

PHIL 346

ORIGINATOR'S SECTION:

1. College:

Desired Term and Year of Implementation (e.g., Fall 2008):

☒ CHABSS ☐ CoBA
☐ CoEHHS ☐ CSM

Fall 2016

2. Course is to be considered for G.E.? (If yes, also fill out appropriate GE form*) ☐ Yes ☒ No

3. Course will be a variable-topics (generic) course? ☐ Yes ☒ No
("generic" is a placeholder for topics)

4. Course abbreviation and Number: PHIL 346

5. Title: (Titles using jargon, slang, copyrighted names, trade names, or any non-essential punctuation may not be used.)
Business Ethics

6. Abbreviated Title for PeopleSoft:
(no more than 25 characters, including spaces)
Business Ethics

7. Number of Units: 3

8. Catalog Description: (Not to exceed 80 words; language should conform to catalog copy. Please consult the catalog for models of style and format; include all necessary information regarding consent for enrollment, pre- and/or corequisites, repeated enrollment, crosslisting, as detailed below. Such information does not count toward the 80-word limit.)

Provides critical analysis and examination of significant contemporary ethical issues and challenges throughout the professional business arena. Emphasizes the manager's social and environmental responsibilities to a wide variety of stakeholders, including employees, customers and the public. Explores ethical dilemmas and decision-making frameworks and approaches. Examines personal, organizational and societal impact of business practices. Students engage real-world issues and apply ethical theories, concepts, and principles to concrete problems in business and organizational ethics.

9. Why is this course being proposed?

This course will serve as an elective for the Philosophy Major, and will be submitted for UDGE--CC credit at a later date.

10. Mode of Instruction*

For definitions of the Course Classification Numbers:

http://www.csusm.edu/academic_programs/curriculumsheduling/catalogcurricula/DOCUMENTS/Curricular_Forms_Table/Instructional%20Mode%20Conventions.pdf

Type of Instruction	Number of Credit Units	Instructional Mode (Course Classification Number)
Lecture	3	C2
Activity		
Lab		

11. Grading Method:*

- ☒ Normal (N) (Allows Letter Grade +/-, and Credit/No Credit)
☐ Normal Plus Report-in-Progress (NP) (Allows Letter Grade +/-, Credit/No Credit, and Report-in-Progress)
☐ Credit/No Credit Only (C)
☐ Credit/No Credit or Report-in-Progress Only (CP)

12. If the (NP) or (CP) grading system was selected, please explain the need for this grade option.

13. Course Requires Consent for Enrollment? ☐ Yes ☒ No

☐ Faculty ☐ Credential Analyst ☐ Dean ☐ Program/Department - Director/Chair

14. Course Can be Taken for Credit More than Once? ☐ Yes ☒ No
If yes, how many times? (including first offering)

15. Is Course Crosslisted: ☐ Yes ☒ No

If yes, indicate which course and check "yes" in item #22 below.

16. Prerequisite(s): ☐ Yes ☒ No

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AUG 16 2016
BY: KP

17. Corequisite(s): ☐ Yes ☒ No .

18. Documentation attached:

☐ Syllabus ☒ Detailed Course Outline

19. If this course has been offered as a topic, please enter topic abbreviation, number, and suffix:*

20. How often will this course be offered once established?* Once or twice per year.

PROGRAM DIRECTOR/CHAIR - COLLEGE CURRICULUM COMMITTEE SECTION:*(Mandatory information – all items in this section must be completed.)*21. Does this course fulfill a requirement for any major (i.e., core course or elective for a major, majors in other departments, minors in other departments)? ☒ Yes ☐ No

If yes, please specify:

Elective course for either option in the Philosophy Major and also the Philosophy Minor.

22. Does this course impact other discipline(s)? *(If there is any uncertainty as to whether a particular discipline is affected, check "yes" and obtain signature.)* ☒ Yes ☐ No

If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

Business Administration
Disciplinesee attached email
Signature3-15-16
Date☒ Support ☐ Oppose

Discipline

Signature_____
Date_____
Support ☐ Oppose**SIGNATURES : (COLLEGE LEVEL) :**

Manuel Arriaga

November 20, 2014

1. Originator (please print or type name)

Date

[Signature]12/1/2014

2. Program Director/Chair

Date

[Signature]4/8/16

3. College Curriculum Committee

Date

[Signature]4/8/16

4. College Dean (or Designee)

Date

(UNIVERSITY LEVEL)

5. UCC Committee Chair

Date

6. Vice President for Academic Affairs (or Designee)

Date

7. President (or Designee)

Date

Angela Baggett

From: Michael McDuffie
Sent: Monday, March 14, 2016 2:55 PM
To: Angela Baggett
Subject: FW: New Course Proposal, Business Ethics

Forwarded message #2...

Michael McDuffie, Ph.D.
Associate Professor
Department Chair
Department of Philosophy
Vice Chair, Academic Senate
California State University San Marcos

From: Mohammad Oskoorouchi <moskooro@csusm.edu>
Date: Friday, January 23, 2015 at 4:23 PM
To: Michael McDuffie <mcduffie@csusm.edu>
Subject: Re: New Course Proposal, Business Ethics

Hi Michael,

I will forward to the college undergraduate curriculum committee.

Regards,
Mohammad

Mohammad Oskoorouchi, Ph.D.

Associate Dean
Director of Graduate Programs
College of Business Administration
California State University San Marcos
Phone: 760-750-4219

<https://www.csusm.edu/coba/>

On Jan 23, 2015, at 3:46 PM, Michael McDuffie <mcduffie@csusm.edu> wrote:

Dear Mohammad,

Please find attached a C-form and course outline for our proposed new course, Business Ethics, submitted for your college faculty's commentary and (hopefully) approval. Please forward it to the appropriate faculty for review. This course is being proposed as part of our program proposal for a philosophy major—at last! Eventually, we shall submit it for CC credit as well, so it might be a useful UDGE option for your students. We plan to begin offering it in 2016/17.

Angela Baggett

From: Michael McDuffie
Sent: Monday, March 14, 2016 2:55 PM
To: Angela Baggett
Subject: FW: New Course Proposal, Business Ethics
Attachments: PHIL 346.BusinessEthics.C form.docx; PHIL 346.BUSINESS ETHICS.outline.doc

Hi Angie,

Here are the first of two emails related to PHIL 346's review in COBA. The first is my request to the AD. The second is his promise to consult the COBA curriculum committee. I never received any written response. Please inform CAPC that I am renewing my request for feedback.

Thanks-

Michael McDuffie, Ph.D.
Associate Professor
Department Chair
Department of Philosophy
Vice Chair, Academic Senate
California State University San Marcos

From: Michael McDuffie <mcduffie@csusm.edu>
Date: Friday, January 23, 2015 at 3:46 PM
To: Mohammad Oskoorouchi <moskooro@csusm.edu>
Subject: New Course Proposal, Business Ethics

Dear Mohammad,

Please find attached a C-form and course outline for our proposed new course, Business Ethics, submitted for your college faculty's commentary and (hopefully) approval. Please forward it to the appropriate faculty for review. This course is being proposed as part of our program proposal for a philosophy major—at last! Eventually, we shall submit it for CC credit as well, so it might be a useful UDGE option for your students. We plan to begin offering it in 2016/17.

Please send your colleagues' response directly to me and I'll forward it to our Dean's Office. Thanks for your time and consideration.

Michael McDuffie, Ph.D.
Associate Professor
Department Chair
Department of Philosophy
California State University San Marcos

COBA
support.

Angela Baggett

From: Michael McDuffie
Sent: Tuesday, April 05, 2016 10:40 AM
To: Rebecca Lush; Angela Baggett
Subject: FW: Philosophy course proposal for COBA review

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Angie and Rebecca,

Please see below a message from the COBA undergrad curriculum committee. We agree that our proposal does not preclude COBA from developing its own course in business ethics, even under that title. However, "Business Ethics" is a standard course title in philosophy curricula nationwide, including many CSU campuses. Thus, we are not inclined to change the proposed title at this point in time. If COBA would like to develop its own course in business ethics (which has not happened so far in 25 years), they may also call it "Business Ethics" under a different course prefix and number. WE hope that CAPC can support and approve our proposal as it stands.

Thank you,

Michael McDuffie, Ph.D.
Associate Professor
Department Chair
Department of Philosophy
Vice Chair, Academic Senate
California State University San Marcos

From: Robert Aboolian <raboolia@csusm.edu>
Date: Tuesday, March 15, 2016 at 10:49 PM
To: Michael McDuffie <mcduffie@csusm.edu>
Cc: Catalin Ratiu <cratiu@csusm.edu>, Mohammad Oskoorouchi <moskooro@csusm.edu>, Robert Aboolian <raboolia@csusm.edu>
Subject: Re: Philosophy course proposal for COBA review

Dear Michael,

After discussing your proposal with directly affected parties in CoBA, UGCC would like to support your proposal, but please note that our support does not preclude us from developing a "Business Ethics" course for business students in the future. We would also appreciate if you could change the title a bit to reserve the title "Business Ethics" for future CoBA offering.

Best,
Robert

Robert Aboolian, Ph.D.
Professor & Chair, Department of Operations and Supply Chain Management
Faculty Director, Specialized Accelerated MBA
College of Business Administration
California State University San Marcos
333 S Twin Oaks Valley Rd.
San Marcos, California 92096-0001
Phone: (760)750-4221
E-mail: raboolia@csusm.edu

From: Michael McDuffie <mcduffie@csusm.edu>
Date: Monday, March 14, 2016 at 3:01 PM
To: Robert Aboolian <raboolia@csusm.edu>
Subject: Philosophy course proposal for COBA review

Dear Robert,

I'm writing to you in your capacity as chair of the COBA curriculum committee. Please find attached a C-form and course outline for our proposed new course, Business Ethics, submitted for your college faculty's consideration and (hopefully) support. This course is being proposed as part of our program proposal for a philosophy major, and it is a typical course/course title in CSU philosophy curricula. We shall submit it for CC credit as well, so it might be a useful UDGE option for your students. We plan to begin offering it in 2017/18 at the earliest.

Thanks for your time and attention. Please send your response directly to me and I'll forward it to our Dean's Office.

Best,

Michael McDuffie, Ph.D.
Associate Professor
Department Chair
Department of Philosophy
Vice Chair, Academic Senate
California State University San Marcos

PHIL 346 Business Ethics DETAILED COURSE OUTLINE

Catalog Description

Critical analysis of contemporary ethical issues and challenges throughout the professional business arena. Emphasizes the manager's social and environmental responsibilities to a wide variety of stakeholders, including employees, customers and the public. Explores ethical dilemmas and decision-making frameworks and approaches. Examines personal, organizational and societal impact of business practices. ~~Students~~ ^{Engage} real-world issues and ~~apply~~ ^{applies} ethical theories, concepts, and principles to concrete problems in business and organizational ethics.

Student Learning Outcomes

Upon successful completion of this course, the student will be able to:

- Demonstrate familiarity with the basic concepts and theoretical perspectives of ethics and ethical theory.
- Demonstrate understanding of how business ethics relates to larger moral and philosophical frameworks.
- Identify typical ethical issues that occur in the workplace, and articulate the importance of ethical behavior in the business world.
- Evaluate an ethical situation by applying the steps involved in ethical decision-making.
- Present a particular stance on an issue in business ethics, in clear writing and spoken communication.

Required Texts

- 1) *Ethical Theory and Business*. Ed. By Tom Beauchamp, Norman Bowie, and Denis Arnold. ISBN-10 0-205-16908-2, ISBN-13 978-0-205-16908-5. Pearson: 2013
- 2) *Business Ethics*. Ed. By Milton Snoeyenbos, Robert Almeder, and James Humber. New York: Prometheus Books, 2001.

Course Expectations

1. Careful study of all readings prior to the class meetings for which they are assigned. **This is your primary assignment, which will be supplemented by other assignments in the course of the semester.** You will be held accountable for all materials given, syllabus adjustments or modifications, announcements made, and discussions conducted, in class, even those that would most likely be missed because a student fails to show up in class.
2. **Sustained, active** participation in class, which includes each of the following:
 - a) First and foremost, your regular class attendance. Of course, you cannot actively participate in a class if you are not there, or are there only sporadically. Your regular presence in class is your most substantial evidence that you are actively involved in the course, so don't become invisible or otherwise fade away.
 - b) For your class attendance to really count, you must actively participate in all the class and group discussions and activities, e.g. by asking or answering questions, by offering or requesting clarifications, and so on. You must join and actively participate in the small group discussions that will be a regular activity in the classroom. The quality of your attendance is as important as your physical presence. You are required to be **fully** engaged in whatever is going on in class from beginning to end. For this, coming to class prepared is key: You must show evidence of having read and studied the assigned matter carefully before each class meeting.

3. Satisfactory completion of all assignments and other requirements at the deadlines specified. Nothing will be accepted late without prior notification. If you think you cannot accomplish a requirement on time, you may get an extension in advance if you ask me and I see that you have a legitimate reason. But, again, you need to communicate with me ahead of time.

4. In all tests, papers, or discussions, you do not have to agree with me on any issue or with any of the philosophers or positions discussed in class, but you are expected to know thoroughly everything that has been discussed and explained in the course pertinent to the issue, **especially in the Powerpoint presentations and lectures**, and to present cogent reasons or arguments for any views you wish to advocate. Above all, you must make sure that you do not attack a “straw man” when you dispute a position contrary to yours. Positively, you are expected to apply the Principle of Charity in regard to positions you want to criticize. A self-critical attitude, which is manifested in an openness to and respect for ideas contrary to your own, as well as in the willingness to listen attentively to people with views different from yours, is the fundamental expectation for this course.

5. Academic honesty. **Any evidence of cheating, including plagiarism, constitutes sufficient reason for a failing grade for the assignment or exam, or even the entire course.** To avoid any appearance of plagiarism, be sure to document the sources for your work, using any standard citation format (MLA, APA, Chicago/Turabian’s, etc.). All quotations and paraphrases require a citation.

Course Requirements and relative weights

1. You will be required to keep a personal journal throughout the course, which is intended to enhance your personal interaction with the assigned course readings. It is going to be a running written record of your “real-time” thoughts in response to the assigned matter, unless I specify otherwise. Hence, your lecture notes must not be used and submitted as journal entries.

The journal is a loosely structured set of thoughts and observations. Unlike an essay or a regular research paper, organization is not very important, although it is strongly encouraged. The journal is primarily meant to aid you, not to inform an outside reader. Putting your thoughts in writing will allow you to think more clearly, help reinforce concepts learned, increase your recall and comprehension of the readings, apart, of course, from the obvious benefit of helping to improve your writing fluency. This exercise, if you take it seriously, will also help in preparing you for the course exams as well as for your regular paper.

For your journal entries, use only regular-sized ruled pad. Write an entry of *at least* 1 page per week on a single topic or set of topics in the syllabus.. You should have a total of 11 pages at the end of the course in order to get the full credit for this requirement . You are expected to write each journal entry *while* you accomplish or *immediately after* you accomplish each reading assignment, with each entry expressing your understanding of, as well as your personal feedback, on the text, including problems, questions, and personal insights in your encounter with it. No late submission is allowed for any of these individual entries. It should be clear, therefore, that you cannot submit all of your 11-page journal on all the different topics at any single time.

I will be collecting your one-page journal entry every Wednesday, and ***only*** before the start of the class. No journal entry may be submitted during or after class. Each entry must be dated and have your name clearly spelled. To aid in the evaluation of your journal entries, you are expected to write legibly in handwritten form, and use complete sentences in regular essay format. Each journal entry will not be graded on spelling, grammar, structured content, or the correctness of your views. The main criterion used in checking your journal will be: Do you have the appropriate entry in the appropriate form (handwritten, full page, essay format) at each meeting? If so, then you can receive the full credit of 1 point for the entry; if not, you will get less than the full credit. In order to ensure that you have the appropriate entry, I will be randomly reading parts of each of your journal entry—and occasionally reading all of it-- to check on evidence of honest effort in trying to understand the assigned text material. If you fail to submit a journal entry on any given Wednesday, you lose 1 full point. (Total maximum points: 10% of your final grade.)

2. Unannounced quizzes will be given during the first five minutes of the class period to ensure readings are completed prior to class. Quizzes cannot be made up. (Total maximum points: 10% of your final grade.)

3. A midterm exam (essay type) will be held on the 8th week of the semester. The coverage will include all matter taken up during the first eight weeks of the semester. (Total maximum points: 15% of your final grade.)

4. A 5-page paper or a pre-final exam (essay type). Students who choose to write a paper need to see me in my office for details. The topics for the pre-final exam will cover all matter not included in the coverage of the midterm exam. (Total maximum points: 20% of your final grade.)

5. Final exam (essay type). Since the final exam will cover the matter of the entire course, it will be preceded by a general review a full week before it occurs. (Total maximum points: 25% of your final grade.)

6. Sustained, active class participation, as defined above in Course Expectations, Item # 2. (Total maximum points: 20% of your final grade.)

To summarize:

Journal	10%
Quizzes	10%
Midterm exam	15%
Pre-final exam	20%
Final exam	25%
<u>Class participation</u>	<u>20%</u>

100%: TOTAL MAXIMUM POINTS FOR FINAL GRADE

Course Schedule

Week 1: Introduction

Week 2: Ethical Theory and Its Application to Business, Chapt 1 *Ethical Theory and Business*, pp. 1-28

- Utilitarian Theories
- Deontological Theories
- Procedural Justice
- Purpose and Goodness

Week 3: Theories of Economic Justice, Chapt. 2 *Ethical Theory and Business*, pp. 29-56

- Theories of Justice

Week 4: Theories of Economic Justice continued, pp. 57-91.

- The Free Market Conception of Justice

Week 5: Theories of Economic Justice continued, pp. 92-121.

- The Marxist Challenge
- International Economic Justice

Week 6: Business and Social Responsibility, *Business Ethics*, pp.66-92.

- Case Study: Cost-Benefit Analysis and the Ford Pinto
- "The Social Responsibility of Business is to Increase its Profit" by Milton Friedman
- "Milton Friedman Respond by Milton Friedman
- "Morality in the Marketplace" by Robert Almeder

Week 7: "Reverse Discrimination," *Business Ethics*, pp.185-217.

- Case Study: United Steelworkers vs. Weber
- "Reverse Discrimination: A Brief Against It" by Ernest Van der Haag
- "Reversing the Argument Against Reverse Discrimination" by James Humber

Week 8: **Midterm Exam**

Week 9: "Whistleblowing," *Business Ethics*, pp. 277-289.

- Case Study: Whistleblowing at Northern Airlines
- "Whistleblowing," by Norman Bowie and Ronald Duska
- "Whistleblowing: Loyalty and Dissent in the Corporation," by Alan Westin

Week 10: "Product Safety," *Business Ethics*, pp.367-393.

- Case Study: Austin vs. Ford Motor Co.

- "Strict Product Liability and Compensatory Justice," by George Brekert
- "Let's Restore Balance to Product Liability Law," by Robert Malott
- "Product Safety: Who Should Absorb the Cost?" by Beverly Moore, Jr.

Week 11: "Advertising," *Business Ethics*, pp. 396-432.

- FTC vs. Colgate-Palmolive Co.
- The Advertising Code of American Business
- "Ethics and Advertising," by John Miller
- "In Defense of Advertising," by Charles Collins
- Corporate Policy Statement

Week 12: Selling, *Business Ethics*, pp. 433-453.

- Case Study: "Roger Hixon: Let the Buyer Beware," by Clinton Oaks
- "A Moral Evaluation of Sales Practices," by David Holley
- Corporate Policy Statement

Week 13: Environmental Responsibility, *Business Ethics*, pp.459-486.

- Case Study: High Tech Spills
- "The Case for Economic Growth," Wilfred Beckerman
- "Ethics and Ecology," by William Blackstone
- "Utilitarianism and the Environment," by Manuel Velasquez

Week 14: "Obligations to Natural Objects and Future Generations," *Ethical Theory and Business*, pp. 356-380.

- "Should Trees Have Standing?" by Christopher Stone
- "The Rights of Animals and unborn Generations," by Joel Feinberg
- "Pollution and Conservation," by John Passmore

Week 15: Multinational Decision Making, *Business Ethics*, pp. 509-530

- Case Study: Union Carbide and Phopal
- "Ethical Complexities Involving Multinational Corporation," by James Kiersky
- "Multinational Decision Making: Reconciling International Norms," by Thomas Donaldson

Week 16: **Submission of paper or prefinal exam.**

Week 17: "International Marketing," *Business Ethics*, pp. 531-553

- Case Study: Selling the Lockheed Tristar
- "Ethics and Foreign Corrupt Practices Act," by Mark Pastin and Michael Hooker
- "Justifying the Foreign Corrupt Practices Act," by James Humber
- Corporate Policy Statements

Week 18: **Final Exam**