

BUL 6441 Business Ethics and Corporate Social Responsibility
Tuesday and Thursday 2nd and 3rd periods
Dr. Virginia Maurer
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Spring 2004, fourth module
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Course Syllabus

- 1. Office Hours.** Tuesdays 2:00-4:00 and by appointment and by e-mail anytime. If you need to see me, either stop by my office or send me an email. If I am there and able to see you, I will. Otherwise, I will get back to you and arrange an appointment.
- 2. Department Chair.** The chair of the Management Department of the Warrington College of Business is Dr. Larry DiMatteo, 201 Stuzin. All complaints go to him if you cannot resolve them with me.

3. Course Materials:

You will need the following books. The first one is available through local textbook sellers and on the web. The others will be distributed free in class.

1. Halbert and Ingulli, Law and Ethics in the Business Environment (4th edition)
 2. James B. Twitchell, Lead Us Into Temptation
 3. Sissela Bok, Lying: Moral Choice in Public and Private Life (Vintage 1999)
 4. Mimi Swartz and Sherron Watkins, Power Failure: The Inside Story of the Collapse of Enron (2003)
 5. Web-based sites, as per syllabus below
 6. 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 every class, to have the materials in advance, and to be prepared to discuss them. In addition,

- 1) You will write a 1-page preview paper for 8 of the classes (see below);
- 2) You will write **four** 4-5 page reaction papers (see below);

There will be no formal examinations in the course. The grade will be based on

- 1) Preview papers (10%)
- 2) Reaction papers (80%)
- 3) Class contribution and participation (10%)

Note: Class preparation and attendance are critical to the success of the course. Each person makes a unique contribution that is missed when absent. Do not miss class unless it is urgent that you do so. If you must miss class, please account for your absence either before the class or as soon thereafter as practicable.

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

- 6. Format of the Course.** The course will involve informal discussion or assigned reading materials and an occasional speaker.
- 7. A Note on the Instructor.** Dr. Maurer is the Hurst Professor of Business Law and Legal Studies; former chair of the Department of Management; and Director, Poe Financial Group Business Ethics Program. She is a graduate of Northwestern University (B.A.) and Stanford University (M.A., J.D.). She is Past President of the Academy of Legal Studies in Business; past editor in chief of the *American Business Law Journal*; has served on numerous college, university, and professional boards and committees; likes to read, write, cook, and travel.
- 8. The Preview Papers.** The preview paper is one double-spaced typed page in which you explain what you think are the major issues posed in the reading assigned for that day, and what issues you would like to see raised in class. It is not a summary of the reading. I want evidence that you have read the assignment and given thought to the issues and problems it poses. The purpose of the preview paper is to help you prepare for a lively class discussion. **A preview paper must be handed in at the beginning of the class to which it relates.** If you are absent, you may **not** write a preview paper for that class. You may want to keep a copy to remind yourself of what issues you thought were important.

Note that the preview paper must be double spaced and consume no more than a page (Ok, a few sentences over onto the second page is OK). It should not be a recitation or description of the reading. You are supposed to have done the reading, thought about it, and synthesized issues that should be discussed. Only papers that achieve this objective will receive strong grades. I grade these papers using a check, check +, check -, or, if warranted, a 0. Papers that well meet the requirements stated

above normally receive a check. Exceptionally well-done papers get a check +. Papers that are less than what I expect receive a check -. Awful papers could get a 0, but I have never given a 0.

- 9. The Reaction Papers.** An essay of 4 to 5 doubled spaced typed pages reacting 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 or one book for all of your ideas and reactions. You may write on handouts or on materials you glean from the media that relate to topics in the course.

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, be well-argued, and well-written. Write in standard English, in memo form, 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 (UF does not give minus grades) but a little better than a B+. Inevitably, 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 due in class, in print on each of the following dates: **March 18, March 30, April 13, and April 22**. You may submit papers early if you wish. If you are unable to attend class you may turn the paper in early or you may e-mail it as an attachment. If you e-mail it, or if it is late I will dock the grade. I want the papers on paper and on time so that I can grade all of them anywhere and so that I can write all over them if I see fit (sometimes I do).

10. Assignments and class topics.

Class #1 March 2 Introduction – no reading required

Class #2 March 4 Foundations

Ingulli and Halbert, Chapter 1 Law, Ethics and Business: An Introduction

Explore these links:

<http://www.scu.edu/SCU/Centers/Ethics/practicing/decision/whatisethics.html>

<http://www.scu.edu/SCU/Centers/Ethics/practicing/decision/approach.html>

<http://www.scu.edu/SCU/Centers/Ethics/practicing/decision/canethicsbetaught.html>

<http://www.scu.edu/SCU/Centers/Ethics/practicing/decision/thinking.htm>

<http://www.scu.edu/SCU/Centers/Ethics/practicing/decision/framework.html>

Class #3 March 16 Whistleblowing: When Things Go Bad

Halbert and Ingulli, Chapter 2, The Duty of Whistleblowing

Twitchell, Chapter 1 Attention Kmart Shoppers and Introduction

Bok, Intro and chapters 1-2

Explore these links:

<http://www.whistleblowers.org/>

<http://www.whistleblowers.org/overview.htm>

<http://www.whistleblower.org/>

Optional: Explore these links on **Utilitarianism**-

http://ethics.acusd.edu/presentations/Theory/Utilitarianism/index_files/frame.html

<http://www.utilitarianism.com/utilitarianism.html>

<http://www.utm.edu/research/iep/b/bentham.htm>

<http://www.utm.edu/research/iep/r/ruleutil.htm>

NOTE: CLASS WILL NOT MEET ON MARCH 18.

Class #4 March 23

Deliverable: Reaction Paper #1

Halbert and Ingulli, Chapter 3 Privacy and Technology: Electronic Monitoring

Bok, chapters 3 and 4

Twitchell, Chapter 2 The Language of Things

Optional: Explore these links on **Deontology and duties and on virtue ethics**

<http://www.utm.edu/research/iep/d/duties.htm>

<http://www.molloy.edu/academic/philosophy/SOPHIA/kant/deontology.htm>

<http://www.utm.edu/research/iep/v/virtue.htm>

Class #5 March 25

Halbert and Ingulli, Chapter 6 Justice and a Sustainable Economy: Environmental Protection

Bok, chapters 5 and 6

Twitchell, Chapter 3 But First, a Lot of Words from Our Sponsor

Optional: Explore these links on **Religious ethics and Justice Ethics**

http://www.iit.edu/departments/csep/PublicWWW/codes/coe/cmj_codes.html

<http://www.geocities.com/Athens/Parthenon/1643/rawls.html>

Class #6 March 30 Speaker: Mr. Dick Monroe

Deliverable: Reaction Paper #2

Read Bok, Chapters 7 and 8

Twitchell, Chapter 4 Boxed In

Class #7 April 1

Halbert and Ingulli, Chapter 5, Government Regulation: Workplace Safety

Bok, Lying, Chapters 9-10

Twitchell, Chapter 5 The Branding Experience

Optional: <http://www.nationalreview.com/novak/novak081602.asp>

Class #8 April 6

Halbert and Ingulli, Chapter 7 Marketing and Information: Advertising

Bok, Chapters 11 and 12

Twitchell, Chapter 6 The Function of Fashion in an Age of Individualism

Optional: Explore these links

<http://www.members.tripod.com/mustread/>

<http://www.aap.org/advocacy/shifrin898.htm>

<http://www.aap.org/advocacy/releases/jstmtevc.htm>

Class #9 April 8

Halbert and Ingulli, Chapter 8 Risk Allocation: Products Liability

Bok, chapters 13 and 14

Twitchell, chapter 7 Enough Talk: Let's Shop!

Explore these links:

<http://www.nationalreview.com/comment/comment072000b.html>

<http://www.californialung.org/index.html>

<http://www.essential.org/monitor/mm1998/98july-aug/smoke3-side1.html>

Class #10 April 13

Halbert and Ingulli, Chapter 9 Ownership and Creativity: Intellectual Property

And Twitchell, chapter 8 The Liberating Role of Consumption

Bok, chapters 15 and 16

Class #11 April 15 - Discussion of Swartz/Watkins (Complete Swartz/Watkins by April 15)

Deliverable: Reaction Paper #3

Optional: Explore some of the following websites until you feel you have a good sense for the issues:

<http://www.hrw.org/reports/1999/enron>

<http://www.cnn.com/SPECIALS/2002/enron>

<http://www.elaw4enron.com/>

<http://www.chron.com/content/chronicle/special/01/enron>

<http://www.thedailyenron.com/>

<http://www.time.com/time/2002/enron>

<http://search.news.yahoo.com/search/news?p=arthur+andersen>

Class #12 April 20 Discussion of Swartz/Watkins, cont.

John Cassidy, The Greed Cycle, The New Yorker, September 23, 2002 p. 64 (distributed in class)

Class #13 April 22 Wrap Up

Deliverable: Reaction Paper #4

