

BUL 6441 Business Ethics and Corporate Social Responsibility
Tuesday and Thursday 5th and 6th periods
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Fall 2016 Module 2
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Course Syllabus

1. **Office Hours.** Tuesdays 2:00 – 3:30 p.m. and by appointment and by e-mail anytime. If you need to see me other than in office hours, please email me and we will arrange an appointment at a mutually convenient time.
2. **Department Chair.** The chair of the Management Department of the Warrington College of Business is Dr. Robert Thomas, 201 Stuzin (392-0163). All concerns, positive and negative, about the class go to him if you are not satisfied with their resolution with me.
3. **Course Materials:**
 1. Textbook. Joanne B. Ciulla, Clancy Martin, and Robert C. Solomon, *Honest Work: A Business Ethics Reader* (3rd edition, 2014, Oxford Press). Old editions will be very confusing for you.
 2. Articles on Canvas. Occasionally, I will post articles and materials related to the day's topic on Canvas under the appropriate class day. Check these materials as well as the Ciulla chapters.
 3. Occasional articles distributed in class.
4. **Scope of the Course:** The course will examine the practical issues of managers in addressing ethical and moral problems in business. It will draw on a variety of materials and experiences as a basis for analyzing and evaluating the manager's and the firm's options and decisions. I encourage you to think critically and to develop an analytical framework for thinking about business ethical problems.
5. **Grades.** The course involves a substantial amount of reading and writing. You are expected to attend class, read the materials in advance, and come prepared to discuss them. There will be no formal examinations in the course. The grade will be based on

- 1) Homework (60%)
- 2) Reaction papers (40%)
- 3) Class contribution, preparation, and participation (can add to or subtract from up to 5 points from grade)

Note: Class preparation and attendance are critical to the success of the course, and each person makes a unique contribution to the success of the class. If you come to class, I expect you to do **all** of the reading assigned for that day and come to class prepared to discuss it. Obvious lack of preparation will detract from your grade.

ON THE OTHER HAND, I will not take roll, and if it is more important to you to be electronically connected – on line in any fashion – please leave immediately without penalty and do not return for the day. If you are in class, I expect you to be fully “there” because people who are not fully “there” are a drag on the rest of the class. I understand there are times when you must be connected (illnesses in family, scheduling job interviews, etc. Please just leave or not come to class.

Homework (60%). Six homework assignments are posted on Canvas under Assignments. You will complete all six assignments. Each assignment will be due by midnight (usually) on a Sunday and will relate to the topics assigned for the coming week.

The Reaction Papers (40%). You will write two essays of approximately 4 to 7 doubled spaced typed pages relating to a reading, a class session, or a topic relevant to materials in the class. You could write on assigned readings, even if we did not cover them in class (and we won't cover all readings in class). Try to distribute your subject matter across papers between types of reading – don't, for example, confine yourself to one topic for all of your ideas and reactions. You may write on materials posted on Canvas and you may draw on materials you glean from the media that relate to the topic.

Your reaction can be drawn from personal experience, personal opinion, more detached reflection on the topic, or from further research or reading on the topic. I suggest that you try a variety of approaches in these papers – perhaps one draws on your experience while another draws on news articles and commentaries on a topic.

You are free to be somewhat creative in your reaction to the subject, but the essay should have a thesis and be both well-argued and well-written. You certainly must consider and account for facts and arguments that do not support your thesis, as well as those that do. Write in standard English, with no misspelled words and no major grammatical errors. It should be **doubled spaced**. Only papers that fulfill these objectives will receive good grades.

These papers are graded using the traditional letter scale but with the addition of some gradations that are not part of UF's scale. For example, you might receive something like an A-/B+ on a paper, signally to you that this was almost within the low A range but a little better than a B+. There is subjectivity in reading and grading essays, but I seek to apply the above standards and to distribute grades in a fair and equitable manner. I will not grade you based on whether I agree with you or like your conclusions; I will reward strong reasoning, relevance to and application of ethical concepts developed in class and class materials, and good writing.

A reaction paper is to be submitted at the beginning of class, in hard copy print, on **November 17** and **December 8**.

Late papers will be penalized unless you have consulted with me in advance and have a good reason. If you cannot attend class the day it is due, turn it in the previous class. I want the papers on paper and on time. In return, I will grade them in a timely manner and return them to you within two class periods, and, if possible, one.

You should feel free at any time to discuss with me your grade or performance or any other similar matter.

- 6. Class attendance.** Requirements for class attendance, assignments, and other work in this course are consistent with university policies that can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. Note the caveat, however, that if you cannot devote your full and undivided attention to the class, I do not want you there at all.
- 7. Course Evaluations.** The college elves will remind you when class evaluations are due. Your thoughts and reactions are appreciated.
- 8. Format of the Course.** The course will involve informal discussion on assigned reading materials and perhaps an occasional speaker.
- 9. Religious Observances.** If you cannot come to class because you have a day of obligatory religious observation, please let me know and you will be excused from the class. Any assignment due that day may be submitted electronically at maurervg@ufl.edu. The University has policy on this and I seek to comply with it.
- 10. The Instructor.** See end of syllabus.
- 11. Special Needs and Disabilities.** If you are registered with the UF Disability Resource Center, you may present your accommodation letter (if

you need accommodation) and I will be happy to make whatever accommodations are appropriate.

12. Academic Honesty. It's an ethics class! The university rules on academic honesty and the procedure for addressing violations of these rules is found at

<http://www.generalcounsel.ufl.edu/Rules/Chapter%204/4017.pdf>

If you are unsure what constitutes academic dishonesty, refer to these rules and/or contact the instructor. Do not even dream of plagiarizing in this course, for I have zero tolerance. Specifically, the work you submit must be original to you. Copying any part of another's work is plagiarism, unless you place the copied part in quotation marks and footnote the author and source. If you plagiarize and I know it, you probably will not pass the course, and you may be suspended or terminated from your degree program or the university, depending on your history with academic dishonesty. Do not overlook this point.

13. Assignments and class topics.

Class #1 Tuesday, October 25, 2016 Introduction: Sources of Ethics and Ethical Sentiment

No advance reading expected.

Class #2 Thursday, October 27, 2016 – Everyday Work Ethics

Reading assignment for October 27 class: Chapter 1 "On the Job: Everyday Ethics at Work," Ciulla, *et al.*, pp. 1-38

Homework #1 due: 11:55 p.m. Sunday, October 30, submitted on Canvas.

Class #3 Tuesday, November 1, 2016 Honesty

Reading assignment for November 1 class: Ciulla, *et al.*, Chapter 2: "The Check is in the Mail: Honesty and Trust in Business," pp. 39-84.

Class #4 Thursday, November 3, 2016 Money, Money, Money

Reading assignment for November 3 class: Ciulla, *et al.*, Chapter 4: Money: How We Get It, and Where It Goes: Accounting, Finance, and Investment Ethics," pp. 128-188.

Homework #2 due: 11:55 p.m. Sunday, November 6 submitted on Canvas

No Class on Tuesday, November 8

Class #5 Thursday, November 10, 2016 (Guest lecturer)

The Good Life

Reading assignment for November 10 class: Ciulla, et al., Chapter 3: "The Good Life," pp. 85-127.

Homework #3 due: 11:55 p.m. Sunday, November 13 submitted on Canvas

Class #6 Tuesday, November 15, 2016 Fairness and Justice

Reading assignment for November 15 class: Ciulla, et al., Chapter 5: "Who Gets What and Why," pp. 189-246.

Class #7 Thursday, November 17 The Social Responsibility of Business

Reading assignment for November 17 class: Ciulla, et. al, Chapter 6: "The Social Responsibility of Business . . . To Increase Its Profits"?: Social Responsibility and Stakeholder Theory," pp. pp. 247-289.

Reaction Paper #1 is to be submitted in hard copy at the beginning of class November 17.

Homework #4 due: 11:55 p.m. Sunday, November 20 submitted on Canvas

Class #8 Tuesday, November 22, 2016 Innovation and Ethics

Reading assignment for November 22 class: Ciulla et al., Chapter 7, "When Innovation Bytes Back: Ethics and Technology," pp. 290-326

No class Thursday, November 24 National Holiday of Thanksgiving

Homework #5 due: 11:55 p.m. Sunday, November 27, 2016, submitted on Canvas

Class #9 Tuesday, November 29, 2016 Advertising

Reading assignment for November 29 class: Ciulla, et. al, Chapter 8, "The Art of Seduction," pp. 327-362.

Class #10 Thursday, December 1 Whistleblowing

Reading Assignment for December 1 class: Ciulla, *et al.*, Chapter 10, “You Know How to Whistle, Don’t You? Whistleblowing, Company Loyalty, and Employer Responsibility,” pp. 410-448.

Homework #6 due: 11:55 p.m. Sunday, December 4, 2016, submitted on Canvas

Class #11 Tuesday, December 6, 2016 – International Business

Reading Assignment for December 6 class: Ciulla, *et al.*, Chapter 11, “Think Local, Act Global,” pp. 449- 498.

Class #12 Thursday, December 8, 2016 Corporate Governance

Reading assignment for December 8 class: Ciulla, *et al.*, Chapter 14: Who’s Minding the Store? The Ethics of Corporate Governance, pp. 580-632.

Reaction Paper #2 is to be submitted in hard copy at the beginning of class.

More about the instructor: I was born and reared in Shawnee, Oklahoma, a small city in an agricultural and oil economy. I went to high school in Austin, Texas and received a B.A. in History from Northwestern University (Evanston, Illinois), and an M.A. and a J.D. from Stanford University (Palo Alto, California)

After law school, I worked as a university attorney in the Office of the President of the University of Iowa and taught in the College of Law of the University of Iowa. In 1980 I became an assistant professor at The University of Florida and have spent my academic career in the business school. I have served as President of the Southeastern Academy of Legal Studies in Business and the Academy of Legal Studies in Business and as Editor in Chief of the *American Business Law Journal*. For 9 years I chaired the Management Department at UF; under my direction the department started both the MSM and MIB programs. Since stepping down as department chair in 2033, I built and directed the Poe Center for Business Ethics until earlier this year. I have served on many boards, both for profit and not for profit, including 5 terms on the board of directors of the University Athletic Association, Inc.

In the United States I have taught as a visiting professor at Vanderbilt University and at the University of Michigan. Internationally, I have taught or served as a visiting member of the faculty at the University of Cambridge (UK), the University of London Institute for Advanced Legal Studies, the Dublin Institute of Technology (Ireland), the Helsinki School of Economics (Finland), Bocconi Universita (Italy) and the University of Catania (Italy). I have traveled extensively

for academic lectures or projects in many parts of Asia, South America, and Europe. I have received teaching awards in the Master of Science in Entrepreneurship program, in the South Florida MBA program, and in the EMBA program.

I am widowed with two adult sons. The older son, a UF MBA, is headmaster of the American international school, Nido de Aguilas, in Santiago, Chile. The younger son, also a UF MBA, lived and worked for several years for the Henan Tengda Consulting Services in Luoyang, China and recently moved back to Gainesville and started The Mystery Bros. Escape Rooms.