” by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy. In this case, “classes scheduled” refers to the exams and the mandatory online chat sessions.

Please note: Failure to establish a reliable internet connection does *not* count as an excuse for missing the chat session. If you have a poor internet connection at home, then you should consider finding a place where you can obtain reliable access to the internet. Local libraries and community colleges may be able to accommodate you. Some copy shops will also provide service for a fee.

Makeup Assignments:

If you have an excused absence on the day of a test, quiz, or assignment, please e-mail the instructor to set up a time to make up what you missed. Please note that if you miss a test, the makeup test will be in a somewhat more challenging format than the original test. However, the instructor will attempt to grade you by the same standard as the students who attended the original test.

Verification of Absences:

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness or death in the

family. Appropriate notification of absences due to university-related trips is required prior to the absence.

Academic Integrity:

This is an *ethics* class. The instructor will not tolerate cheating in any form. Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

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. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so

generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Also note: The *University of Kentucky's* minimum penalty for cheating is a failing grade on the assignment. The *instructor's* standard penalty for cheating in an ethics class is that the student fail the course.

Accommodations due to disability:

If you have a documented disability that requires academic accommodations, please contact the instructor by phone or e-mail as soon as possible. In order to receive accommodations in this course, you must provide the instructor with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 859-257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

If you need academic accommodations for an exam, please pay close attention to these requirements. Please notify the instructor of the needed accommodations, and your choice of proctoring centers. He will need enough advance notice that he can properly inform the proctors. Also, students who need additional time on the test should let the instructor know if they prefer to take the test at an alternate time.

Classroom Behavior Policies

All members of the UK community are expected to treat one another with civility. Moreover, part of the purposes of this class is to teach students to engage in civil, productive discussions with their colleagues about ethics. So, it is especially important that all students (and the instructor) treat each other with courtesy and respect.

All students must treat all other students with courtesy at all times. No student may make derogatory comments about others based on their personal characteristics, background, or opinions. When there is a disagreement, students are expected to respond to others' opinions with respectful arguments -- preferably *well-reasoned* respectful arguments. The same rules apply to the instructor.

Please note that students have an especially strong obligation to remain civil during online sessions. A disrespectful remark online is still a disrespectful remark. Moreover, students should remember that comments made online often seem harsher than similar comments made in person. In a face-to-face encounter, gestures, facial expressions, and other visual cues can soften the impact of a comment. So, students should be especially careful to keep online comments civil.

Office Hours

The instructor will be available for office hours at the times listed above. He will also

have office hours by appointment.

Students may attend office hours in one of four ways – through the online chat on Blackboard, through Skype, through Adobe Connect, or in person. During scheduled office hours, the instructor will be at his computer in his office. If the student makes an appointment, he/she should agree with the instructor on the time and means of communication.

If students contact the instructor at another time, he will usually respond within 24 hours on weekdays, or the next business day on weekends.

Rough Drafts

Students are encouraged, but not required, to send rough drafts to the instructor for review. Students may send these drafts through e-mail, or meet with the instructor during his online office hours.

Students who wish to submit a rough draft should follow the following procedure. First, they should send the instructor a detailed outline of their paper. The instructor will respond with comments. Then, they may send a rough draft. The instructor will read up to 3 rough drafts (including the outline) for each student *for each paper*. Also, he will stop reading papers 48 hours before the assignment is due. Editing papers takes time, for both students and instructors. So, plan ahead.

Also, please note that for each outline or rough draft, the instructor will only make one or two suggestions, primarily about the content of the paper. When the student has made these changes, then the instructor will read the new draft and make additional comments. Writing a paper is a step-by-step process. So, again, plan ahead and leave yourself time for multiple drafts.

Final Comments

Relax! This course includes some difficult material. But it can be a lot of fun. You will learn a lot, and it is a valuable chance to reflect on your own views about important issues. Work hard, but don't worry. If they do the reading and pay attention in lecture, most students are capable of passing the class.

Course Schedule

Week	Topic	Readings	Test or Assignment
Week One			
Monday	Introduction to Business Ethics		
Tuesday	Nepotism	Joan Ciulla, Review of "In Praise of Nepotism" (8pp.) Case Study: <i>Vaughn v. Lawrenceburg</i> (11p.)	
Wednesday	Act Utilitarianism	Snoeyenbos and Humbert, "Act Utilitarianism and Business Ethics" (13pp.)	
Thursday Morning	Act Utilitarianism	Case Study: Shaw, "The Ford Pinto Case" (5pp.)	
Thursday Afternoon	Nepotism Revisited	Schumer, "The New Nepotism" (6 pp.) Case Study: <i>River Bend School District v. Illinois</i> (3 pp.)	
Friday			First Test
Week Two			
Monday	Rule Utilitarianism	(Please Review Snoeyenbos and Humbert)	
Tuesday	Rule Utilitarianism	Case Study: "An Invitation to Dinner" (1p.)	
Wednesday	Media Ethics – Advertising	McCall, "Deceptive Advertising" (6 pp.) Case: AACSL, "Green Earth" (1p.)	
Thursday Morning	Media Ethics – Public Relations	Day, "Truth and Honesty in Media Communications" (20pp.) Case Study: PRSA, "Disclosure of Information" (2pp.)	
Thursday Afternoon	Media Ethics – Public Relations	Reading TBA Case Study: PRSA, "Looking the Other Way" (2pp.)	
Friday			First Paper

Week Three			
Monday	Neo-Classical Economics	Friedman, "The Power of the Market" (30 pp.)	
Tuesday	Neo-classical Economics	Hayek, Excerpt from "The Road to Serfdom" (2pp.)	
Wednesday	Ethics of Sales	Cialdini, "Weapons of Influence" (16 pp.) Case Study: AACSL, "The Pizza Puzzle" (1p.)	
Thursday Morning	Ethics of Sales	Ebejer, "Paternalism in the Marketplace?" (3pp.) Case Study: AACSL, "I-Warn-Ya Ammonia" (1p.)	
Thursday Afternoon	Ethics of Sales	Carson, "Deception and Withholding Information in Sales" (12pp.) Case Study: AACSL, "Life Insurance" (1p.)	
Friday			Second Test
Week Four			
Monday	Kantianism	Bowie: "A Kantian Approach to Business Ethics" (14pp.)	
Tuesday	Kantianism	Case Study: Hartley, "Herman Miller", (14pp.)	
Wednesday	Duties to Clients	Faber, "Client and Professional" (9pp.) Case Study: Council of Financial Planners, "ACH #21547" (3pp.)	
Thursday Morning	Duties to Clients	Jennings, "Conflicts of Interest" (26pp.)	
Thursday Afternoon	Duties to Clients	Brinkmann, "Putting Ethics on the Agenda for Real Estate Agents" (18pp.) Case Study: Pivar, "When the Agent's Interest is not the Principal's Best Interest" (2pp.)	
Friday			Second Paper

Week Five			
Monday	Corporate Social Responsibility	Friedman, "The Social Responsibility of the Corporation is to Increase its Profits" (8pp.) Case Study: Hartley, "Union Carbide's Bhopal Catastrophe" (12pp.)	
Tuesday	Corporate Social Responsibility	Evans, "A Stakeholder Model of the Corporation" (6pp.) Case Study: Excerpt from Kanter, "From Spare Change to Real Change" (3pp.)	
Wednesday	Environmental Issues	Bowie, "Money, Morality, and Motor Cars" (9pp.)	
Thursday Morning	Environmental Issues	Arnold and Bustos, "Business, Ethics, and Global Climate Change" (20pp.)	
Thursday Afternoon	Environmental Issues	Lovins, "Natural Capitalism" (16pp.)	
Friday			Third Test
Week Six			
Monday	Obstacles to Moral Behavior: Pressure to Maintain Numbers	Jennings, "Pressure to Maintain those Numbers" (42pp.)	
Tuesday	Obstacles to Moral Behavior: Fear and Silence	Jennings, "Fear and Silence" (39pp.)	
Wednesday	Obstacles to Moral Behavior: Lack of Checks and Balances	Jennings, "Weak Board" (40pp.)	
Thursday Morning	Dealing with Immoral Behavior: Whistleblowing	Martin, "Whistleblowing" (13pp.) Case Study: Fry, "The Nurse who Blew the Whistle ..." (2pp.) Case Study: Bagad, "Challenger Case Study" (8pp.)	
Thursday Afternoon	Dealing with Immoral Behavior: Whistleblowing	James, "Whistleblowing: Its Moral Justification" (13pp.) Glazer, "Ten Whistleblowers and How they Fared" (9pp.)	
Friday			Third Paper
Final Exam: (Date to be determined by the Registrar.)			

Technical Requirements:

Contacts for Technical Questions:

Library Resources: Carla Cantagallo, DL Librarian
Email: dlservice@email.uky.edu
Local phone number: (859) 257-0500, ext. 2171;
Long-distance phone number: (800) 828-0439 (option #6)

Computer-Related: Teaching and Academic Support
Local phone number: (859) 257-8272

Access: The course will be on Blackboard. You can access at elearning.uky.edu. Use the username and password from your LinkBlue account to log in. Also, students will be required to attend two online sessions per week using Adobe Connect.

Minimum Technology Requirements: In order to participate in this course, you will need access to a computer with the minimum hardware, software and internet configuration described at this site: <http://wiki.uky.edu/blackboard/Wiki%20Pages/FAQs.aspx>. Additionally, you are required to purchase a basic headset/microphone unit in order to participate in the online office hours and the online synchronous sessions. A web camera may be helpful for online office hours, but it is not required.

Note: the use of Internet Explorer is NOT recommended for use with Blackboard. Firefox is the only recommended Internet browser for this course.

If you don't already have this, you will need to install the following software:

- Microsoft Office 2007 (Office 2008 for the Mac).
- Flash
- Adobe Acrobat Reader
- Windows Media Player
- QuickTime
- Adobe Shockwave

A free edition of Microsoft Office is available through the University at <http://download.uky.edu/>.

Free editions of the other software are also available through the University. Go to <http://wiki.uky.edu/blackboard/Wiki%20Pages/Browser%20Check.aspx>, then click BbGO! If you do not have these installed, you can download them from this site.

Additionally, you should probably upgrade your computer system to the latest version of Java (www.java.com). Without the latest version you may not be able to complete the exams or certain homework assignments. If you are using a UK computer this software should all be installed already.

If you experience technical difficulties with accessing course materials, the Customer Service Center may be able to assist you. Their hours are 7am – 6pm Monday through Friday. You may reach them at 859-218-4357 or by e-mail at helpdesk@uky.edu. Please also inform the course instructor when you are having technical difficulties.

The **Teaching and Academic Support Center** (TASC) website (<http://www.uky.edu/TASC/>) offers additional information and resources that can promote a successful distance learning experience. They may also be reached at 859-257-8272.

For issues related to library resources, please contact the Distance Learning Library Services :

Distance Learning Library Services
(<http://www.uky.edu/Libraries/DLLS>)

- Carla Cantagallo, DL Librarian, Email: dlservice@email.uky.edu
- Local phone number: 859. 257.0500, ext. 2171;
- Long-distance phone number: (800) 828-0439 (option #6)

Getting Started with Blackboard: Students who are taking their first online course at UK are highly encourage to use the following resource before the course begins:

Bb 101 for First-Time Online Students

(This is a brief introduction for students using Blackboard for the first time.)

- Go to <http://elearning.uky.edu> and log in with your Link Blue ID.
- Click on the Courses link near the top left of the page (to the right of My Bb and under the Library tab).
- In the Course Search line, type Bb9-101 (exactly as you see it there, including the hyphen).
- Find the Course ID (first column) Bb9-101-OnLine-Stu, and click the down arrow next to the Course ID. Click Enroll then Submit.

COURSE CHANGE FORM

Complete 1a – 1f & 2a – 2c. Fill out the remainder of the form as applicable for items being changed.

1. General Information.					
a.	Submitted by the College of: <u>Arts & Science</u>	Today's Date: <u>9/8/11</u>			
b.	Department/Division: <u>Philosophy Dept.</u>				
c.	Is there a change in "ownership" of the course?			YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
	If YES, what college/department will offer the course instead? _____				
d.	What type of change is being proposed? <input checked="" type="checkbox"/> Major <input type="checkbox"/> Minor ¹ (place cursor here for minor change [OSC1] definition)				
e.	Contact Person Name: <u>David Bradshaw</u>	Email: <u>david.bradshaw@uk</u>	Phone: <u>7-7107</u>		
f.	Requested Effective Date: <input type="checkbox"/> Semester Following Approval		OR	<input checked="" type="checkbox"/> Specific Term ² : <u>Summer 2012</u>	
2. Designation and Description of Proposed Course.					
a.	Current Prefix and Number: <u>PHI 334</u>	Proposed Prefix & Number: <u>same</u>			
b.	Full Title: <u>Business Ethics</u>	Proposed Title: <u>same</u>			
c.	Current Transcript Title (if full title is more than 40 characters): _____				
c.	Proposed Transcript Title (if full title is more than 40 characters): _____				
d.	Current Cross-listing: <input checked="" type="checkbox"/> N/A		OR	Currently³ Cross-listed with (Prefix & Number): _____	
	Proposed – <input type="checkbox"/> ADD³ Cross-listing (Prefix & Number): _____				
	Proposed – <input type="checkbox"/> REMOVE^{3,4} Cross-listing (Prefix & Number): _____				
e.	Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours⁵ for each meeting pattern type.				
Current:	<u>3</u> Lecture	_____ Laboratory ⁵	_____ Recitation	_____ Discussion	_____ Indep. Study
	_____ Clinical	_____ Colloquium	_____ Practicum	_____ Research	_____ Residency
	_____ Seminar	_____ Studio	_____ Other – Please explain: _____		
Proposed:	<u>3</u> Lecture	_____ Laboratory	_____ Recitation	_____ Discussion	_____ Indep. Study
	_____ Clinical	_____ Colloquium	_____ Practicum	_____ Research	_____ Residency
	_____ Seminar	_____ Studio	<u>3 (when taught online) Other –</u> Please explain:		<u>3 lecture when taught in-campus;</u> <u>3other when taught online</u>
f.	Current Grading System: <input checked="" type="checkbox"/> Letter (A, B, C, etc.)		<input type="checkbox"/> Pass/Fail		
	Proposed Grading System: <input checked="" type="checkbox"/> Letter (A, B, C, etc.)		<input type="checkbox"/> Pass/Fail		

¹ See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "not minor," the form will be sent to appropriate academic Council for normal processing and contact person is informed.

² Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

³ Signature of the chair of the cross-listing department is required on the Signature Routing Log.

⁴ Removing a cross-listing does not drop the other course – it merely unlinks the two courses.

⁵ Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting. Lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)

COURSE CHANGE FORM

g.	Current number of credit hours: <u>3</u>	Proposed number of credit hours: <u>same</u>
h.	Currently, is this course repeatable for additional credit?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
	Proposed to be repeatable for additional credit?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
	If YES: Maximum number of credit hours: _____	
	If YES: Will this course allow multiple registrations during the same semester?	YES <input type="checkbox"/> NO <input type="checkbox"/>
i.	Current Course Description for Bulletin:	<u>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.</u>
	Proposed Course Description for Bulletin:	<u>same</u>
j.	Current Prerequisites, if any:	<u>none</u>
	Proposed Prerequisites, if any:	<u>none</u>
k.	Current Distance Learning (DL) Status:	<input type="checkbox"/> N/A <input type="checkbox"/> Already approved for DL* <input checked="" type="checkbox"/> Please Add ⁶ <input type="checkbox"/> Please Drop
	*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box <input type="checkbox"/>) that the proposed changes do not affect DL delivery.	
l.	Current Supplementary Teaching Component, if any:	<input type="checkbox"/> Community-Based Experience <input type="checkbox"/> Service Learning <input type="checkbox"/> Both
	Proposed Supplementary Teaching Component:	<input type="checkbox"/> Community-Based Experience <input type="checkbox"/> Service Learning <input type="checkbox"/> Both
3.	Currently, is this course taught off campus?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
	Proposed to be taught off campus?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
4.	Are significant changes in content/teaching objectives of the course being proposed?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
	If YES, explain and offer brief rationale: _____	
5.	Course Relationship to Program(s).	
a.	Are there other depts and/or pgms that could be affected by the proposed change?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
	If YES, identify the depts. and/or pgms: _____	
b.	Will modifying this course result in a new requirement ⁷ for ANY program?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
	If YES ⁷ , list the program(s) here: _____	
6.	Information to be Placed on Syllabus.	
a.	<input type="checkbox"/> Check box if changed to 400G or 500.	If <u>changed to</u> 400G- or 500-level course you must send in a syllabus and <i>you must include the differentiation</i> between undergraduate and graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different grading criteria in the course for graduate students. (See SR 3.1.4.)

⁶ You must *also* submit the Distance Learning Form in order for the course to be considered for DL delivery.

⁷ In order to change a program, a program change form must also be submitted.

COURSE CHANGE FORM

Signature Routing Log

General Information:

Course Prefix and Number: PHI 334 (adding online meeting pattern)

Proposal Contact Person Name: David Bradshaw Phone: 7-7107 Email: david.bradshaw@uky.edu

INSTRUCTIONS:

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
Philosophy	9/27/11	Alan Perreiah, DUS / 7-7108 / pera@uky.edu	
Philosophy	9/27/11	David Bradshaw / 7-1862 / david.bradshaw@uky.ed	
		/ /	
College of A&S	10/25/11	Anna bosch, Associate Dean / 7-6689 / bosch@uky.edu	
		/ /	

External-to-College Approvals:

Council	Date Approved	Signature	Approval of Revision ⁸
Undergraduate Council	2/14/2012	Sharon Gill	
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

Comments:

⁸ Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.